

# Hindustan Media Ventures Limited

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CIN : L21090BR1918PLC000013

9<sup>th</sup> May, 2019

Ref: HMVL/CS/08/2019

The Listing Department  
**BSE Limited**  
P.J. Towers, Dalal Street  
**MUMBAI - 400 001**

**The National Stock Exchange of India Limited**  
Exchange Plaza, 5<sup>th</sup> Floor  
Plot No. C/1, G Block  
Bandra-Kurla Complex  
Bandra (East)  
**MUMBAI - 400 051**

Scrip Code: 533217  
Trading Symbol: HMVL

Dear Sirs,

**Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the Board of Directors of the Company at its meeting held on 9<sup>th</sup> May, 2019 has approved an investment upto Rs. 4 Crore in equity share capital of Aleph Digital Solutions Pvt. Ltd. (*details of acquisition as per SEBI circular dated 9<sup>th</sup> September, 2015 is enclosed as Annexure-A*).

This is for your information and record.

Thanking you,

Yours faithfully,  
For **Hindustan Media Ventures Limited**



(Tridib Barat)  
Company Secretary



Encl.: As above



(Sandeep Gulati)  
Chief Financial Officer

Registered Office :

Budh Marg, Patna - 800001

Ph.: 0612-2223434, 2223772, 2223413, 2223314, 2222538

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Annexure - A

Disclosure of information pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9<sup>th</sup> September, 2015

S. No.	Detail required	Information of such event
a)	Name of the target entity, details in brief such as size, turnover etc.;	<u>Target Entity:</u> Aleph Digital Solutions Pvt Ltd (ADSPL)  Net Sales (FY-19): Rs. 0.478 Lac (company sources)
b)	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";	This is not a related party transaction
c)	Industry to which the entity being acquired belongs	Media & Entertainment
d)	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);	Strategically, the investment would offer opportunity to build key propositions in news gathering and news aggregation in an asset light model, with relatively low outlay and risk.
e)	Brief details of any governmental or regulatory approvals required for the acquisition	None
f)	Indicative time period for completion of the acquisition	The Company will make investment in two tranches of Rs. 2 crore each, on or before 31 <sup>st</sup> March, 2020
g)	Nature of consideration - whether cash consideration or share swap and details of the same;	Consideration shall be in cash
h)	Cost of acquisition or the price at which the shares are acquired	a) <b>Tranche 1 Investment:</b> Upon signing of the Execution Agreement, the Company will subscribe to equity shares of ADSPL

  
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		<p>amounting to Rs. 2 Crore.</p> <p>b) <b>Tranche 2 Investment:</b> The second tranche of investment of Rs. 2 Crore (on or before 31<sup>st</sup> March, 2020) shall be subject to ADSPL achieving the pre-agreed milestones, failing which the second tranche of investment shall be at absolute/sole discretion of Hindustan Media Ventures Limited.</p>						
i)	Percentage of shareholding / control acquired and / or number of shares acquired	Upon Tranche 1 investment, the Company will acquire 14.25% of the fully diluted equity share capital of ADSPL.						
j)	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);	<p><b>Company background:</b></p> <p>Aleph Digital Solutions Pvt. Ltd (ADSPL), operates “Pebble”, a hyper-local content marketplace and “LocalHeading”, a news site.</p> <p><i>Pebble</i> is a dual sided marketplace for journalists and publishers to buy and sell content pieces. For publishers, Pebble offers verified, hyper-local content at an affordable price on <i>a-la-carte</i> basis from verified journalists. For reporters and journalists, Pebble helps their content be discovered by publishers outside their routine client base.</p> <p><i>LocalHeading</i> is a local news aggregation portal. The portal is proposed to have content by reporters after a certain time has elapsed for the content in the marketplace. Local Heading is modelled as a portal where reporters and institutions can create their own pages and find followers.</p> <p><b>Date of Incorporation:</b> 7<sup>th</sup> November 2017</p> <p><b>Key financial information: FY-19</b></p> <table border="1"> <thead> <tr> <th>Particulars</th> <th>Amount* (Rs./Lac)</th> </tr> </thead> <tbody> <tr> <td>Net Sales</td> <td>0.478</td> </tr> <tr> <td>EBITDA</td> <td>-206.7</td> </tr> </tbody> </table> <p>*company sources</p> <p><b>Country in which entity has presence:</b> India</p>	Particulars	Amount* (Rs./Lac)	Net Sales	0.478	EBITDA	-206.7
Particulars	Amount* (Rs./Lac)							
Net Sales	0.478							
EBITDA	-206.7							

