

August 03, 2021

To,

The Manager (CRD)

BSE Limited

Phiroze Jeejeebhoy Towers,

Dalal Street, Fort,

Mumbai - 400001

Scrip Code: 540081

Dear Sir(s),

Subject: Intimation of Board Meeting to be held on Thursday, August 12, 2021

Pursuant to the provisions of Regulation 29 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that a meeting of the Board of Directors of the Company is scheduled to be held on Thursday, August 12, 2021 through electronic mode *inter alia* to consider and approve the Unaudited Financial Results of the Company for the quarter ended June 30, 2021.

Further, pursuant to the provisions of SEBI (Prohibition of Insider Trading) Regulations, 2015 read with BSE Circular no. LIST/COMP/01/2019-20 dated 2nd April, 2019 and as per the terms of "Code of Conduct for Regulating, Monitoring and Reporting of Trading by Insiders" of the Company ('the Code'), the trading window for dealing in securities of the Company which was closed from Wednesday, June 30, 2021 for Directors and Specified Persons as defined in the Code shall re-open after the expiry of 48 hours from the date of declaration of said unaudited financial results.

Kindly take the above on your records.

Thanking you,

For SAB Events & Governance Now Media Limited

Swity Gada

Company Secretary & Compliance officer

ACS: 59482