

21 July 2021

To Corporate Relations Department. BSE Limited 1 st Floor, New Trading Ring, Rotunda Building, P J Tower, Dalal Street, Mumbai 400 001.	To Corporate Listing Department National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor, Plot No.C-1, G Block, Bandra-Kurla Complex, Bandra (East), MUMBAI 400 051.
BSE Code: 532978	NSE Code: BAJAJFINSV

Subject: Intimation of investment in Bajaj Finserv Direct Limited ('BFSD')-Regulation 30

Dear Sir/Madam,

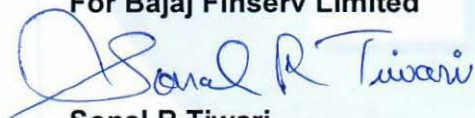
This is to inform you that pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9 September 2015, Bajaj Finserv Limited ('the Company') the Board of Directors at its meeting held today has approved to invest Rs. 342 Crore (Rupees Three Hundred and Forty Two Crore only) in Bajaj Finserv Direct Limited, wholly owned subsidiary of the Company. Details enclosed as annexure.

Please take the above on your record.

Thanking you,

Yours faithfully,

For Bajaj Finserv Limited



Sonal R Tiwari
Company Secretary
Email id- investors@bajajfinserv.in



Encl: As above

Bajaj Finserv Limited

BFS Stock Exchange intimation

Annexure

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), which is a co-investor.</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 BFS.</p>

Bajaj Finserv Limited

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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.
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 BFS is up to Rs. 342 crore. The investment by BFL would be up to Rs. 284 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 BFS. Post the total investment the Company would continue 80.10% of shareholding of BFS (on a fully diluted basis). The remaining 19.90% would be held by BFL.
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);	<p>BFS is primarily engaged in business of distribution of financial products through digital marketplace.</p> <p>BFS 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.</p>

Bajaj Finserv Limited

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 Registered Office: Mumbai - Pune Road, Akurdi, Pune - 411 035, Maharashtra, India

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