



November 10, 2021

BSE Limited

Corporate Services Department
Phiroze Jeejeeboy Towers
Dalal Street, Mumbai-400 001

Scrip Symbol: QUINT

Scrip Code: 539515

Subject: Press Release

Reference: Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015 (the "**Listing Regulations**"), please find enclosed herewith a copy of press release in respect of proposed acquisition of stakes in Quintillion Media Private Limited and Spunklane Media Private Limited approved by the Board of Directors subject to approval of the Members of the Company.

This intimation will also be hosted on the website of the Company i.e. www.quintdigitalmedia.com.

We request you to take the above information on record.

Yours sincerely

For Quint Digital Media Limited

QUINT DIGITAL MEDIA LTD.



Company Secretary

Tarun Belwal

Company Secretary & Compliance Officer

Encl: As above

QUINT DIGITAL MEDIA LIMITED

(Formerly known as Gaurav Mercantiles Limited)

Registered Office: 403 Prabhat Kiran, 17, Rajendra Place, Delhi- 110008 Tel: 011 45142374

Corporate Office: Carnousties's Building, Plot No. 1, 9th Floor, Sector 16A, Film City, Noida-201301 Tel: 0120 4751818

Website: www.quintdigitalmedia.com, **email:** cs@thequint.com, **CIN:** L74110DL1985PLC373314



Quint Digital announces acquisition of 100% stake in Quintillion Media and 47.92% stake in Spunklane Media

Acquisition of Quintillion Media includes identified stakes in the digital media operations of Quintillion Business Media, Quintype Technologies and YKA Media



Noida, India – November 10, 2021: Quint Digital Media Limited (QUINT, BSE 539515), India's leading digital media company and only new-age digital-first news/ information operator listed on an Indian stock exchange, has entered into definitive agreements to acquire a) 100% ownership of Quintillion Media Private Limited (“QMPL”) and b) 47.92% stake in Spunklane Media Private Limited.

The said stakes will be acquired for a total consideration of Rs 24.5 Crores , subject to necessary closing adjustments. The consideration will be discharged by Quint Digital on a deferred basis, 5% on closing and balance 95% within a period of 12 months from closing.

The acquisition of 100% of Quintillion Media Private Limited includes underlying stakes in the following digital media and technology properties:

Quintillion Business Media Private Limited (“QBM”): QBM is an Indian business and financial news company and operates a leading business news digital platform in India. Its main content is based on the Indian economy, international finance, corporate law & governance and business news. As a part of the acquisition, Quint Digital will acquire 100% stake in QBM along with an amended Program Services and Content Sharing Agreement with Bloomberg Television Production Services India Private Limited which *inter-alia* has extended the tenure of the partnership by 10 years.

Anil Uniyal is the Chief Executive officer and Menaka Doshi is the Managing Editor at QBM.

Quintype Technologies India Private Limited (“QTIPL”): QTIPL is a Bengaluru head quartered company and is engaged in providing Software-As-A-Service (SaaS) platform to digital media publishers. QTIPL was set up in 2015, and it provides digital publishers with state-of-the-art content and subscription management systems. Quint Digital will acquire 50.41% stake in QTIPL. In September 2020, QTIPL had raised INR 25 Crores from IIFL AMC, part of IIFL Wealth Management in Series A Funding.

Chirdeep Shetty is the Chief Executive officer at QTIPL.

YKA Media Private Limited (“YKA”): YKA is India’s largest media platform (www.youthkiawaaz.com) for young changemakers who want to change the world. YKA was founded by Anshul Tiwari, Founder and Chief Executive Officer in 2014. Quint Digital will acquire 34.6% stake in YKA, including convertible instruments held by QMPL.

In addition, Quint Digital will also acquire 47.92% stake in **Spunklane Media Private Limited (“SMP”)**. SMP operates a digital news platform (www.thenewsminute.com) and is focused on reporting and writing on issues in India, with a specific focus on the 5 southern states viz. Andhra Pradesh, Telangana, Karnataka, Tamil Nadu and Kerala. It was founded by Dhanya Rajendran, Chitra Subramaniam and Vignesh Vellore in 2014.

Speaking on this transaction, **Ms. Ritu Kapur, Co-Promoter & Chief Executive Officer, Quint Digital**, said *“the proposed acquisition of stakes in QBM, SMP and YKA will give Quint Digital the double edge advantage of synergising across news platforms as well as diversifying across demographics and geographies, bringing a larger community of readers/viewers into our fold. QBM’s acquisition will add the most valuable learnings in running a successful premium subscription platform as the world gets ready for a rapid growth of reader revenues. The expansion of audiences across various websites and new-age social media platforms, makes us way and away the largest pure-play digital news/information group in the country. It will close to double our group revenue base, giving us size and clout in the new digital media space.*

Additionally, QTIPL brings to us cutting edge capabilities in “media tech”, which is a critical strength in today’s burgeoning growth in digital content.”

Mr. Raghav Bahl and Ms. Ritu Kapur are also committed to providing the necessary growth capital to Quint Digital, if required, to finance this acquisition and other growth plans, in accordance with the applicable regulatory framework.

The transaction has been approved by the Board of Directors and is subject to customary closing conditions and approvals. The proposed acquisition is a related party transaction and is subject to approval of the shareholders in accordance with the applicable provisions of the Companies Act, 2013, SEBI Listing Regulations etc.

About *The Quint*

The Quint is driven by the truth and the readers who seek it. What makes us different from most legacy media is that we consistently challenge the status quo — through in-depth, visually powerful, community-driven stories, features, and interactive multimedia formats.

Our team is a collective of reporters, storytellers, editors, producers, designers, and analysts, who have cut their teeth on the best news teams in the country. At the helm, we have some of the best minds in the industry who have honed their craft for years in the media and today, lead a fearless newsroom into 21st-century, cutting-edge journalism.

As a newsroom, we seek to be as diverse as possible, with a special focus on gender — such that our news represents the issues and voice of all sections of society. We are participative in our approach to newsgathering — with a robust citizen journalism vertical, My Report — and we partner with our readers in our hunt for fake news, through our WebQoof vertical. Our reporters fan out into deep interiors of the country for ground reports — finding stories that often get drowned out in prime-time debates. We have eminent authors writing for our Opinion section and we aim to bring as much diversity to the voices on our site as possible.

The Quint makes sense of the systematic chaos that is the world today and brings you the story however you want — on your phone, through videos, op-eds, infographics, animations, and documentaries.

For more information, visit www.quintdigitalmedia.com.

Safe Harbour Disclaimer

This release contains certain "forward looking statements" including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Quint Digital Media Limited future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market conditions, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors beyond the control of the Company, such as Covid-19, that could affect our business and financial performance. The Company undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances. In addition, this release is for general information purposes only, without regard to any specific objectives, financial situations, or informational needs of any particular person. The financial information outlined in this press release is unaudited, based on management accounts. Accordingly, limited reliance should be placed on such financial information. The Company may alter, modify, or otherwise change in any manner the content of this release, without obligation to notify any person of such change or changes. This release should not be copied or disseminated in any manner.