



March 3, 2022

To,
BSE Limited
(BSE: 542726)

National Stock Exchange of India Limited
(NSE: INDIAMART)

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

Dear Sir/Ma'am,

Pursuant to Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, it is hereby informed that IndiaMART InterMESH Limited (*hereinafter referred as 'Company'*) has entered into an agreement to invest 10% of the share capital (on fully diluted basis) of Zimyo Consulting Private Limited (*hereinafter referred as 'Zimyo'*). The details of the transaction are given below:

S.No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	<p>Zimyo Consulting Private Limited ("Zimyo")</p> <p>Registered Office - Plot 90B, Udyog Vihar, Sector 18, Gurugram - 122001, Haryana.</p> <p>Zimyo is engaged in a business of offering SaaS based human resource management software for the companies. It allows users to carry out critical HR processes including recruitment and onboarding, payroll management, performance management and time & attendance management. It also includes employee benefits modules which offers salary advance, personal loan and health & term insurance to employees.</p> <p>The total turnover of Zimyo for the financial year ended March 31, 2021 was Rs. 0.8 Crores.</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>Since, one of the Independent Director of the Company holds 0.16% of the paid up capital of Zimyo on fully diluted basis, it has been treated as related party as on the date of this investment.</p> <p>Promoters/Promoter Group/ Group companies of the Company do not have any interest in the said investment.</p> <p>The transaction is being concluded at Arm's Length basis.</p>

S.No.	Particulars	Details
3.	Industry to which the entity being acquired belongs.	Internet Based Software Solution
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).	This investment is in line with the Company's long term objective of offering various Software as a Service (SAAS) based solutions for businesses.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6.	Indicative time period for completion of the acquisition.	45 days
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.	As part of the current funding round, the Company intends to invest upto Rs. 17.01 Crores approximately in Zimyo in the following manner: a) Subscribing of 1,870 Series A Compulsorily Convertible Preference Shares ('CCPS') of face value of Rs. 10/- per CCPS at a premium of Rs. 86,306/- (Rupees Eighty Six Thousand Three Hundred and Six Only) per CCPS aggregating to approximately Rs. 16.14 Crores; <i>and</i> b) Purchase of 100 Equity Shares of face value of Rs. 10/- per equity share at a premium of Rs. 86,306/- (Rupees Eighty Six Thousand Three Hundred and Six Only) from existing shareholders, aggregating to approximately Rs. 0.86 Crores.
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	The final aggregate shareholding of the Company, post this investment, in Zimyo would be 10% on a fully diluted basis.
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).	Zimyo is engaged in a business of offering SaaS based human resource management software for the companies. It allows users to carry out critical HR processes including recruitment and onboarding, payroll management, performance management and time & attendance management.



IndiaMART InterMESH Ltd.
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S.No.	Particulars	Details
		<p>It also includes employee benefits modules which offers salary advance, personal loan and health & term insurance to employees.</p> <p>Turnover of last three years: FY 2021: Rs. 0.8 Crores FY 2020: Rs. 0.4 Crores FY 2019: Rs. 0.3 Crores</p>

Further, the press release and the presentation on the above transaction are enclosed herewith. Kindly take the above information on records.

Yours faithfully,
For IndiaMART InterMESH Limited

(Manoj Bhargava)
Sr. Vice President (Legal & Secretarial),
Company Secretary and Compliance Officer
Membership No: F5164



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IndiaMART, India's largest online B2B marketplace leads INR 170.1 Million investment in SMB focused HR SAAS Platform Zimyo

IndiaMART, the largest B2B marketplace of India has made an investment of approximately INR 170.1 Million in Zimyo Consulting Private Limited.

Zimyo Consulting under the brand name 'Zimyo', offers SaaS-based human resource management software for businesses. It allows users to carry out critical HR processes including recruitment and onboarding, payroll management, performance management, and time & attendance management. It also includes employee benefits modules which offers salary advance, personal loan and health & term insurance to employees.

Speaking about the investment, **Mr. Dinesh Agarwal, founder, and CEO of IndiaMART** said "COVID-19 has accelerated the adoption of SaaS based HR Management solutions by new age as well as traditional businesses. Apart from their core Payroll and attendance management modules, we also feel that there is immense potential in Zimyo's vision of providing comprehensive HR management modules and other benefits to employees as well as employers. This investment is another step towards IndiaMART's long term vision of providing a holistic ecosystem for all business needs, and we are excited to partner with the Zimyo team for their next phase of growth"

Adding to this, "India is home to one of the world's youngest populations, which by 2050 is expected to account for over 18% of the global working population. Millions of employees of the small and mid size businesses, which form over 45% of this working population is forced to choose between paper, or HR solutions that aren't designed for them. Zimyo wishes to bridge the gap. We want to be the go-to HR Platform that both the SMB and the employee chooses for meeting its HR and benefits' needs", said **Mr. Kumar Mayank, CEO of Zimyo**.

