



November 10, 2021

**BSE Limited**

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

**Scrip Symbol:** QUINT

**Scrip Code:** 539515

**Subject: Disclosure of the proposed acquisition of stakes in Quintillion Media Private Limited and Spunklane Media Private Limited**

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

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Dear Sir/Madam,

In terms of the Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the “**Listing Regulations**”), we would like to inform you that the Board of Directors of the Company in their meeting held today i.e. Wednesday, November 10, 2021, have considered and approved the following agenda items:

1. Enhancing the investment limits of the Company up to INR 200 Crore (Indian Rupees Two Hundred Crores only) subject to prior approval of the members.
2. Acquisition of 100% equity shares along with convertible instruments of Quintillion Media Private Limited and 47.92% equity shares of Spunklane Media Private Limited subject to the prior approval of the members.

The specific details required to be disclosed as per Para 1 of Part A specified under Part A of Schedule III to SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 is marked and annexed hereto as **Annexure – A**.

3. Related party transactions to be entered upon abovementioned acquisition in ordinary course of business including funding by way of making additional equity investment for smooth business operation subject to prior approval of the members.

This intimation will also be hosted on the website of the Company i.e. [www.quintdigitalmedia.com](http://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 Belwal**

Company Secretary & Compliance Officer

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**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](http://www.quintdigitalmedia.com), **email:** [cs@thequint.com](mailto:cs@thequint.com), **CIN:** L74110DL1985PLC373314

**Information in respect of the proposed acquisition**

S. No	Particulars	Information
1.	Name of the target entity, details in brief such as size, turnover etc.	<ul style="list-style-type: none"> <li>• Quintillion Media Private Limited (“QMPL”) holds stakes in the following digital media / technology companies:               <ul style="list-style-type: none"> <li>– Quintillion Business Media Private Limited (“QBM”) is an Indian business and financial news organization and operates a leading business news digital platform.</li> <li>– Quintype Technologies India Private Limited (“QTIPL”) is engaged in providing a Software-As-A-Service platform to on digital media publishers.</li> <li>– YKA Media Private Limited (“YKA”) is India’s largest media platform (www.youthkiawaaz.com) for young changemakers who want to change the world.</li> </ul> <p>As per un-audited financial statements drawn as on March 31, 2021, the turnover of QMPL is Rs. 45,562,701.</p> </li> <li>• Spunklane Media Private Limited (“SMP”) is engaged in the business of operating “The News Minute” which is a digital only news platform reporting and writing on issues in India, with a specific focus on the 5 southern states.               <p>As per un-audited financial statements drawn as on March 31, 2021, the turnover of SPS is Rs. 42,763,157.</p> </li> </ul>
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”	<ul style="list-style-type: none"> <li>• Yes, the proposed acquisition should be considered as related party transaction due to following reasons:               <ul style="list-style-type: none"> <li>– Mr. Raghav Bahl along with Ms. Ritu Kapur own 100.00% equity stake (on a fully diluted basis) of RB Diversified Private Limited (“RBD”), and RBD holds 100.00% equity stake (on a fully diluted basis) of QMPL.                   <p>Mr. Raghav Bahl, Ms. Ritu Kapur, Ms. Vandana Malik and Mr. Mohan Lal Jain are holding directorship of RBD.</p> </li> <li>– Mr. Raghav Bahl, the Promoter Shareholder, owns 47.92% equity shares on a fully diluted basis of SMP.</li> </ul> </li> </ul>

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S. No	Particulars	Information
		<p>Ms. Ritu Kapur is holding directorship in SPM and she is spouse of Mr. Raghav Bahl.</p> <p>Also, Ms. Vandana Malik is the sister of Mr. Raghav Bahl.</p> <ul style="list-style-type: none"> <li>The transaction is being entered at arm length price based on a fair valuation report issued by an Independent Valuer.</li> </ul>
3.	Industry to which the entity being acquired belongs	Digital media segments and technology
4.	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)	The proposed acquisitions are strategic steps for expansion & diversification into digital media segments and access to technology to help create, distribute and monetize content.
5.	Brief details of any governmental or regulatory approvals required for the acquisition	The Company will seek necessary approval from the Members.
6.	Indicative time period for completion of the acquisition	Within 30-45 days of the receipt of Member's approval.
7.	Nature of consideration - whether cash consideration or share swap and details of the same	Cash consideration to be paid on a deferred basis.
8.	Cost of acquisition or the price at which the shares are acquired	INR 24.5 Crore, subject to closing adjustments.
9.	Percentage of shareholding / control acquired and / or number of shares acquired	100% equity shares along with convertible instruments of QMPL and 47.92% equity shares of SMP.

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S. No	Particulars	Information
10.	Brief background about the entity acquired such as product/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><b>QMPL:</b></p> <ul style="list-style-type: none"> <li>• Holds investments in QBM, QTIPL and YKA (as mentioned above)</li> <li>• Date of Incorporation: August 23, 2014.</li> <li>• Turnover for last 3 years (as per audited accounts) is as under: <ul style="list-style-type: none"> <li>– FY 2017-18: Rs. 72,470,987</li> <li>– FY 2018-19: Rs. 111,169,205</li> <li>– FY 2019-20: Rs. 139,979,937</li> </ul> </li> <li>• As per un-audited financial statements drawn as on March 31, 2021, the turnover of QMPL is Rs. 45,562,701.</li> <li>• Country wherein there is major presence: India</li> </ul> <p><b>SMP</b></p> <ul style="list-style-type: none"> <li>• It is engaged in the business of operation and running the digital platform viz. “www.thenewsminute.com”.</li> <li>• Date of Incorporation: September 21, 2015.</li> <li>• Turnover for last 3 years (as per audited accounts) is as under: <ul style="list-style-type: none"> <li>– FY 2017-18: Rs. 1,33,74,422</li> <li>– FY 2018-19: Rs. 36,051,459</li> <li>– FY 2019-20: Rs. 38,777,730</li> </ul> </li> <li>• Unaudited FY 2020-21: Rs. 42,763,157</li> <li>• Country wherein there is major presence: India</li> </ul>



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