



February 24, 2021

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001	National Stock Exchange of India Ltd Exchange Plaza, 5th Floor, Plot No. C-1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051
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Sub: Disclosure pursuant to SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Dear Sir/Madam,

Please find attached the disclosure in terms of Regulation 29(2) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

For and on behalf of Affle Holdings Pte. Ltd.



Anuj Khanna Sohum
Authorized Signatory

Cc:

The Company Secretary
Affle (India) Limited
102, Wellington Business Park-I,
Off Andheri Kurla Road,
Marol, Andheri (East),
Mumbai – 400059, Maharashtra
Email: compliance@affle.com

Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Affle (India) Limited		
2. Name(s) of the seller and Persons Acting in Concert (PAC) with the seller	Affle Holdings Pte. Ltd. (Singapore)		
3. Whether the seller belongs to Promoter/Promoter Group	Yes		
4. Name(s) of the Stock Exchange(s) where the shares of Target Company are Listed	<ul style="list-style-type: none"> • The National Stock Exchange of India Ltd • BSE Limited 		
5. Details of the acquisition / disposal as follows	Number	% w. r. t. total share/ voting capital wherever applicable (*)	% w. r. t. total diluted share/ voting capital of the TC (**)
Holding before sale:			
a) Shares carrying voting rights	12,249,919	48.05%	48.05%
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	-	-	-
c) Voting rights (VR) otherwise than by equity shares	-	-	-
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	-	-	-
Total (a+b+c+d)	12,249,919	48.05%	48.05%
Details of acquisition/sale			
a) Shares carrying voting rights acquired /sold	306,826	1.20%	1.20%
b) VRs acquired /sold otherwise than by shares	-	-	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	-	-	-
d) Shares encumbered / invoked/released by the acquirer	-	-	-
Total (a+b+c+d)	306,826	1.20%	1.20%
After the acquisition/sale, holding of:			

Affle Holdings Pte Ltd

Company Registration Number: 200813948D

100 Pasir Panjang Road #06-07 Singapore 118518 Tel: +65 6225 2652 Fax: +65 6372 1778 Web: www.affle.com

a) Shares carrying voting rights	11,943,093	46.84%	46.84%
b) Shares encumbered with the acquirer	-	-	-
c) VRs otherwise than by shares	-	-	-
d) Warrants / convertible securities / any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition.	-	-	-
Total (a+b+c+d)	11,943,093	46.84%	46.84%
6. Mode of acquisition / sale (e.g. open market / off- market / public issue / rights issue / preferential allotment / inter-se transfer etc)	Open Market		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares , whichever is applicable	February 24, 2021		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 254,963,670/- (25,496,367 shares at the face value of Rs. 10 per share)		
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 254,963,670/- (25,496,367 shares at the face value of Rs. 10 per share)		
10. Total diluted share/voting capital of the TC after the said acquisition / sale	Rs. 254,963,670/- (25,496,367 shares at the face value of Rs. 10 per share)		

For and on behalf of Affle Holdings Pte. Ltd.



Anuj Khaanna Sohum
Authorized Signatory