

SEC: JC: 00182

12 March, 2020

Manager (Listing)
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1,
G- Block, Bandra - Kurla Complex,
Bandra (East),
Mumbai - 400 051
SCRIP CODE: CESCVENT

The Secretary
BSE Limited
PhirozeJeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001
SCRIP CODE: 542333

The Secretary
The Calcutta Stock Exchange Limited
7, Lyons Range,
Kolkata - 700 001

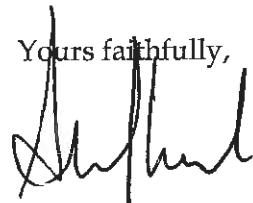
Dear Sir,

**Sub: Intimation of acquisition under Regulation 30 read with Schedule III of SEBI
(Listing Obligations and Disclosure Requirements) Regulations, 2015**

With reference to the captioned subject, we would like to inform you that the Company has executed earlier today a Share Subscription Agreement and Shareholders Agreement for acquiring a 8.49 % shareholding in Peel-Works Private Limited, having its registered office at 1st & 2nd Floor, Kagalwala House, Plot No. 175, CST Road, Kalina, Bandra Kurla, Santacruz East Mumbai - 400098.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9 September, 2015 are given in Annexure A to this letter.

Yours faithfully,


COMPANY SECRETARY

Encl:

Annexure A

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	name of the target entity, details in brief such as size, turnover etc.;	Peel-Works Private Limited ('Peel-Works') is a technology driven distribution company which supplies goods (food, grocery and consumer products) to retailers and wholesalers where orders are collected through a software application. Total Revenue of the target entity for the year ended 31/03/2019: INR 40,02,14,724
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 "arm's length";	The acquisition of Compulsorily Convertible Preference Shares of Peel-Works, is not a related party transaction. None of the promoter/ promoter group/ group companies have any interest in Peel-Works.
c)	industry to which the entity being acquired belongs;	Distribution of grocery and consumer products
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 Company);	Emerging, early-stage growth business having synergy possibilities with FMCG & Retail Business of the Company/its subsidiaries.
e)	brief details of any governmental or regulatory approvals required for the acquisition;	None
f)	indicative time period for completion of the investment;	Simultaneously with execution of the Share Subscription Agreement and Shareholders Agreement.

CESC VENTURES LIMITED

Company Secretary

	g) nature of consideration - whether cash consideration or share swap and details of the same	Cash consideration																				
	h) cost of acquisition or the price at which the shares are acquired;	Acquisition of 8.49 % stake (fully diluted basis) by acquiring 4,134 Compulsorily Convertible Preference Shares for an aggregate consideration amounting to INR 20.99 crores.																				
	i) percentage of shareholding / control acquired and / or number of shares acquired;	-----do-----																				
	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>Peel-Works was incorporated on 8 September, 2010 and has been engaged in supply of goods food, grocery and consumer products to retailers and wholesalers through a software application.</p> <table border="1" data-bbox="644 864 1430 1272"> <thead> <tr> <th colspan="4">History of last 3 years</th> </tr> <tr> <th>Particulars</th> <th>31.3.2017</th> <th>31.3.2018</th> <th>31.03.2019</th> </tr> </thead> <tbody> <tr> <td>• Turnover (INR)</td> <td>21,83,67,533</td> <td>26,24,61,761</td> <td>40,02,14,724</td> </tr> <tr> <td>• Country in which the entity has presence</td> <td>India</td> <td>India</td> <td>India</td> </tr> <tr> <td>• Any other significant information</td> <td>--</td> <td>--</td> <td>--</td> </tr> </tbody> </table>	History of last 3 years				Particulars	31.3.2017	31.3.2018	31.03.2019	• Turnover (INR)	21,83,67,533	26,24,61,761	40,02,14,724	• Country in which the entity has presence	India	India	India	• Any other significant information	--	--	--
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