

BAJAJ FINANCE LIMITED

21 July 2021

THE MANAGER, BSE LIMITED DCS - CRD PHIROZE JEEJEBHOY TOWERS DALAL STREET, MUMBAI - 400 001	THE MANAGER, LISTING DEPARTMENT NATIONAL STOCK EXCHANGE OF INDIA LTD. EXCHANGE PLAZA, C-1. BLOCK G, BANDRA - KURLA COMPLEX, BANDRA (EAST) MUMBAI - 400 051
SCRIP CODE: 500034	SCRIP CODE: BAJFINANCE – EQ

Dear Sir/Madam,

Subject: Intimation of investment in Bajaj Finserv Direct Limited ('BFSD') under Regulation 30 of SEBI Listing Regulations

We wish to inform you that the Board of Directors of Bajaj Finance Limited ('the Company') at their meeting held on 20 July 2021 has approved an investment upto Rs. 284 crore (Rupees Two Hundred and Eighty Four Crore only) in Bajaj Finserv Direct Limited. Details pursuant to SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9 September 2015, is annexed herewith.

Please take the above on your record.

Thanking you,
Yours faithfully,
For **BAJAJ FINANCE LIMITED**

R. VIJAY
COMPANY SECRETARY
Email ID: investor.service@bajajfinserv.in

Acquisition(s) (including agreement to acquire), Scheme of Arrangement (amalgamation/ merger/demerger/restructuring), or sale or disposal of any unit(s), division(s) or subsidiary of the listed entity or any other restructuring:

- Acquisition (including agreement to acquire):

S. No	Disclosure requirement	Details
A	Name of the target entity, details in brief such as size, turnover etc	<p>Bajaj Finserv Direct Limited (BFSD)</p> <p>Date of Incorporation – 7 February 2014 CIN – U65923PN2014PLC150522</p> <p>The Turnover of the Company is: FY 2018-2019 – Rs 82.79 crore FY 2019-2020 – Rs 126.98 crore; FY 2020-2021 – Rs 101.63 crore;</p> <p>Number of employees as on 30 June 2021: 560</p> <p>Industry: Financial Services (distribution of financial products through digital marketplace).</p> <p>Type: Unlisted Public Company</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 “arms-length”;	<p>Yes, the acquisition falls within the meaning of related party transaction. BFSD, is a wholly owned subsidiary of Bajaj Finserv Limited (BFS), which is also the holding company of Bajaj Finance Limited (BFL). BFS is a co-investor with proposed additional investments/capital infusion into BFSD.</p> <p>Presently, BFL does not hold any shares in BFSD.</p> <p>The investment would be undertaken at an arms-length price based on an independent valuation report. The investment has also been approved by audit committee of BFL.</p>
C	Industry to which the entity being acquired belongs;	Financial Services (distribution of financial products through digital marketplace)
d	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);	Investment is intended to support existing line of businesses.

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E	Brief details of any governmental or regulatory approvals required for the acquisition;	Not applicable
F	Indicative time period for completion of the acquisition;	60 days
G	Nature of consideration - whether cash consideration or share swap and details of the same;	Cash consideration
H	Cost of acquisition or the price at which the shares are acquired;	The total investment envisaged by BFL is upto Rs. 284 crore. The investment by BFS would be upto Rs. 342 crore. The investments would be in the form Equity shares and/or Convertible Loan or Security into Equity Shares.
I	Percentage of shareholding / control acquired and / or number of shares acquired	There would be no change in control of BFSD. The maximum percentage of shareholding proposed to be acquired by BFL in BFSD would be upto 19.90% of BFSD shareholding on a fully diluted basis. The remaining shareholding would be with BFS.
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);	BFSD is primarily engaged in business of distribution of financial products through digital marketplace. BFSD is registered with Insurance Regulatory and Development Authority of India as a composite Corporate Agent for distribution of insurance (life and general) products in India.

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L65910MH1987PLC042961

www.bajajfinserv.in/corporate-bajaj-finance