

February 13, 2023

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 Rs. 8 Crores (approx.) in Mobisy Technologies Private Limited by subscribing 80,000 Compulsorily Convertible Debentures. 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>Mobisy Technologies Private Limited ("Bizom")</p> <p>Registered Office – 3rd Floor, Sri Arunachaleswara Building, 75/1, Bellandur Main Road, Bellandur, Bangalore - 560103, Karnataka.</p> <p>Bizom is a SaaS based end to end retail intelligence platform for brands and B2B retailers. It allows businesses to digitize the end-to-end sales and distribution platform from Sales Force Automation (SFA), Distributor Management System (DMS), and retail execution and management. It uses a proprietary analytics engine with AI and ML to deliver custom reports, alerts and actionable insights to businesses.</p> <p>The website URL is https://www.bizom.in.</p> <p>The total turnover of Bizom for the financial year ended March 31, 2022 was Rs. 44.78 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>Bizom is a related party, being an Associate Company.</p> <p>Promoter/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>
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	This investment is in line with the Company's long term objective of offering various software as a service (SAAS) based solutions for businesses.

S.No.	Particulars	Details
	target entity, if its business is outside the main line of business of the listed entity).	
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6.	Indicative time period for completion of the acquisition.	30 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.	The Company intends to invest Rs. 8,00,00,000/- (Rupees Eight Crores Only) by subscribing to 80,000 - 0.0001% Compulsorily Convertible Debentures ('CCDs') at a face value of Rs. 1000/- each.
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	The aggregate shareholding of the Company currently stands at 25.08%. However, post investment shareholding through the subscription of the said CCDs shall depend on the conversion event of the CCDs.
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>Bizom is a SaaS based end to end retail intelligence platform for brands and B2B retailers. It allows businesses to digitize the end-to-end sales and distribution platform from Sales Force Automation (SFA), Distributor Management System (DMS), and retail execution and management. It uses a proprietary analytics engine with AI and ML to deliver custom reports, alerts and actionable insights to businesses.</p> <p>Date of Incorporation: February 04, 2008 Country of establishment: India</p> <p>Turnover of last three years: FY 2022: Rs. 44.7 Crores FY 2021: Rs. 34.5 Crores FY 2020: Rs. 36 Crores</p>

Kindly take the above information on records.

Yours faithfully,

For IndiaMART InterMESH Limited

(Manoj Bhargava)
Group General Counsel,
Company Secretary and Compliance Officer
Membership No: F5164