



November 18, 2022

To

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra-Kurla Complex,
Bandra (East), Mumbai – 400051

BSE Limited
Department of Corporate Services/ Listing
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400001

SYMBOL: POLICYBZR

SCRIP CODE: 543390

Sub.: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Updates on Investment

Dear Sir

In furtherance to our communication dated August 24, 2022 and pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that PB Fintech Limited (“Company”) has made an investment of ~USD 2 million and acquired 26.72% Shares of YKNP Marketing Management, a Limited Liability Company (“LLC”) through PB Fintech FZ-LLC, a wholly owned subsidiary of the Company

Further, the disclosures as required under Regulation 30 of LODR read with events specified in Part A of Schedule III and SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 are as hereunder:

Sl. No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	Name: YKNP Marketing Management (“YKNP”), UAE Registered Office: Dubai, UAE Paid-up capital: AED 300,000/- Turnover (as on December 31, 2021): 2020-21: AED 20.41 million
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arms-length”	Post investment, YKNP has become an associate of PB Fintech FZ-LLC, a wholly owned subsidiary of the Company and accordingly a related party. Further, the company is a professionally managed company with no identifiable Promoter.

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PB FINTECH LIMITED

(Formerly Known As PB Fintech Private Limited/Etechaces Marketing And Consulting Private Limited)

Registered Office Address : Plot No. 119, Sector-44, Gurugram-122001 (Haryana)

Telephone No. : 0124-4562907, Fax : 0124-4562902 E-mail : enquiry@policybazaar.com

Website : www.pbfintech.in CIN : L51909HR2008PLC037998



3.	Industry to which the entity being acquired belongs	Marketing Management
4.	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	The investment will provide following benefits to PB Fintech FZ-LLC: (i) With this partnership we will get access to banks of UAE where we can start sourcing customer leveraging the YKNP agreement and field force. (ii) YKNP has about majority business through Arabic population. We will get access to sales team which can cater to Arabic customers.
5.	Brief details of any governmental or regulatory approvals required for the acquisition	Not applicable
6.	Indicative time period for completion of the acquisition	With the investment of ~USD 2 million, the acquisition has been completed.
7.	Nature of consideration - whether cash consideration or share swap and details of the same	Cash consideration
8.	Cost of acquisition or the price at which the shares are acquired	~USD 2 million
9.	Percentage of shareholding / control acquired and / or number of shares acquired	PB Fintech FZ-LLC has acquired 26.72% shareholding of YKNP
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	<ul style="list-style-type: none"> ➤ YKNP Marketing Management was established as a Sole Establishment registered under Department of Economic Development, Dubai, U.A.E. on 21st December, 2017. It has now been converted to an LLC - Single Owner with the activity 'Marketing Management.' ➤ YKNP Marketing Management has total 3 branches i.e. in Dubai, Abu Dhabi and Al Ain. ➤ YKNP Marketing Management is a leading provider of outsourced sales and

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		<p>marketing services for companies in the UAE. The Company mainly provide below services to their clients;</p> <ul style="list-style-type: none">(i) Lead Generation(ii) Sales Consulting Services(iii) Co-Sourcing(iv) Sales Outsourcing Services <p>Last Three Years turnover:</p> <table border="1"><thead><tr><th>Period</th><th>AED (In million)</th></tr></thead><tbody><tr><td>31.12.2021</td><td>20.41</td></tr><tr><td>31.12.2020</td><td>17.42</td></tr><tr><td>31.12.2019</td><td>12.06</td></tr></tbody></table>	Period	AED (In million)	31.12.2021	20.41	31.12.2020	17.42	31.12.2019	12.06
Period	AED (In million)									
31.12.2021	20.41									
31.12.2020	17.42									
31.12.2019	12.06									

You are requested to kindly take the same in your records.

Thanking you

Yours Sincerely
For PB Fintech Limited

Bhasker Joshi
Company Secretary and Compliance Officer



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