

**IndiaMART InterMESH Ltd.**

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Date: September 03, 2019

National Stock Exchange of India Ltd.

Exchange Plaza, Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

Symbol: INDIAMART

BSE Limited

Listing Department,
Phiroze Jeejeebhoy Towers, Dalal Street
Mumbai - 400 001

Symbol: 542726

Dear Sir/Madam,

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

In accordance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Press Release related to the execution of agreement by the Company to invest in Simply Vyapar Apps Pvt. Ltd.

Please take on the above information on record.

Yours faithfully,

For Indiamart Intermesh Limited

(Manoj Bhargava)

**Sr. Vice President (Legal & Secretarial),
Company Secretary & Compliance Officer**



Encl.: As above

PRESS NOTE

IndiaMART leads Series A investment in Vyapar, a business accounting software for MSMEs

Noida, India, September 3rd, 2019: India's largest online business-to-business marketplace IndiaMART announced its investment in **Vyapar**, a mobile-based business accounting software for small businesses. IndiaMART led the Series A investment round in Simply Vyapar Apps Pvt Ltd, owner of Vyapar, of Rs 36 crore along with the participation of existing investors India Quotient and Axilor.

'Vyapar' is an invoice accounting and stock inventory app with 1 million+ downloads and 4.6 app rating on google play store. Small and Medium businesses can use their app or desktop version for billing Goods and Services Tax (GST) invoices, managing stock inventory and accounting solutions.

Speaking about the investment, Dinesh Agarwal, Managing Director, IndiaMART said, "Over the last two decades IndiaMART has effectively overcome the problem of access to market and technology by building a digital marketplace for MSMEs. This investment in Vyapar, that is solving the complex billing and accounting needs of MSMEs in a simplified manner is aligned with our long term vision to make doing business easy for millions of businesses by providing them tech-enabled easy and cost-effective solutions."

Vyapar founder Sumit Agarwal said, "At Vyapar, our vision is to digitize every business in India and simplify the business processes that help them grow. IndiaMART's scale and expertise will help us achieve this goal faster, in turn, transforming the MSME landscape in India."

Asutosh Upadhyay, who led the investment at Axilor said, "Vyapar proves that the right business model can breakthrough an otherwise traditional sector. Their laser-sharp customer focus along with IndiaMART's expertise in the sector will help them achieve a larger scale in India's MSME segment."

About IndiaMART

IndiaMART is India's largest online B2B marketplace for business products and services, connecting buyers with suppliers. With 60% market share of the online B2B Classified space in India in fiscal 2017, IndiaMART focuses on providing a platform to Small & Medium Enterprises (SMEs), large enterprises as well as individuals. Founded in 1999, the company's mission is 'to make doing business easy'. As of June 30, 2019, the company offers a platform to 88 Mn registered buyers to search from 62 Mn products & services, and get connected to over 5.6 Mn suppliers. For more information, please visit: <https://corporate.indiamart.com>