

COLORCHIPS NEW MEDIA LIMITED
[CIN:L74110TG1985PLC051404]
H.No.8-3-833/85 & 85A, Plot no 85,
Phase 1, Kamalapuri Colony,
Hyderabad.
Telangana-500073.

Website: www.colorchipsindia.com
Email Id : info@colorchipsindia.com



08th February, 2024

To
The Corporate Relations Department,
Bombay Stock Exchange,
Phiroze Jeejeebhoy Towers, Dalal Street,
Mumbai - 400 001
Scrip Code: 540023

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015.

With reference to the above captioned subject, we would like to inform you that the Company has entered into a Memorandum of Understanding ("MOU") with M/s. Trade2online Private Limited today i.e 7th February, 2024, in relation to proposed acquisition of business of M/s. Trade2online Private Limited, a company which was founded in 2013 and headquartered in Hyderabad with additional presence in Bengaluru, Chennai, Ludhiana. Trade2online boasts of strong partnership with Shopify Inc and has acquired and worked with over 150 clients and helped them build and sustain their online and social media presence.

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123, dated 13th July, 2023, please find the requisite information enclosed in Annexure 1.

We request you to kindly take the same on record.

Thanking you,

Yours Faithfully,

For COLORCHIPS NEW MEDIA LIMITED,

K. Srinivasa Rao

SRINIVASA RAO KAKKERA

CFO & COMPLIANCE OFFICER



Annexure 1

Sl. No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	TRADE2ONLINE PRIVATE LIMITED
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".	No
3.	Industry to which the entity being acquired belongs	Digital Marketing
4.	Objects and impact 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).	The acquisition of Business is of strategic nature and Will help Company to enhance its Digital line of Business.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	No
6.	Indicative time period for completion of the acquisition.	By 31 st July, 2024
7.	Consideration - whether cash consideration or share swap or any other form and details of the same.	Cash
8.	Cost of acquisition and/ or the price at which the shares are acquired.	To be decided based on the performance in consultation with Professional valuers.
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	Only Acquisition of Business by way of acquiring Assets and employees
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).	Trade2online Private Limited was founded in 2013 and headquartered in Hyderabad with additional presence in Bengaluru, Chennai, and Ludhiana.

For COLORCHIPS NEW MEDIA LIMITED

K. Srinivasa Rao

Srinivasa Rao Kakker
CFO & Chief Financial Officer

