



Mercedes-Benz

Date: 3rd January, 2023

To,

**The General Manager,
National Stock Exchange of India Limited**

Exchange Plaza, C-I Block G,
Bandra Kurla Complex, Bandra (East),
Mumbai 400051

Ref: NSE Symbol: LANDMARK

**The General Manager,
BSE Limited**

Phiroze Jeejeebhoy Towers,
Dalal Street,
Fort, Mumbai- 400 001

Ref: BSE Scrip Code: 543714

Sub: Additional investment by the Company in Sheerdrive Private Limited Intimation under Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 ("LODR Regulations")

Dear Sir/Madam,

In terms of Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, this is to inform you that Landmark Cars Limited ("**the Company**") in its Board Meeting held on 5th December, 2022, inter alia, considered and approved for subscribing to the Pre Series A Compulsorily Convertible Preference Shares (the "CCPs") issued on Private Placement basis by Sheerdrive Private Limited ("SPL"). Consequently, the Company has executed restated shareholders agreement with SPL.

Considering the above, the Company shall infuse funds into SPL by way of subscription in Pre Series A CCPs in one or more tranches, from time to time for an amount not exceeding Rs. 3,00,00,000/- (Rupees Three Crores Only) and the aggregate investment made by the Company in SPL shall not exceed Rs. 8,60,00,000/- (Rupees Eight Crores and Sixty Lakhs Only). Subsequent to the conversion of CCPs as above, the shareholding of the Company in SPL, post additional investment by the Company shall not exceed 20%.

Landmark Cars Limited (Formerly known as Landmark Cars Private Limited)

CIN : U50100GJ2006PLC058553 | GSTIN : 27AABCL1862B1ZW

Registered Office : Landmark House, Opp AEC, S. G. Highway, Thaltej, Near Gurudwara, Ahmedabad, Gujarat, India - 380059.

Phone : 079 - 66185555 | Email : info.mb@grouplandmark.in | www.grouplandmark.in | www.landmarkcarsmumbai.mercedes-benz.co.in



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Showroom/Workshop :

Plot No. 275/1,
Ghodbunder Road,
Pattipada,
Thane West,
Thane - 400607.
Phone: 75728 20000

Showroom :

Shop No. 1, Blue Empress,
Opp Poisar Gymkhana,
Boraspada Road,
Desai Wadi, Kandivali (W),
Mumbai - 400 092.
Phone: 022 28666600/75728 20000

Workshop :

Metro Estate,
178 C.S.T. Road,
Kalina,
Santaacruz (East),
Mumbai - 400098.
Phone: 022-6716 6666

Workshop :

Plot No. 11, Remi House,
CAMA Ind. Estate,
Near HUB Mall,
Walbat Road, Goregaon (East),
Mumbai - 400063.
Phone: 022-4915 3300

Workshop :

C/O BCMA, Oriental Building,
7, Jarnshedji Tata Road,
Next to RITZ Hotel,
KC College Lane, Churchgate,
Mumbai - 400020.
Phone: 022-6626 3000

Workshop :

Plot No. D 36/2,
TTC Industrial Area,
Turbhe Sanpada Road,
Opp. Thyrocara, Turbhe,
Navi Mumbai - 400705.
Phone: 022-6818 4444



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The details required under SEBI (Listing Obligations and disclosure requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/ CMD /4/ 2015 dated September 09, 2015 with respect to above acquisition/ subscription is enclosed as **Annexure A** to this letter.

Further, pursuant to Regulation 30(8) of the SEBI LODR Regulations the enclosed disclosures made available on the Company's website.

We request you to take the above information on record and disseminate the same on your website.

Thanking you.

Yours faithfully,

For **Landmark Cars Limited**

AMOL
ARVIND RAJE

Digitally signed by
AMOL ARVIND RAJE
Date: 2023.01.03
15:34:07 +05'30'



Amol Arvind Raje

Company Secretary and Compliance Officer



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Annexure A

Disclosure under sub-para (1) [i.e. Acquisition(s) (including agreement to acquire)] of Para (A) of Part (A) of Schedule III to the Regulation 30 SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015

Sr. No.	Particulars																	
1.	Name of the target entity, details in brief such as size, turnover etc.	<p>Sheerdrive Private Limited ("SPL")</p> <p>SPL is providing buyers and sellers a platform, in the physical and electronic form, to aid transactions including through forward and reverse auctions, and for providing software related development services, and to act as platform, consultant and service provider for automobile (used and new) in all categories (four wheeler, three wheeler, two wheeler, commercial vehicle, automobile products, parts, tools, spares and accessories and also to offer consultancy and other services, financing, working capital/retail (through third party(ies) or on its own), automobile insurance products (through third party(ies)), business process outsourcing, call center management as necessary for aforesaid mentioned platform.</p> <p style="text-align: right;">(In rupees)</p> <table border="1"><thead><tr><th>Particulars</th><th>2021-22</th><th>2020-21</th><th>2019-20</th></tr></thead><tbody><tr><td>Turnover</td><td>1,28,57,21,217</td><td>26,86,15,077</td><td>NIL</td></tr><tr><td>Profit Before Tax</td><td>(32976049)</td><td>(3374263)</td><td>(1754767)</td></tr><tr><td>Profit After Tax</td><td>(32976049)</td><td>(3374263)</td><td>(1754767)</td></tr></tbody></table>	Particulars	2021-22	2020-21	2019-20	Turnover	1,28,57,21,217	26,86,15,077	NIL	Profit Before Tax	(32976049)	(3374263)	(1754767)	Profit After Tax	(32976049)	(3374263)	(1754767)
Particulars	2021-22	2020-21	2019-20															
Turnover	1,28,57,21,217	26,86,15,077	NIL															
Profit Before Tax	(32976049)	(3374263)	(1754767)															
Profit After Tax	(32976049)	(3374263)	(1754767)															
2.	Whether the acquisition would fall within related party transaction(s)	No																
3.	Whether the promoter/ promoter group/ promoter group companies have any	No																



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	interest in the entity being acquired?	
4.	Industry to which the entity being acquired belongs;	Automobile Industry
5.	Objects and effects of acquisition	As per Share Subscription and Shareholders Agreement.
6.	Brief details of any governmental or regulatory approvals required for the acquisition	Not Applicable
7.	Indicative time period for completion of the acquisition	Within 60 days from the remittance of application money
8.	Nature of consideration (cash consideration or share swap and details of the same)	Cash Consideration
9.	Cost of acquisition or the price at which the shares are acquired	Face Value of ₹100/- each at a premium of ₹1683/- each
10.	Percentage of shareholding / control acquired and / or number of shares acquired	Pre Series A CCPS No. of Pre Series A CCPS applied for: 6971 Percentage of shareholding post Conversion: 19.02%
11.	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)	SPL is providing buyers and sellers a platform, in the physical and electronic form, to aid transactions including through forward and reverse auctions, and for providing software related development services, and to act as platform, consultant and service provider for automobile (used and new) in all categories (four wheeler, three wheeler, two wheeler, commercial vehicle, automobile products, parts, tools, spares and accessories and also to offer consultancy and other services, financing, working capital/retail (through third party(ies) or on its own), automobile insurance products (through third party(ies)), business process outsourcing, call center management as necessary for aforesaid mentioned platform.



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		Date of Incorporation: 13 th August, 2019			
			(In rupees)		
		Particulars	2021-22	2020-21	2019-20
		Turnover	1,28,57,21,217	26,86,15,077	NIL
		Profit Before Tax	(32976049)	(3374263)	(1754767)
		Profit After Tax	(32976049)	(3374263)	(1754767)