



Date: May 13, 2020

To
The Manager - Listing
BSE Limited
(BSE: 542726)

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

Dear Sir/Ma'am,

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

This disclosure is given under Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 that Indiamart Intermesh Limited (herein after referred as "Company") has entered into an agreement to invest in Mobisy Technologies Private Limited (herein after referred as "Entity"). 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.	<p>Mobisy Technologies Private Limited</p> <p><u>Reg. Office:</u> 3rd Floor, Sri Arunachaleshwara Building, 75/1, Bellandur Main Road, Bellandur, Bangalore, Karnataka-560103.</p> <p>Mobisy Technologies Private Limited is owner of Bizom which is a Bengaluru-based SaaS startup offering Sales Force Automation and Distributor Management System to medium and large businesses, co-founded by Lalit Bhise, Vasudeva M and Shree Bhise. It offers a mobile-first cloud solution that enables the digital transformation of sales and supply channels of consumer brands distributing through retail stores.</p> <p>The website URL is https://www.bizom.in.</p>



		The total turnover of the entity for the Financial Year ended March 31, 2019 was Rs. 28.02 Crore.
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".	<p>Mobisy Technologies Private Limited is not a related party as on date of this investment.</p> <p>Promoters of the Company have no interest in the said investment.</p> <p>The transaction is being concluded at Arm's Length basis.</p>
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).	As part of Company's Strategic Investments, this investment is in line with its long-term objective of venturing into Software as a solution ("SAAS") space.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6.	Indicative time period for completion of the acquisition.	Subject to the completion of condition precedent by the Entity, the indicative time period for completion of the acquisition is estimated to be on or before May 28, 2020.
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.	<p>The Company intends to invest of upto Rs. 10 Crore (Ten Crore) in the Entity in the initial round.</p> <p>Further, the Company has a right but not an obligation to invest upto additional Rs. 10 Crore (Ten Crore) in the Entity on or after April 01, 2021 but before September 30, 2021 based on the revenue of the entity as on March 31, 2021.</p>
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	In the initial round the Company has agreed to acquire a total of 1,28,593 (One Lakh Twenty Eight Thousand, Five Hundred and Ninety Three) 0.001%

		<p>Compulsorily Convertible Preference Shares (CCPS) having the face value of Rs. 1 each at a premium of Rs. 776 (Rupees Seven hundred and Seventy Six) and 100 (One Hundred) Equity Shares having a face value of Rs. 1 each at a premium of Rs. 776 (Rupees Seven hundred and Seventy Six). The aggregate shareholding of the Company, post this initial investment in the said entity would be 8.98% on fully converted and diluted basis.</p>
<p>10.</p>	<p>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>	<p>Mobisy Technologies Private Limited is an Indian Company in Software space, incorporated on February 04, 2008, engaged in the principal business of developing web and mobile applications for a variety of platforms including in relation to sales force and supply chain automation solutions. The entity has presence in India.</p> <p>Mobisy Technologies Private Limited launched Bizom product in 2012, provides SAAS through sales force automation (SFA), Distributor Management System (DMS), etc.</p> <p>The total turnover of the entity for the Financial Year ended March 31, 2019, March 31, 2018 and March 31, 2017 is Rs. 28.02 Crore, Rs. 19.99 Crore and Rs. 10.3 Crore, respectively.</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

