



Ref No.: SEL/Reg. 30 – LODR/Apr-19/01

April 15, 2019

Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex
Bandra (E), Mumbai-400 051.
NSE Symbol: SHEMAROO

Corporate Relationship Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai-400 023.
Scrip Code : 538685

Dear Sir/Madam,

Re: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019

Sub: Outcome of Board Meeting - Intimation of Acquisition - Intimation under Regulation 30(6) of SEBI (LODR) Regulations, 2015

We would like to inform you that the Board of Directors of Shemaroo Entertainment Limited ("the Company") at the Board meeting held on April 15, 2019, has inter-alia approved the investment by acquiring 50% stake of Dominiche Productions Private Limited ("Dominiche") (CIN: U74999MH2017PTC301292) having its registered office at 3, Ground Floor, Parag Niketan JVPD Scheme, Road No. 10 Mumbai-400049.

Subsequent to the acquisition, Dominiche will be the Associate of the Company.

The meeting of the Board of Directors commenced at 10:00 A.M. and concluded at 11:55 A.M.

Further, the details required under SEBI (LODR) Regulations, 2015 read with SEBI circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015 in the specified format is enclosed herewith as Annexure.

The same is also disseminated on the website of the Company i.e. www.shemarooent.com.

Thanking You,
Yours faithfully,

For Shemaroo Entertainment Limited

Dipesh U. Gosar
Company Secretary & Compliance Officer
ICSI Membership No.: A23755



Encl.: As above

Annexure

Sr. No.	Particulars	Details
1.	Name of the Target Company details in brief, such as size, turnover etc.	Dominiche Productions Private Limited (CIN: U74999MH2017PTC301292) has started with a clear vision to build on scalable genres of the future and they are one of the leaders in the Astrology space. Paid up Share Capital : Rs 100,000/- Unaudited Turnover for the year ended March 2019 is Rs. 1.91 crores.
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 "arms length".	No. The acquisition shall not fall under related party transaction(s). None of the promoter/ promoter group/ group companies have any interest in the entity being acquired.
3.	Industry to which the entity being acquired belongs	Media & Entertainment Industry
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)	The focus of the Company and Dominiche will be to tap the untapped market together and attain the leadership position in the Astrology segment followed by other unexplored categories. The Company is one of the leaders in the devotional and regional content. This strategic tie up with Dominiche helps the Company to strengthen its offerings in the astrology category and will be followed by adding more categories to our current portfolio.
5.	Brief details of any governmental or regulatory approvals required for the acquisition	NOT APPLICABLE.
6.	Indicative time period for completion of the acquisition	On or before 31st December 2019
7.	Nature of consideration - whether cash consideration or share swap and details of the same	Cash investment.
8.	Cost of acquisition or the price at which the shares are acquired	The Purchase Consideration is Rs 9.00 Crores
9.	Percentage of shareholding / control acquired and / or number of shares acquired	50%
10.	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)	Dominiche Productions Private Limited was incorporated on 30 th October, 2017 and has first launched their Astrovani service on Airtel DTH which was a huge success and was then followed by Dish TV, Videocon D2H, Amazon firestick, NDTV app and Jio TV as well. <ul style="list-style-type: none"> • Turnover for the Period 30th October, 2017 to 31st March 2018 - Rs. 6.22 Lakhs • Unaudited Turnover for the year ended March 2019 – Rs. 1.91 Crores Country : India



SHEMAROO ENTERTAINMENT LIMITED

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shemarooent.com | CIN: L67190MH2005PLC158288