



March 25, 2022

To,

BSE Limited
(BSE: 542726)

National Stock Exchange of India Limited
(NSE: INDIAMART)

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

Dear Sir/Ma'am,

Pursuant to Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, it is hereby informed that IndiaMART InterMESH Limited (*hereinafter referred as 'Company'*) has entered into an agreement to invest 51.09% of the share capital (on fully diluted basis) of Finlite Technologies Private Limited (*hereinafter referred as 'Livekeeping'*). The details of the transaction are given below:

S.No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	<p>Finlite Technologies Private Limited ('Livekeeping')</p> <p>Registered Office – C-349, Sumel Business Park 6, Dudheshwar Rd, Ahmedabad - 380004, Gujarat.</p> <p>Livekeeping, offers value added services to businesses over their existing on premise accounting software like Tally. It provides desktop based digital integration with on premise accounting software which syncs the data automatically to its mobile based application enabling the user to view their accounting data on mobile. Businesses can access, analyze and share accounting information like sales, receivables, outstanding payments in real time through Livekeeping application. In addition, Livekeeping also offers API's to connect on premise accounting software, like Tally, with different e-commerce platforms, ERP's and software enabling speedily transfer of data.</p> <p>The total turnover of Livekeeping for the financial year ended March 31, 2021 was Rs. 2.05 Crores.</p>
2.	Whether the acquisition would fall within related party transaction (s) and whether the	Livekeeping is not a related party as on date of this investment.

S.No.	Particulars	Details
	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 “arm’s length”.	Promoters/Promoter Group/ Group companies of the Company do not have any interest in the said investment.
3.	Industry to which the entity being acquired belongs.	Internet Based Accounting Software Solution
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).	This investment is in line with the Company’s long term objective of offering various Software as a Service (‘SAAS’) based solutions for businesses.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6.	Indicative time period for completion of the acquisition.	60 days
7.	Nature of consideration - whether cash consideration or share swap and details of the same.	Cash Consideration
8.	Cost of acquisition or the price at which the shares are acquired.	The Company intends to invest upto Rs. 45.98 Crores approximately in Livekeeping in the following manner: a) Subscribing of 6,843 Seed Compulsorily Convertible Preference Shares (‘Seed CCPS’) of face value of Rs. 10/- per CCPS at a premium of Rs. 51,138/- (Rupees Fifty One Thousand One Hundred and Thirty Eight Only) per Seed CCPS aggregating to approximately Rs. 35 Crores; <i>and</i> b) Purchase of 2,147 Equity Shares of face value of Rs. 10/- per equity share at a price of Rs. 51,138/- (Rupees Fifty One Thousand One Hundred Thirty Eight Only) per equity share from one of the promoters, aggregating to approximately Rs. 10.98 Crores.
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	The final aggregate shareholding of the Company, post this investment, in Livekeeping would be 51.09% on a fully diluted basis.
10.	Brief background about the entity acquired in terms of products/line of business acquired,	Livekeeping, offers value added services to businesses over their existing on premise

S.No.	Particulars	Details
	date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief).	accounting software like Tally. It provides desktop based digital integration with on premise accounting software which syncs the data automatically to its mobile based application enabling the user to view their accounting data on mobile. Businesses can access, analyze and share accounting information like sales, receivables, outstanding payments in real time through Livekeeping application. In addition, Livekeeping also offers API's to connect on premise accounting software, like Tally, with different e-commerce platforms, ERP's and software enabling speedily transfer of data. Turnover of last three years: FY 2021: Rs. 2.05 Crores FY 2020: Rs. 1.0 Crores FY 2019: Rs. 0.7 Crores

Further, the press release and the presentation on the above transaction are enclosed herewith. Kindly take the above information on records.

Yours faithfully,

For IndiaMART InterMESH Limited



(Manoj Bhargava)
Sr. Vice President (Legal & Secretarial),
Company Secretary and Compliance Officer
Membership No: F5164



IndiaMART acquires stake in Livekeeping

IndiaMART, the largest B2B marketplace of India, has announced an investment of approximately Rs. 45.98 Crores in Finlite Technologies Private Limited and acquire 51.09% stake in the company. As part of the transaction, IndiaMART will be investing Rs. 35 Crores into the company via primary infusion and purchase shares from the promoters for the remaining amount.

