



**IndiaMART InterMESH Ltd.**  
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December 21, 2021

To,

**BSE Limited**  
(BSE: 542726)

**National Stock Exchange of India Limited**  
(NSE: INDIAMART)

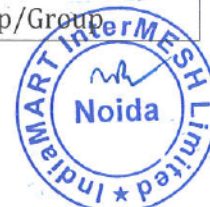
**Subject: Disclosure under Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/Ma'am,

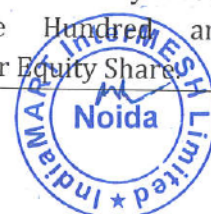
Pursuant to Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, it is hereby disclosed that IndiaMART InterMESH Limited (hereinafter referred as "Company") has indirectly through its wholly owned subsidiary, Tradezeal Online Private Limited (hereinafter referred as "TOPL"), agreed to acquire 4,784 Compulsorily Convertible Series A Preference Shares and 100 Equity Shares aggregating to 26.01% of Edgewise Technologies Private Limited (hereinafter referred as "EasyEcom"), on fully diluted basis.

The details of the transactions are given below:

S.No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	Edgewise Technologies Private Limited ('EasyEcom')  Registered Office - Flat No - A024, 3 <sup>rd</sup> Floor, Krishvi Gavashki, Kadubeesanahalli, Bangalore- 560103, Karnataka, India.  The total turnover of EasyEcom for the financial year ended March 31, 2021 was Rs 2.2 Crores.
2.	Whether the acquisition would fall within related party transaction (s) and whether the promoter/ promoter group/ group companies	EasyEcom is not a related party as on date of this investment.  Promoter/Promoter Group/Group



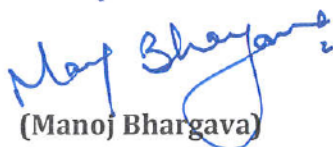
S.No.	Particulars	Details
	have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length".	Companies of the Company do not have any interest in the said investment.  The transaction is being concluded at Arm's Length basis.
3.	Industry to which the entity being acquired belongs.	Internet based software solution
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).	This investment shall be in line with the company's long term objective of offering various Software as a Service (SaaS) based solutions for businesses.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6.	Indicative time period for completion of the acquisition.	60 days
7.	Nature of consideration - whether cash consideration or share swap and details of the same.	Cash Consideration
8.	Cost of acquisition or the price at which the shares are acquired.	The Company, through TOPL, its wholly owned subsidiary, intends to invest upto Rs. 13,35,00,000/- (Rupees Thirteen Crores and Thirty Five Lakhs Only) by subscribing to:  a) 4,784 Compulsorily Convertible Series A Preference Shares (Series A CCPS) of face value of Rs. 10 /- each at a premium of Rs. 27,314 (Rupees Twenty Seven Thousand Three Hundred and Fourteen Only) per Series A CCPS; and  b) 100 Equity Shares of face value of Rs 10/- each at a premium of Rs. 27,314 (Rupees Twenty Seven Thousand Three Hundred and Fourteen Only) per Equity Share



S.No.	Particulars	Details
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	The final aggregate shareholding of TOPL, post this investment, in EasyEcom would be 26.01% on a fully diluted basis.
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).	<p>Edgewise Technologies Private Limited, under the brand name EasyEcom, offers SaaS based online commerce enablement solutions to the merchants.</p> <p>It's flagship inventory and warehouse management solutions allow merchants to allocate, track, and reconcile inventory across various online and offline sales channels.</p> <p>It also offers additional modules which automate other back office functions of merchants, such as shipping related payments reconciliation and returns reconciliation.</p> <p>Turnover of last three years:            FY 2021 : Rs 2.2 Crores            FY 2020 : Rs 1.1 Crores            FY 2019 : Rs 0.7 Crores</p>

Kindly take the above information on records.

Yours faithfully,  
**For IndiaMART InterMESH Limited**

  
 (Manoj Bhargava)

**Sr. Vice President (Legal & Secretarial),  
 Company Secretary and Compliance Officer  
 Membership No: F5164**

