



September 21, 2022

To  
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 – 400051

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

SYMBOL: POLICYBZR

SCRIP CODE: 543390

**Sub.: Update on Investments**

Dear Sir/Madam,

In furtherance to our earlier communication dated August 24, 2022 and pursuant to the provisions of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with the events specified in Para A of Schedule III and SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015, we wish to inform you that PB Fintech Limited ("The Company") has made the following investments: -

- (i) Investment of ₹649,99,99,884/- (Rupees Six Hundred Forty Nine Crores Ninety Nine Lakh Ninety Nine Thousand Eight Hundred Eighty Four Only) in Policybazaar Insurance Brokers Private Limited, a wholly owned subsidiary of the Company, the details in respect of the same are enclosed herewith as an **Annexure- A**. With the said further investment, the entire amount of ₹650,00,00,000/- (Rupees Six Hundred Fifty Crores Only) as approved by the Board and communicated earlier, stands completed.
- (ii) Investment of ₹249,99,99,810/- (Rupees Two Hundred Forty Nine Crores Ninety Nine Lakh Ninety Nine Thousand Eight Hundred Ten Only) in Paisabazaar Marketing and Consulting Private Limited, a wholly owned subsidiary of the Company, the details in respect of the same are enclosed herewith as an **Annexure- B**. With the said further investment, the entire amount of ₹250,00,00,000/- (Rupees Two Hundred Fifty Crores Only) as approved by the Board and communicated earlier, stands completed.

This is for your information and necessary records.

Thanking You,

Yours faithfully,

**For PB Fintech Limited**

*(Formerly known as PB Fintech Private Limited/Etechaces Marketing and Consulting Private Limited)*

(Bhasker Joshi)

Company Secretary and Compliance officer

Membership No. F8032

Add: Plot No. 119, Sector-44,

Gurgaon-122001, Haryana

Encl.: A/a



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paisabazaar<sup>com</sup>

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**PB FINTECH LIMITED**

(Formerly Known As PB Fintech Private Limited/Etechaces Marketing And Consulting Private Limited)

Registered Office Address : Plot No. 119, Sector-44, Gurugram-122001 (Haryana)

Telephone No. : 0124-4562907, Fax : 0124-4562902 E-mail : enquiry@policybazaar.com

Website : www.pbfintech.in CIN : L51909HR2008PLC037998



## Annexure-A

SL No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	Policybazaar Insurance Brokers Private Limited (“Policybazaar”)  <b>Registered Office Address:</b> Plot No. 119, Sector-44 Gurgaon-122001 (Haryana).  <b>Authorised Capital:</b> ₹100,00,00,000 (Rupees Hundred Crore Only)  <b>Issued &amp; Paid up Capital (Post Allotment):</b> ₹93,81,25,060/- (Rupees Ninety Three Crore Eighty One Lakh Twenty Five Thousand Sixty Only) as on September 21, 2022.  <b>Turnover (As on 31.03.2022):</b> ₹789,53,46,659/- (Rupees Seven Hundred Eighty Nine Crore Fifty Three Lakh Forty Six Thousand Six Hundred Fifty Nine Only).
2.	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”	As Policybazaar is a wholly owned subsidiary, it is a related party of the Company.  The company is professionally managed company with no identifiable Promoter.  The transaction is done at Arm’s Length basis.
3.	Industry to which the entity being acquired belongs	Insurance Broker Direct (Life and General)
4.	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)	As part of company’s investments, the present Investment allows Company to strengthen the financial health of its mentioned wholly-owned subsidiary to meet its general operating expenses and enhancing brand awareness, office presence and strategic initiatives.
5.	Brief details of any governmental or regulatory approvals required for the acquisition	Not Applicable.
6.	indicative time period for completion of the acquisition	Allotment made on September 20, 2022
7.	nature of consideration - whether cash consideration or share swap and details of the same	Cash Consideration
8.	cost of acquisition or the price at which the shares are acquired	The Company has further invested ₹649,99,99,884/- (Rupees Six Hundred Forty Nine Crores Ninety Nine Lakh Ninety Nine Thousand Eight Hundred Eighty Four Only) against which 1,07,97,342 (One Crore Seven Lakh Ninety Seven Thousand Three Hundred Forty Two) Equity Shares of Rs. 10/- (Rupees Ten only) each at a premium of Rs. 592/-

