



March 1, 2022

BSE Limited

Corporate Services Department
Phiroze Jeejeeboy Towers
Dalal Street, Mumbai-400 001

Scrip Symbol: QUINT

Scrip Code: 539515

Subject: Press Release

Reference: Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015 (the “**Listing Regulations**”), please find enclosed herewith a copy of the press release on restructuring of partnership between Bloomberg Media and Quintillion Media Private Limited with respect to Quintillion Business Media Private Limited.

This intimation will also be hosted on the website of the Company i.e. www.quintdigitalmedia.com.

We request you to take the above information on record.

Yours sincerely

For Quint Digital Media Limited

QUINT DIGITAL MEDIA LTD.

Tarun Belwai

Company Secretary & Compliance Officer

Encl: As above

QUINT DIGITAL MEDIA LIMITED

(Formerly known as Gaurav Mercantiles Limited)

Registered Office: 403 Prabhat Kiran, 17, Rajendra Place, Delhi- 110008 Tel: 011 45142374

Corporate Office: Carnousties's Building, Plot No. 1, 9th Floor, Sector 16A, Film City, Noida-201301 Tel: 0120 4751818

Website: www.quintdigitalmedia.com, **email:** cs@thequint.com, **CIN:** L74110DL1985PLC373314

QUINTILLION MEDIA TO REBRAND WEBSITE

FEBRUARY 28, 2022

Bloomberg Media and Quintillion Media will no longer co-produce content but will continue to distribute Bloomberg content in India through a license agreement

1 March 2022 – Bloomberg Media and Quintillion Media today announced the restructuring of their partnership in India. The companies have ended their equity joint venture in favor of a new content license agreement.

Launched in 2017, the site combined Bloomberg’s global leadership in business and financial news and data, with Quintillion Media’s expertise in the Indian market and digital news delivery, to provide high quality business news, insights and trends for India’s audiences.

“We have valued our relationship with the Quintillion Media team. While we have mutually decided to shift the focus of our work together, Bloomberg Media remains committed to our presence in India and look forward to a continued relationship with Quint.” – M. Scott Havens, CEO, Bloomberg Media

“Our joint venture with Bloomberg Media was the embodiment of resilient energy. Our digital-only premium subscription product has

quickly become the market leader. Even as our terms of engagement with Bloomberg Media have changed, we look forward to imparting a new energy and spirit to the new website”. – Raghav Bahl, Co-founder, Quintillion Media

Bloomberg Media is the world’s leading multi-platform media company for business and finance, which draws on the editorial resources of more than 2,700 editorial professionals globally in more than 120 countries. Bloomberg Media is the consumer-facing media organization of Bloomberg L.P.

Quintillion Media is part of Quint Digital Media Limited. Quint Digital Media Limited is one of India’s fastest growing digital content companies. With its flagship product TheQuint.com in English and Hindi (hindi.thequint.com), it has pioneered a new form of digital journalism and storytelling for the mobile-first, social-native consumer.

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TAGS

[bloomberg](#), [bloomberg media](#), [quintillion media](#)

<https://www.bloombergmedia.com/press/quintillion-media-to-rebrand-website/>