



Date: July 29, 2020

To

**The Manager – Listing
BSE Limited
(BSE: 542726)**

**The Manager – Listing
National Stock Exchange of India Limited
(NSE: INDIAMART)**

Subject: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 on the impact of COVID-19 pandemic

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CMD1/CIR/P/2020/84 dated May 20, 2020 and in furtherance to our earlier disclosure on the subject dated March 25, 2020, the details relating to the impact of the COVID-19 pandemic, on the operations of the Company, are as under:

A. Impact of the COVID-19 pandemic on business and steps taken for maintenance, restarting and smooth functioning of operations:

Employee Safety and Business Continuity

Once nationwide lockdown was announced in March, the Company Management acted swiftly to ensure minimal impact of lockdown on the operations of the Company. Considering the nature of the COVID 19 exigency, our top priority was to ensure the safety and well-being of our employees and vendor partners on one hand and to ensure Business continuity at the other hand. In order to achieve this, we retooled most of our processes to enable work from home, within a short span, which has ensured unhindered running of marketplace platforms, both website and mobile application, and other support functions. As a result, all our sales processes have been shifted to digital/tele mode ensuring that all our employees work from home without any break in operations.

Fall in Demand

The pandemic and resulting lockdown led to sharp drop in demand across product categories due to reduced business activity. Our buyer traffic on an average was down by ~50% in April 2020 which restored to normalcy in June 2020. In order to help users looking for essential

items, we have identified some categories of importance such as Sanitization, Safety, Hospital, Pharmaceutical, Food Supplies, etc. and increased the supplier's depth in such emerging categories.

Business Mortality

Most small and medium businesses are currently facing challenges on account of fall in demand and disruption of business activity due to ongoing pandemic. This has had adverse impact on our revenue as we noticed increased churn in our paying subscription suppliers. While we undertook various customer retention initiatives such as discounts and relaxed payment terms for suppliers to help them navigate through current situation, paying subscription suppliers declined ~10% from 147k in March 2020 to 133k in June 2020.

B. Estimation of the future impact of COVID-19 on its operations

We believe that the pandemic has resulted in accelerating internet adoption and need for businesses to transform online which would be beneficial for Indiamart in the long term. However, given the ongoing uncertainty, it is difficult to predict short term impact on the operations of the Company.

C. Details of impact of COVID-19 on capital and financial resources, profitability, liquidity position, assets, internal financial reporting and control and demand for its products/ services

Company has declared its results for Q1 FY-21 which was impacted by COVID 19. Following are key operating and Financial KPIs for previous three Quarters which reflects the impact on financial resources, profitability, liquidity position, assets and demand for its products/ services for comparative purposes.

KPIs	UoM	Q3 FY20	Q4 FY20	Q1 FY21
Buyers Traffic	Mn	188	180	191
Paying Subscription Suppliers	(000s)	142	147	133
Revenue from Operations	Rs Crore	165	170	153
Collections from Customers	Rs Crore	184	206	96
Cash flow from Operations	Rs Crore	71	94	3
Total Expenses	Rs Crore	121	118	80
EBITDA	Rs Crore	44	52	73
Cash & Investments	Rs Crore	859	931	954



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Total Employees	Nos	3,373	3,307	3,150
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D. Existing contracts/agreements where non-fulfilment of the obligations by any party will have significant impact on the business

We do not foresee any significant impact on the business on account of non-fulfilment of obligations by any third party.

Please take the above intimation on record.

Yours faithfully,
For Indiamart Intermesh Limited

(Manoj Bhargava)
Sr. Vice President (Legal & Secretarial),
Company Secretary & Compliance Officer