

25th August, 2023

National Stock Exchange of India Limited
Exchange Plaza, C-1
Block G Bandra Kurla Complex, Bandra East
Mumbai- 400051

BSE Limited
25th Floor, P J Towers
Dalal Street
Mumbai - 400001

Trading Symbol: HMVL

Security Code: 533217

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Acquisition of equity shares and/or convertible equity linked instrument

Dear Sirs,

The Company has entered into agreement dated 25th August, 2023, for making an investment of up to Rs. 35.02 Crore in two tranches of upto Rs. 17.51 Crore each, by subscribing to equity shares and/or convertible equity linked instrument of Vyomeen Media Private Limited (“Newsreach”).

As per the terms of the agreement the Company has agreed to invest the aforesaid tranche-1 investment through 1 (one) equity share and 9,636 (Nine thousand six hundred and thirty six) convertible equity linked instrument (optionally convertible redeemable preference shares) of Newsreach.

Disclosure as required under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended till date), read with SEBI Circular dated 13th July, 2023 is enclosed herewith.

This is for your information and record.

Thanking you,

Yours faithfully,
For **HINDUSTAN MEDIA VENTURES LIMITED**

(Punit Kumar Chellaramani)
Company Secretary

Disclosure of information pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended till date) read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July, 2023

S.No.	Particulars	Information
a)	Name of the target entity, details in brief such as size, turnover etc.	<p><u>Target Entity</u></p> <p>Vyomeen Media Private Limited (“Newsreach”).</p> <p><u>Last 3 years’ turnover of Newsreach</u></p> <p>FY 21 – Rs.0.6 Crore FY 22 – Rs. 2.7 Crore FY 23 – Rs. 7.6 Crore (Unaudited)</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”	No
c)	Industry to which the entity being acquired belongs	Media, PR & Advertising
d)	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)	Investment is being made into a growing company that is doing well in the field of PR, media, content and advertising
e)	Brief details of any governmental or regulatory approvals required for the acquisition	Not applicable
f)	Indicative time period for completion of the acquisition	Between 1 st September, 2023 to 07 th September, 2023 (Tranche-1 investment)
g)	Consideration – whether cash consideration or share swap and details of the same	Cash Consideration of Rs.17,50,34,925 to be paid through banking channels
h)	Cost of acquisition and/or the price at which the shares are acquired	1 Equity Share at the price of Rs. 45,165 (Rupees Forty Five Thousand and One Hundred Sixty Five) and 9,636 optionally convertible redeemable preference shares issued at the price of Rs. 18,160 (Rupees Eighteen Thousand One Hundred and Sixty)

i)	Percentage of shareholding / control acquired and / or number of shares acquired	1 Equity Share, and 9,636 optionally convertible redeemable preference shares constituting 86.25% of the total preference share capital of the Target Entity.
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)	Incorporated in August 2018, Newsreach is a PR-tech and content marketplace. It provides PR and advertorial support/ inventories to companies across India and abroad. Also, it helps content creators to buy, sell and license their content through their platform. For last 3 years' turnover, please refer (a) above.