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		(Rupees Five Hundred Ninety Two Only) per equity share of Policybazaar have been allotted.								
9.	percentage of shareholding / control acquired and / or number of shares acquired	100% Shareholding								
10	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>Policybazaar was incorporated on September 25, 2014 under the Companies Act, 2013 and carries on the business of Insurance Broker Direct (Life and General) under the Insurance Regulatory and Development Authority of India (Insurance Brokers) Regulations, 2018.</p> <p>Website: <a href="http://www.policybazaar.com">www.policybazaar.com</a></p> <p>Last Three Years turnover:</p> <table border="1"><thead><tr><th>F.Y.</th><th>2021-22</th><th>2020-21</th><th>2019-20</th></tr></thead><tbody><tr><td>₹ (In Lakhs)</td><td>78,953.47</td><td>60,694.16</td><td>51,592.10</td></tr></tbody></table>	F.Y.	2021-22	2020-21	2019-20	₹ (In Lakhs)	78,953.47	60,694.16	51,592.10
F.Y.	2021-22	2020-21	2019-20							
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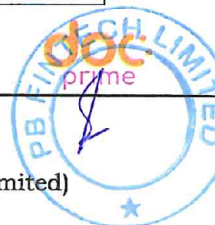
## Annexure-B

SL No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	<p>Paisabazaar Marketing and Consulting Private Limited (“Paisabazaar”)</p> <p><b>Registered Office Address:</b> Plot No. 135P, Sector-44 Gurgaon-122001 (Haryana).</p> <p><b>Authorised Capital:</b> ₹ 50,00,00,000/- (Rupees Fifty Crore Only)</p> <p><b>Issued &amp; Paid up Capital (Post Allotment):</b> ₹ 44,82,41,790/- (Rupees Forty Four Crore Eighty Two Lakh Forty One Thousand Seven Hundred Ninety Only) as on September 21, 2022.</p> <p><b>Turnover (As on 31.03.2022):</b> ₹ 584,91,57,446/- (Rupees Five Hundred Eighty-Four Crore Ninety-One Lakh Fifty-Seven Thousand Four Hundred Forty Six Only).</p>
2.	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”	<p>As Paisabazaar is a wholly owned subsidiary, it is a related party of the Company.</p> <p>Further, the company is a professionally managed company with no identifiable Promoter.</p> <p>The transaction is at Arm’s Length basis.</p>
3.	Industry to which the entity being acquired belongs	Financial Services Marketplace
4.	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)	As part of company’s investments, the present Investment allows wholly-owned subsidiary to meet its general operating expenses and enhancing brand awareness, office presence and strategic initiatives.
5.	Brief details of any governmental or regulatory approvals required for the acquisition	Not Applicable.
6.	Indicative time period for completion of the acquisition	Allotment made on September 20, 2022
7.	Nature of consideration - whether cash consideration or share swap and details of the same	Cash Consideration
8.	Cost of acquisition or the price at which the shares are acquired	The Company has further invested ₹249,99,99,810/- (Rupees Two Hundred Forty Nine Crores Ninety Nine Lakh Ninety Nine Thousand Eight Hundred Ten Only) against which 57,47,126 (Fifty-Seven Lakh Forty-Seven Thousand One Hundred Twenty Six) Equity Shares of Rs. 10/- (Rupees Ten only) each at a premium of Rs. 425/- (Rupees Four Hundred Twenty-Five Only) per share of Paisabazaar have been

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		allotted.								
9.	Percentage of shareholding / control acquired and / or number of shares acquired	100% Shareholding								
10.	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>Paisabazaar was incorporated on December 15, 2011 under the Companies Act, 1956 and is engaged in the business of online and offline, direct marketing, traders, marketers, consultants, market research consultants and / or agents in relation to all kinds of goods, merchandise, live-stock and services and to establish international marketing and agency network. Paisabazaar is an independent digital lending platform that enables Consumers to compare, choose and apply for personal credit products and is also widely used to access credit scores.</p> <p>Website: <a href="http://www.paisabazaar.com">www.paisabazaar.com</a></p> <p>Last Three Years turnover:</p> <table border="1"><thead><tr><th>F.Y.</th><th>2021-22</th><th>2020-21</th><th>2019-20</th></tr></thead><tbody><tr><td>₹ (In Lakhs)</td><td>58,491.57</td><td>18,832.36</td><td>22,619.24</td></tr></tbody></table>	F.Y.	2021-22	2020-21	2019-20	₹ (In Lakhs)	58,491.57	18,832.36	22,619.24
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