Finlite Technologies under the brand name 'Livekeeping', offers value added services to businesses over their existing on-premise accounting softwares, primarily "Tally". It provides desktop based digital integration with on-premise accounting software which syncs the data automatically to its mobile based application enabling the user to view their accounting data on mobile. Businesses can access, analyze and share accounting information like sales, receivables, outstanding payments on real time through Livekeeping application. In addition, Livekeeping also offers API's to connect on premise accounting software, with different e-commerce platforms, ERP's and software enabling speedily transfer of data.

Speaking about the investment, **Mr. Dinesh Agarwal, CEO of IndiaMART** said "Real time visibility of accounting data like revenue growth, profitability, cash flow management, etc. is a critical yet underserved problem faced by Indian Businesses. Livekeeping has been able to validate an innovative SaaS based solution to this problem. Further, this investment helps complete the IndiaMART ecosystem in the accounting space.

Adding to this, **Mr. Ritesh Kothari, CEO of Livekeeping** said "We are excited to partner with IndiaMART in our mission to automate accounting operations. Investment from IndiaMART will enable us to strengthen the product & technology, reach to the higher number of businesses and keep innovating on behalf of our customers. IndiaMART's understanding of the SMEs and accounting space will play a big role in making this company a huge success.

Since its listing on BSE and NSE, IndiaMART has invested in companies such as Vyapar, Bizom, Shipway, Legistify, Superprocure, Aerchain, M1xchange, Easyecom, Fleetx, Industry Buying, BUSY, Realbooks and Zimyo. All these investments are part of IndiaMART's long term objective of offering various software solutions which improve ease of doing business for Indian businesses and Enterprises.

About IndiaMART

IndiaMART is India's largest online B2B marketplace, connecting buyers with suppliers. With a 60% market share of the online B2B Classified space in India, the channel focuses on providing a "360- degree solution" to Small & Medium Enterprises (SMEs), Large Enterprises as well as individuals. Founded in 1999, the company's mission is 'to make doing business easy' and is trusted with 143 million buyers, 7 million sellers, and has 80 million products & services on its platform leading to ~40 million business enquiries every month. During FY 21, the Company had consolidated revenue of Rs. 756 Crores and profit after tax of Rs. 280 Crores.

IndiaMART is known for transforming the dynamics of Indian businesses by providing them a one stop solution to transform their business digitally and grow themselves by reaching their customers online. More details on IndiaMART can be accessed at <https://corporate.indiamart.com>.




#Bada**Aasaan**Hai

**IndiaMART Investment in Finlite Technologies Pvt.
Ltd. (Livekeeping)**

Market Opportunity – Accounting in India

63 Mn*

Total Registered
MSMEs

12 Mn+**

GST Registered
Businesses

Rs 5000 Cr+

Current TAM of
Revenues

Sources:-

* <https://www.pib.gov.in/PressReleasePage.aspx?PRID=1750391>

** https://tutorial.gst.gov.in/offlineutilities/gst_statistics/4YearReport.pdf



Accounting VAS

On Premise Accounting Software



Value Added Services – On The Go



Estimated business users: 6 Million plus*

* <https://www.moneycontrol.com/news/business/tally-dreams-big-indias-top-accounting-software-is-all-set-to-expand-into-retail-5018221.html>



Livekeeping: How it works

1

Download App

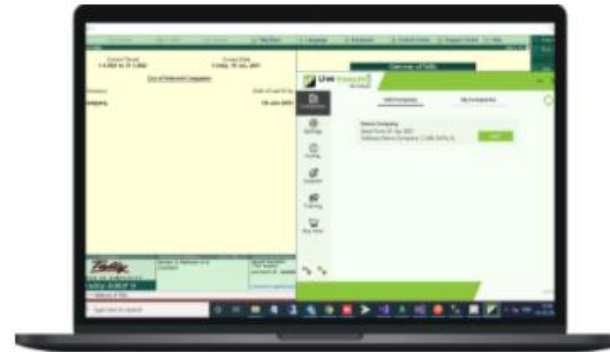
Download and signup for livekeeping on the desktop application.