Since its listing on BSE and NSE, IndiaMART has invested in companies such as Vyapar, Bizom, Shipway, Legistify, Superprocure, Aerchain, M1xchange, Easyecom, Fleetx, Industry Buying, Realbooks and BUSY. All these investments are part of IndiaMART's long term objective of offering various software solutions which improve ease of doing business for Indian businesses and Enterprises.

About IndiaMART

IndiaMART is India's largest online B2B marketplace, connecting buyers with suppliers. With a 60% market share of the online B2B Classified space in India, the channel focuses on providing a "360- degree solution" to Small & Medium Enterprises (SMEs), Large Enterprises as well as individuals. Founded in 1999, the company's mission is 'to make doing business easy' and is trusted with 143 million buyers, 7 million sellers, and has 80 million products & services on its platform leading to ~40 million business enquiries every month. During FY 21, company had consolidated revenue of INR 756 Crores and profit after tax of INR 280 Crores.



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IndiaMART is known for transforming the dynamics of Indian businesses by providing them a one stop solution to transform their business digitally and grow themselves by reaching their customers online. More details on IndiaMART can be accessed at <https://corporate.indiamart.com>

About Zimyo

Zimyo HRMS (A product of Zimyo | www.zimyo.com), is a SaaS-based employee experience platform that acts as an end-to-end platform for HR, Payroll, Performance, ATS, Engagement, and Benefits for small and medium businesses to improve employee engagement, reduce attrition while increasing business performance.

Since its inception in January 2018, Zimyo has served over 500+ organizations and empowered over 100,000+ employees through its platform processing over INR 150 billion worth of payroll, expense and vendor payments every month through its platform. Founded by IIM & MDU alumni with work experiences across HR and FinTech, Zimyo is currently backed by BEENEXT, AngelList & Yatra Angel Network and Angel Investors including Kunal Shah, Sweta Rau, Rajesh Sahwney, Sayali Karanjkar, Abhishant Pant, Navin Surya, among others.




#Bada**Aasaan**Hai

IndiaMART Investment in Zimyo

HR Software Market Opportunity - India



63 Mn

Total Registered
MSMEs

3 Mn+

Serviceable MSMEs

\$1 Bn+

5 Year Market
Potential

Sources:-

<https://www.pib.gov.in/PressReleasePage.aspx?PRID=1750391>

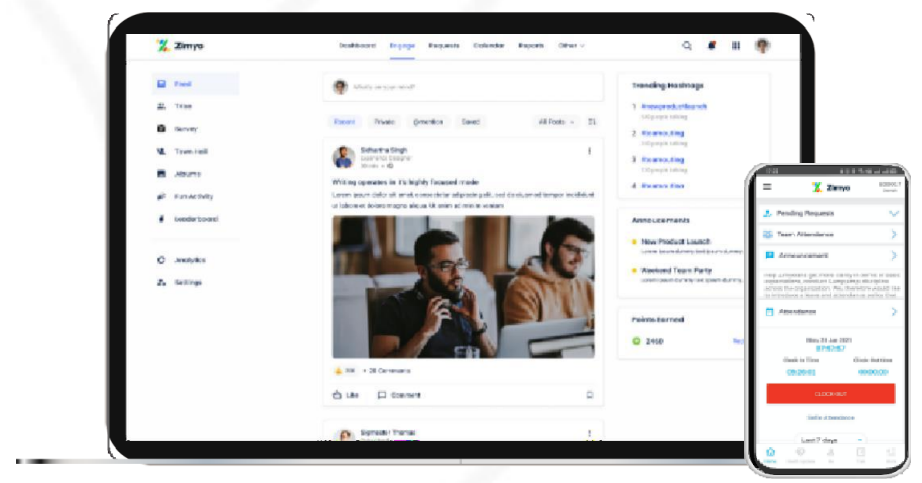
Market estimates

Slide No. 2



#BadaAasaanHai

Zimyo – Product Overview



Time & Attendance



Payroll & Expense



Employee Engagement



Recruitment & On-Boarding



Performance



Benefits



Zimyo: Team Overview



Kumar Mayank
CEO / Founder

Experience

- Ex – AuthBridge (Strategy & New Initiatives Manager)

