



February 28, 2022

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 informed that IndiaMART InterMESH Limited (*hereinafter referred as 'Company'*) has indirectly, through its wholly owned subsidiary, Tradezeal Online Private Limited (*hereinafter referred as 'Tradezeal'*) entered into an agreement to invest 26.01% of the share capital (on fully diluted basis) of Adansa Solutions Private Limited (*hereinafter referred as 'Realbooks'*). The details of the transaction are given below:

S.No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	Adansa Solutions Private Limited ('Realbooks') Registered Office - 18A, Rupchand Joy Street, Kolkata - 700007, West Bengal. Realbooks, offers a cloud based accounting software product for businesses. Furthermore, it enables businesses to create customized invoices, attach files to vouchers, and manage their inventory. It also enables businesses to manage their different business units at multiple locations from a single dashboard. The total turnover of Realbooks for the financial year ended March 31, 2021 was Rs. 2.6 Crores.
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".	Realbooks is not a related party as on date of this investment. Promoters/Promoter Group/ Group companies of the Company do not have any interest in the said investment.

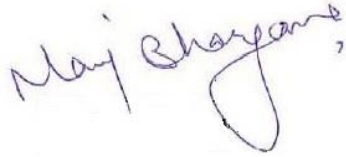
S.No.	Particulars	Details
3.	Industry to which the entity being acquired belongs.	Internet Based Accounting Software Solution
4.	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity).	This investment is 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 Tradezeal, intends to invest upto Rs. 13.75 Crores approximately in Realbooks in the following manner: a) Subscribing of 7,950 Series Seed Compulsorily Convertible Preference Shares ('CCPS') of face value of Rs. 10/- per CCPS at a premium of Rs. 14,696/- (Rupees Fourteen Thousand Six Hundred and Ninety Six Only) per CCPS aggregating upto Rs. 11.69 Crores; <i>and</i> b) Purchase of 20 Equity Shares of face value of Rs. 1000/- per equity share at a price of Rs. 10,29,411.76/- (Rupees Ten Lakhs Twenty Nine Thousand Four Hundred Eleven and Seventy Six Paise Only) per equity share from existing shareholders, aggregating upto Rs. 2.06 Crores.
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	The final aggregate shareholding of Tradezeal, post this investment, in Realbooks 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).	Realbooks, offers a cloud based accounting software product for businesses. Furthermore, it enables businesses to create customized invoices, attach files to vouchers, and manage their inventory. It also enables businesses to manage their different business units at multiple locations from a single dashboard.

S.No.	Particulars	Details
		Turnover of last three years: FY 2021: Rs. 2.6 Crores FY 2020: Rs. 2.2 Crores FY 2019: Rs. 2.2 Crores

Further, the press release and the presentation on the above transaction are enclosed herewith. 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



IndiaMART acquires stake in Realbooks

IndiaMART, the largest B2B marketplace of India, via its wholly owned subsidiary Tradezeal Online Private Limited, has announced an investment of approximately Rs 13.75 Crores in Adansa Solutions Private Limited. As part of the transaction, IndiaMART has agreed to acquire shares via a mix of primary and secondary share purchases, and its final shareholding post the round shall stand at 26.01%

Adansa Solutions under the brand name 'Realbooks', offers a cloud based accounting software product for businesses. Furthermore, it enables businesses to create customized invoices, attach files to vouchers, and manage their inventory. It also allows managing of different business units from a single dashboard.

Speaking about the investment, **Mr. Dinesh Agarwal, CEO of IndiaMART** said "We at IndiaMART firmly believe that Indian businesses are diverse and have varied accounting and billing needs. Unlike existing desktop based software solutions which were designed for traditional businesses, the team at Realbooks has consciously designed a cloud first product which makes it appealing for new age businesses. We believe that this investment complements other initiatives we are taking within this space, and are excited to partner with them for their next phase of growth'.

