

Date: August 15, 2023

BSE Limited

Phiroze Jeejeebhoy Towers,

Dalal Street

Mumbai- 400 001

SCRIP CODE: 543895

Subject: Disclosure pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. ('Listing Regulations').

Dear Sir/ Madam,

With reference to the captioned subject, we wish to inform you that Exhicon Event Media Solutions Limited ("the Company"), has signed the memorandum of understanding ("MOU") with Dare Spark Communications and Associated ("Dare Spark") for acquisition of 100 % stake of Dare Spark.

Dare Spark Communications and Associated is engaged in the business of Exhibition Booth Designing & Execution Brand Communications for exhibitors and other businesses.

Further, the details in terms of Regulation 30 of the Listing Regulations read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 09, 2015, is enclosed herewith as Annexure A to this intimation.

You are requested to kindly take the above information on record

Thanking You,

Yours Faithfully

For **Exhicon Events Media Solutions Limited**

Pranjul Jain

Company Secretary and Compliance Officer

Membership No. A67725

Encl: A/a

Exhicon Events Media Solutions Limited

(Formerly known as Exhicon Events Media Solutions Private Limited)

CIN: U74990MH2010PLC208218

Reg. Office: 103, Crystal Paradise, DS Road, off Veera Desai Road, Andheri (W), Mumbai 400053

Tel: +9122 40036045/22 62361291 | Email: info@exhicongroup.com | Website: www.exhicongroup.com

ANNEXURE A

The details as required under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September 2015 is as under:

Sr. No.	Details of Events that need to be provided	Information about such events
a.	Name of target entity, details in brief such as size, turnover etc.	<p>1. <u>Name of the Target entities:</u> Dare Spark Communications Phoenix Designs and Communications Ketul Shah and Associate (Collectively named as “<i>Dare Spark Communications and Associates</i>”)</p> <p>2. <u>Business of Target entity:</u> Exhibition Booth Designing & Execution Brand Communications for exhibitors and other businesses</p> <p>3. <u>Turnover of FY 2022-23:</u> Rs. 4,66,92,162/- (unaudited)</p>
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	No
c.	Industry to which the entity being acquired belongs	Exhibition Stall Designing & Execution Brand Communications
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);	The acquisition of this business will consolidate entire topline and bottom-line to the existing business of Exhicon Events Media Solutions Limited and will create one more revenue stream for the company. In addition the Company shall leverage with the experience and expertise of the founder for future businesses.
e.	Brief details of any governmental or regulatory	No such approvals required.

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	approvals required for the acquisitions	
f.	Indicative time period for completion of the acquisition	One month from the date of signing of Memorandum of Understanding (“MOU”)
g.	Nature of consideration – whether cash consideration or share swap and details of the same	Cash and Share swap.
h.	Cost of acquisition or the price at which the shares are acquired	Rs. 4,00,00,000/- (Rupees Four Crore Only)
i.	Percentage of shareholding / control acquired and / or number of shares acquired	100%
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 other significant information (in brief)	<p>1. <u>Main line of business:</u> Dare Spark Communications and Associates is engaged in the business of providing services related to Exhibition Booth Designing & Execution Brand Communications for exhibitors and other businesses.</p> <p>2. <u>Date of incorporation of the Target:</u> 30/12/2020</p> <p>3. <u>Turnover of last three financial years:</u> FY 2021 - Nil FY 2022- Rs. 1,03,70,299/- FY 2023- Rs. 4,66,92,162/- (unaudited)</p>

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