

June 30, 2023

Ref. No.: HDFC Life/CA/2023-24/33

**Listing Department**  
**National Stock Exchange of India Limited**  
 Exchange Plaza, Plot No C/1, Block G,  
 Bandra-Kurla Complex,  
 Bandra (East),  
 Mumbai- 400 051

**Listing Department**  
**BSE Limited**  
 Sir PJ Towers,  
 Dalal Street,  
 Fort,  
 Mumbai – 400 001

NSE Symbol: HDFCLIFE

BSE Security Code: 540777

Dear Sir/ Madam,

**Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

We wish to inform that HDFC Life Insurance Company Limited (“Acquirer”/ “HDFC Life”) has acquired 613 equity shares of Xanadu Realty Limited (“Xanadu”) representing 5.46% of its paid-up equity share capital upon conversion of compulsorily convertible debentures held by HDFC Life in Xanadu.

The details required to be disclosed under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, are as below:

|   |  |  |
|---|--|--|
| a | Name of the target entity, details in brief such as size, turnover etc.  | <p>Xanadu Realty Limited</p> <p>The company provides project-specific end-to-end Sales and Marketing (“M&amp;S”) solution on a turnkey basis to real-estate developers and Institutional Lenders. The company enters into contracts with various Developers for exclusive rights for sale of commercial &amp; residential real estate projects. The company had reported a consolidated income of Rs. 142.4 crore in FY 2021-22.</p> |
| b | 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>This transaction does not constitute a related party Transaction.</p> <p>HDFC Life, its subsidiaries and its associates in the normal course of business may have business dealings with the Target entity at an arm’s length.</p>  |

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|---|--|---|
| c | Industry to which the entity being acquired belongs  | Xanadu is inter alia engaged in rendering real estate services including sales, marketing and project management consulting services and is also registered as a real estate agent under Registration No. A5190000093.  |
| d | 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)   | Financial investment  |
| e | Brief details of any governmental or regulatory approvals required for the Acquisition   | Since, the shareholding acquired is 5.46 % of the total paid-up capital of the target entity regulatory approval is not required as this exposure is within current permissible limits.   |
| f | Indicative time period for completion of the acquisition   | Immediately post necessary approvals.   |
| g | Nature of consideration - whether cash consideration or share swap and details of the same   | Conversion of Compulsory Convertible Debentures into Equity Shares.   |
| h | Cost of acquisition or the price at which the shares are acquired  | Total investment value post conversion is Rs 25.04 crore  |
| i | Percentage of shareholding / control acquired and / or number of shares acquired   | Post conversion, HDFC Life will hold 5.46% shareholding in the Target entity via holding of 613 equity shares of face value Rs. 10 each.  |
| j | 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>Date of Incorporation of Xanadu is June 18, 2008.</p> <p><u>Description /Background of Business:</u><br/> Xanadu advises and assists real estate developers in providing strategic sales related and go-to-market guidance, and marketing operations services to garner their business and assist them in the market launch in respect of their real estate projects.</p> <p>History of last 3 years turnover: Consolidated Income<br/> FY 21 22 INR 142.4 crore<br/> FY 20 21 INR 91.0 crore<br/> FY 19 20 INR 87.3 crore<br/> Country of presence: India</p> |

This is for your information and appropriate dissemination.

**For HDFC Life Insurance Company Limited**

**Narendra Gangan**  
**General Counsel, Chief Compliance Officer &**  
**Company Secretary**