Adding to this, "We are very happy to welcome IndiaMART as an investor and our strategic partner. It's an exciting time for businesses in India and technology like UPI and GST is bringing new opportunities and challenges. We are solving two problems for Indian businesses. We are organising financial data for companies working pan India having offices in multiple cities and states such as logistics, auto dealerships, e-commerce. We have created a platform for CAs firms to provide accounting services to their clients and managing their compliances with integrated GST solutions. RealBooks along with IndiaMART is committed to being at the forefront of this revolution, creating a collaborative and integrated ecosystem for finance and accounting", said Mr. Anurag Mohta, CEO of Realbooks.

Since its listing on BSE and NSE, IndiaMART has invested in companies such as Vyapar, Bizom, Shipway, Legistify, Superprocure, Aerchain, M1xchange, Easyecom, Fleetx, Industry Buying and BUSY. All these investments are part of IndiaMART's long term objective of offering various software solutions which improve ease of doing business for Indian businesses and Enterprises.

About IndiaMART

IndiaMART is India's largest online B2B marketplace, connecting buyers with suppliers. With a 60% market share of the online B2B Classified space in India, the channel focuses on providing a "360- degree solution" to Small & Medium Enterprises (SMEs), Large Enterprises as well as individuals. Founded in 1999, the company's mission is 'to make doing business easy' and is trusted with 143 million buyers, 7 million sellers, and has 80 million products & services on its platform leading to ~40 million business enquiries every month. During FY 21, company had consolidated revenue of INR 756 Crores and profit after tax of INR 280 Crores.

IndiaMART is known for transforming the dynamics of Indian businesses by providing them a onestop solution to transform their business digitally and grow themselves by reaching their customers online. More details on IndiaMART can be accessed at <https://corporate.indiamart.com>.




