

HCKK Ventures Limited

CIN-L45100MH1983PLC263361

Registered Office: Office No. 514, Roongta Business Center, 5th Floor, Govind Nagar, Nashik- 422009
Tel: +91 8976707683 Email: info@hckkventures.com Website: www.hckkventures.com

Date: 20th November,2023

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

Subject: Press Release: HCKK Ventures Announces Strategic Merger of Softlink Global

Reference: HCKK Ventures Limited Scrip Code: 539224

Dear Sir,

Pursuant to Regulation 30 of Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulation, 2015 please find enclosed the press release on the captioned subject being issued today.

Kindly take the above information on your records.

Thanking You,

Yours Faithfully,

FOR HCKK VENTURES LIMITED

**PRASHANT AGARWAL
COMPANY SECRETARY CUM COMPLIANCE OFFICER**

Encl: As above

HCKK Ventures Limited

CIN-L45100MH1983PLC263361

Registered Office: Office No. 514, Roongta Business Center, 5th Floor, Govind Nagar, Nashik- 422009
Tel: +91 8976707683 Email: info@hckkventures.com Website: www.hckkventures.com

MEDIA RELEASE

HCKK Ventures Announces Strategic Merger of Softlink Global

In a landmark development, HCKK Ventures Limited, a multi-faceted software and services provider, has officially announced merger of Softlink Global Private Limited, a global leader in logistics technology solutions with HCKK subject to market regulators approval. This strategic move, with HCKK Ventures acquiring Softlink at an approximate valuation of Rs 430 crore, marks a significant step forward in the technology and logistics sectors, aimed at maximizing the potential of both businesses and enhancing value for shareholders, customers, and employees.

The acquisition of Softlink Global by HCKK Ventures is a pivotal move in the industry. Softlink, renowned for its consistent year-on-year growth exceeding 30%, brings a wealth of expertise and a strong market presence to the table. This acquisition is not just a testament to Softlink's success but also a strategic move by HCKK Ventures to diversify and strengthen its portfolio in the technology sector.

Apurv Bhargava, Managing Director of HCKK Ventures, emphasizes the strategic importance of this acquisition. "Acquiring Softlink Global at an approximate valuation of 430 crore is a significant milestone for HCKK Ventures. Given Softlink's edge in logistics technology, its global presence, annuity revenue model, high EBITDA, and consistent growth trajectory, we are confident this acquisition will bring immense value to HCKK shareholders. Softlink's potential for future growth aligns perfectly with our vision for expansion and value creation.

Similarly, post-merger, Softlink Global, with its software used in over 45 countries by 4500 customers and over 1 million users, is set to benefit from enhanced capital access. This will enable the company to accelerate its innovation in software solutions, further solidifying its position as a leader in global logistics technology.

Amit Maheshwari, Founder & CEO of Softlink Global, shares his perspective on this new chapter. "Joining forces with HCKK Ventures is a game-changer. It will amplify our capabilities and help us reach new heights in technological innovation and market expansion, reinforcing our commitment to our customers and the industry at large."

HCKK Ventures Limited

CIN-L45100MH1983PLC263361

Registered Office: Office No. 514, Roongta Business Center, 5th Floor, Govind Nagar, Nashik- 422009

Tel: +91 8976707683 Email: info@hckkventures.com Website: www.hckkventures.com

Way forward this merger represents a strategic fusion of vision, expertise, and technology, aiming to set new benchmarks in the logistics and technology sectors. HCKK Ventures and Softlink Global are poised to redefine industry standards, offering unparalleled value to their stakeholders and leading the way in technological innovation and customer service excellence.