Education

- MBA from IIM Lucknow

LinkedIn - <https://www.linkedin.com/in/kumar-mayank-b7683b50/>



Ajay Kadyan
Co-Founder

Experience

- Ex – AuthBridge (Tech Lead)

Education

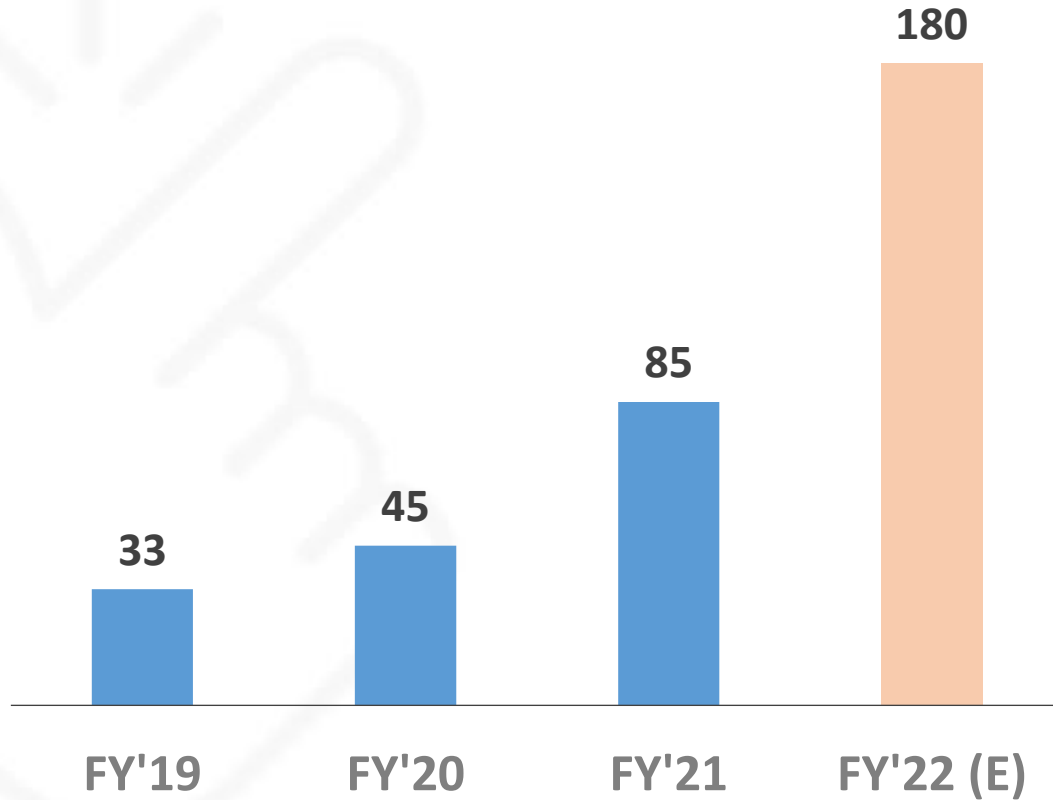
- B.Tech from MDU

LinkedIn - <https://www.linkedin.com/in/ajaykadyan/>



Revenue

Revenue (Rs Lacs)



280+ paying customers

Average ARPU of Rs 50k+

*FY'22 Figures are based on projected unaudited financial statements

Customers segmentation



Information Technology
21%



Service Companies
14%



Manufacturing
6%



Financial Services
5%



BFSI
5%



Advertising Services
2%



E Commerce
2%



Education & Training
2%



Healthcare
2%



HR Services
2%



Real Estate & Construction
2%



Retail
2%



Textiles, Apparel & Accessories
2%



Tourism & Hospitality
2%



Agriculture
1%



Architecture & Engineering
1%



Automobiles
1%



Tele-communication
1%



Wholesale & Distribution
1%



Logistics
1%



Legal Services
1%



Media & Entertainment
1%



FMCG
1%



Others
24%



Zimyo – Investment Rationale



1. HR software market poised for rapid growth due to digital adoption
2. Relevant offerings for traditional as well as new age businesses
3. High growth business with ~280+ customers signed up
4. Synergies with IndiaMART ecosystem



Thank You!



#BadaAasaanHai

The text '#BadaAasaanHai' is written in a white, sans-serif font. Above the word 'Aasaan' is a white icon of a hand with the index finger pointing upwards.