#Bada**Aasaan**Hai

**IndiaMART Investment in Adansa Solutions Pvt. Ltd.
(Realbooks)**

Accounting Market Opportunity - India

63 Mn*

Total Registered
MSMEs

12 Mn+**

GST Registered
Businesses

Rs 5000 Cr+

Current TAM of
Revenues

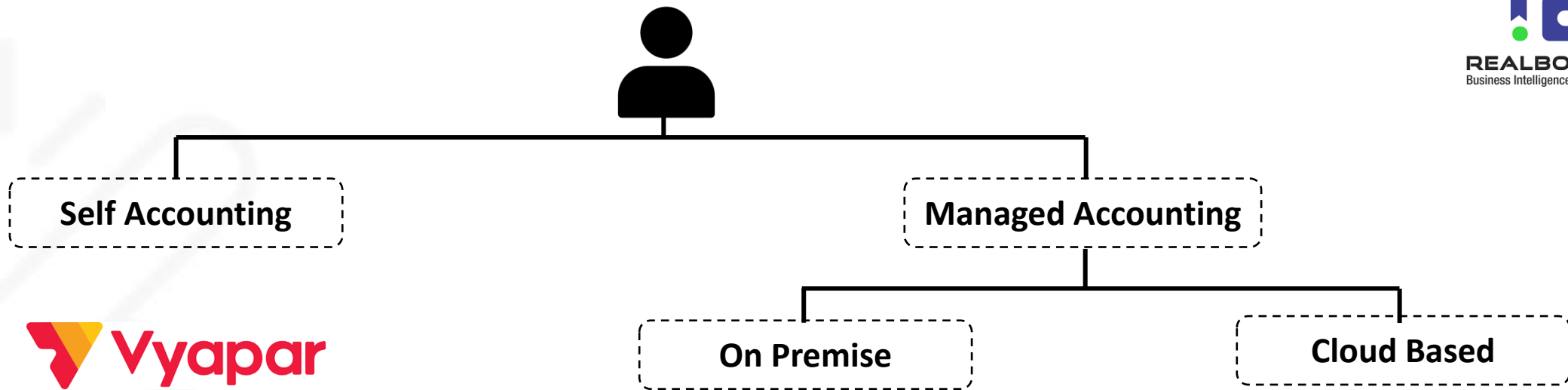
Sources:-

* <https://www.pib.gov.in/PressReleasePage.aspx?PRID=1750391>

** https://tutorial.gst.gov.in/offlineutilities/gst_statistics/4YearReport.pdf



Accounting Landscape



IndiaMART's presence in complete accounting ecosystem



Realbooks: Product Overview



**Cloud Based
Accounting**



**Multi
Location**



**Tax
Compliances**



**Dashboard &
Analytics**



**Order
Management**



**Reports &
Notifications**



Realbooks: Team Overview



Anurag Mohta
CEO / Co-Founder

Experience

- Ex – HSBC and Deutsche Bank

Education

- MBA from IIM Lucknow

LinkedIn - <https://www.linkedin.com/in/anurag-mohta-70064a17//>



Neeraj Jain
CIO / Co-Founder

Experience

- Ex – PwC

Education

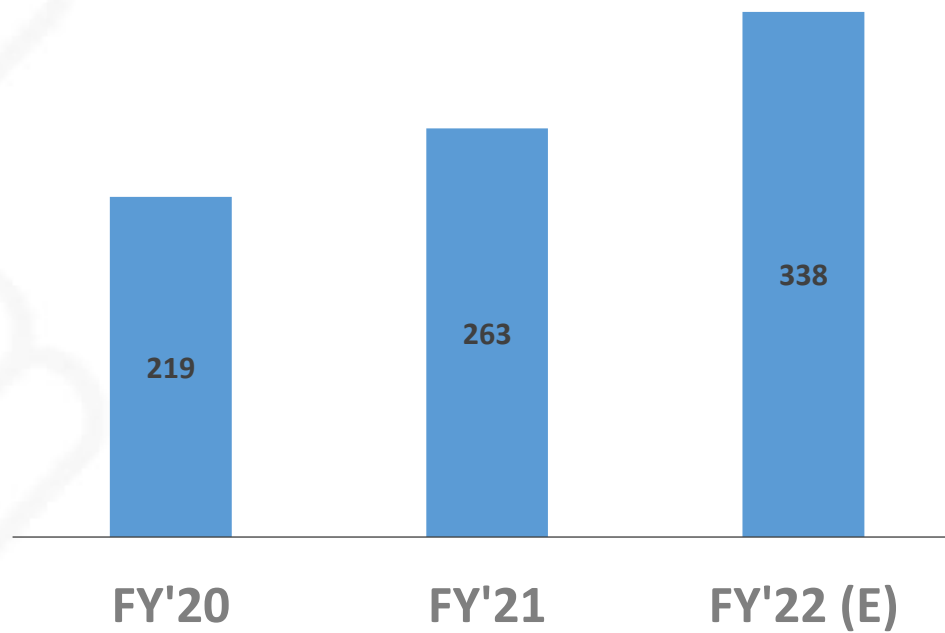
- Chartered Accountant

LinkedIn - <https://www.linkedin.com/in/neeraj-jain-095b3677/>



Realbooks: Revenue

Revenue (Rs Lacs)



400+ Paying Customers

Average ARPU of Rs 80k+

**FY'22 Figures are based on projected unaudited financial statements*



Customers segmentation



Trading
19%



Manufacturing
10%



Auto Dealership
10%



Education
9%



Retail
7%



Financial Services
5%



Logistics
4%



Accounting
4%



**Restaurant &
Hospitality**
3%



**IT & Software
Services**
3%



**Advertising
Services**
3%



**Investment
Services**
2%



Construction
2%



Healthcare
1%



Insurance
1%



Agriculture
1%



HR Services
1%



Office Services
1%



Others
14%



Realbooks – Investment Rationale

1. Cloud Accounting- Emerging need of Businesses
2. Acceleration of cloud based accounting due to digital adoption
3. Realbooks- Proven product with ~400+ paying customers
4. Medium to Long term synergies with IndiaMART ecosystem
5. Comprehensively covering the entire accounting needs
6. Diversified customer segments



Thank You!



#BadaAasaanHai