



Vikas Lifecare Limited
(A NSE / BSE Listed Company)
CIN : L25111DL1995PLC073719
Web : www.vikaslifecarelimited.com
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March 28, 2024

Listing Compliance Department
National Stock Exchange of India Limited.
Exchange Plaza, Bandra-Kurla Complex,
Bandra (E), Mumbai 400051
Fax: 022-26598235/36

Listing Compliance Department
BSE Limited.
Phirozee Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai - 400 001

NSE Symbol: VIKASLIFE

Scrip Code: 542655

Sub: Media Release:

Vikas Lifecare Limited has acquired a considerable stake in Benchmark News Lab Private Limited by making an investment of INR 150 Million to acquire 7.5% Equity in the popular News Channel Bharat Express News.

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copy of Media Release titled "**Vikas Lifecare Limited has acquired a considerable stake in Benchmark News Lab Private Limited by making an investment of INR 150 Million to acquire 7.5% Equity in the popular News Channel Bharat Express News.**"

We request you to kindly take the above information on record and oblige.

Thanking you,

Yours Faithfully,
for **Vikas Lifecare Limited**

Sundeep Kumar Dhawan
Managing Director
DIN: 09508137

Regd. Office : Vikas House, 34/1, Vikas Path, East Punjabi Bagh, New Delhi - 110026
Factory I : G-83, Vigyan Nagar, RIICO Indl. Area, Shahjahanpur, Dist. Alwar, Rajasthan - 301706
Factory II : Plot No. 193, Revenue Survey No. 93, Baikampady, Dist. Dakshina Kannada, Mangaluru, Karnataka - 575011



Media Release:

Vikas Lifecare Limited has acquired a considerable stake in Benchmark News Lab Private Limited by making an investment of INR 150 Million to acquire 7.5% Equity in the popular News Channel Bharat Express News.

28' March' 2024, New Delhi. Vikas Lifecare Limited is glad to announce that the Company has acquired a considerable stake in Benchmark News Lab Private Limited. The Company has invested INR 150 Million to acquire 7.5% Equity in the popular News Channel Bharat Express News. The company may enhance its stakes in the venture and also the relevant industry during the upcoming Financial Year 2024~25.

Pursuing the Expansion Plans and in order Broadbase it's business interests, Vikas Lifecare recently ventured into the Media & Entertainment Business Industry and has been exploring various options to set a firm foothold in the industry via acquisitions and mergers while also eyeing to evaluate and start an independent business division to enhance its business in the relevant segment.

About Benchmark News Lab Private Limited:

Benchmark News Lab Private Limited is a Delhi based enterprise with multiple existing and upcoming ventures in the Media and Entertainment Industry including The Flagship News Channel namely "Bharat Express News which is primarily an Indian Hindi-Language News Channel.

Bharat Express News has been conceptualized and founded by Media Veteran Shri Upendra Rai, the Young & Dynamic Journalist is the CMD and Editor-in-Chief of Bharat Express News, the Bharat Express News team is a healthy mix of experienced journalists, socio-Political and commercial analysts, thinkers, writers and editors supported by a young team that is composed with a collective leadership experience spread over decades.

Bharat Express News has world class office spaces comprised of news studios, chroma sets, newsrooms, cameras and latest recording, editing and broadcasting equipment and technology that enables and strengthens next generation News Reporting and operations.

Promoters and key personnel bring over 3 decades of combined experience of topnotch media houses in TV & Print Media, Breaking away from the cacophony of news channels, Bharat Express News was launched with paramount ethos of journalism – Satya, Sahas and Samarpan!

Bharat Express News focuses on delivering unbiased news while focusing on strengthening Indian culture while doing so. Bharat Express News popularity, Viewership and rating has been increasing steadily since its inception in the year 2023.

About Vikas Lifecare Limited:

Vikas Lifecare Limited (VLL) is an ISO 9001:2015 certified company, conventionally engaged in manufacturing and trading of Polymer and Rubber compounds and Specialty Additives for Plastics, Synthetic & Natural Rubber. Polymer & Rubber Commodity (bulk consumption) Compounds and Master-Batches (Manufacturing up- cycled compounds from industrial and post-consumer waste materials like EVA, PVC, PP, PE etc.), contributing to the Environment Protection initiatives from the Government of India and fulfilling the mandated EPR obligations for the conglomerates consuming hundreds of thousands of tons of plastic products and packaging materials.

VLL is also a Del-Credere agent of ONGC (Oil and Natural Gas Corporation Ltd.) Petro Additions Limited, a public sector undertaking producing a wide variety of base Polymers and Commodity Plastic Raw Materials.

VLL's subsidiary M/s Genesis Gas Solutions Pvt. Ltd. is engaged in the business of Smart Gas Meters being supplied to all the major Gas Distribution Companies for domestic and commercial consumers. Genesis pioneers in Smart Gas and Water Metering and commands about 20% of the Domestic Gas Metering business share in India.

As a long-term business strategy, the company has most recently diversified its business interests beyond raw materials (B2B businesses) and forayed into the B2C segment with a host of consumer products including FMCG, Agro, and Infrastructure Products; paving way for an aggressive business growth with intricately planned and making continuous additions to the products & services portfolios via acquisitions, joint ventures and tie-ups.

Company continues spreading its arms under entertainment sector with a new venture in film production. This strategic move marks Vikas Lifecare Limited's entry into the dynamic world of cinema, leveraging its expertise in creativity and innovation to deliver captivating and thought-provoking content to audiences worldwide. The company's debut project, "Lioness," in collaboration with Teamo Productions HQ Limited, is a testament to VLL's commitment to quality storytelling and cultural representation. This venture aligns with company's vision to explore new horizons and create memorable experiences for audiences across the globe.

The Company in order to fuel the business growth, has been very open minded and is aggressively exploring various Industrial and Services Business Markets including Tourism, Hospitality and Entertainment. VLL intends establishing / acquiring businesses in these business segments thereby expanding its footprint in the country and beyond. The securities of the Company are listed on both the Stock Exchanges, BSE (Scrip Code: 542655) and NSE (Symbol: VIKASLIFE).

Disclaimer: Certain statements, words in this document that are not historical facts are forward looking statements. Such forward looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks and many other factors that could cause actual result to differ materially from those contemplated by these forward-looking statements. Vikas Lifecare Limited its subsidiaries and associates shall not be in any way responsible for any action taken based on such statements.