2

Sync with Tally

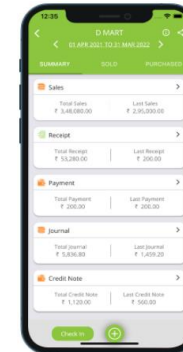
Select your company in tally and then sync the account in the desktop application



3

View on Mobile

Login into the mobile application and start accessing Tally on mobile



Livekeeping: Product Overview



Dashboard

- Company's finances at a glance
- Profitability analysis



Real Time Access

- Accounting information on the go



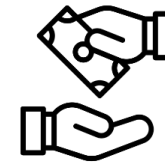
Invoicing

- GST compliant Invoicing
- Tracker for trade receivables



Tally Back-up

- Auto back-up of tally data in cloud



Receivables Management

- Collection status, reminders, etc.





Ritesh Kothari

CEO / Founder

Experience

- Worked as Systems Engineer at Infosys
- Entrepreneur for last 7 years

Education

- B.Tech. in Computer Science

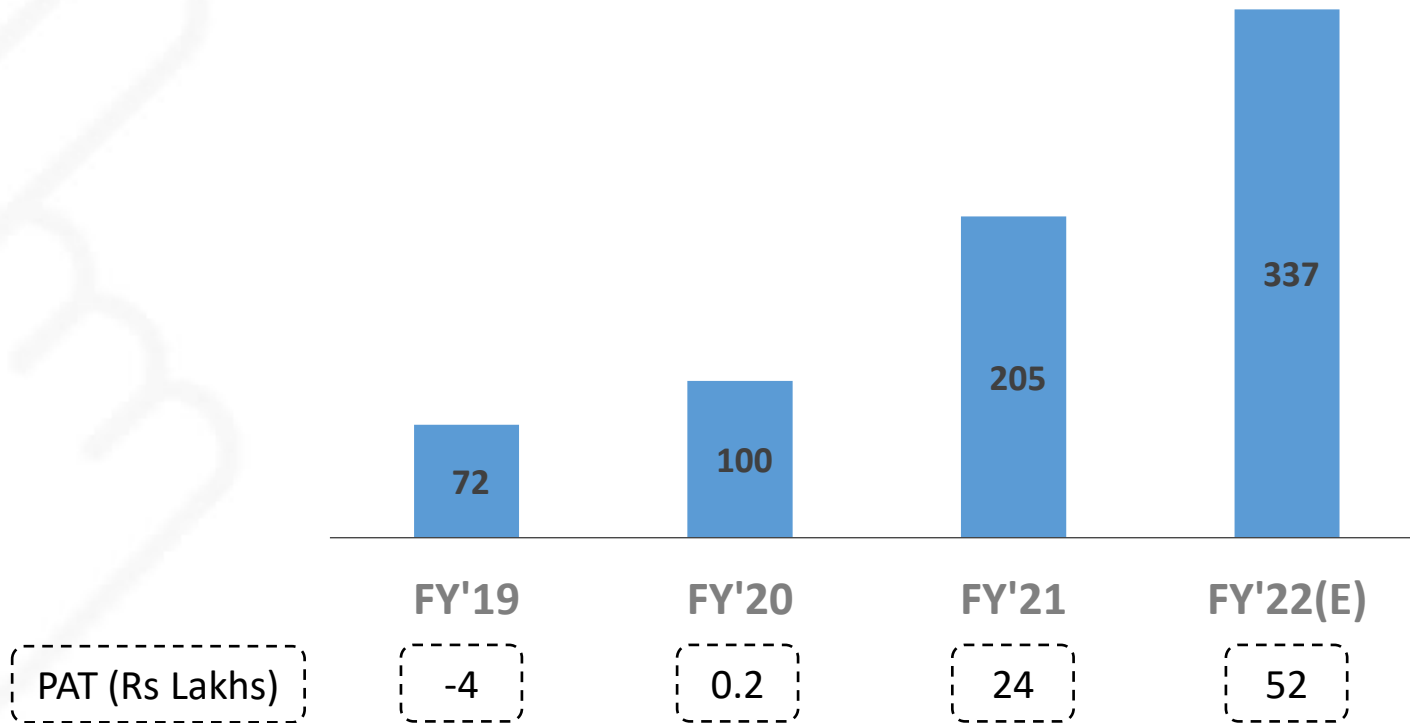
LinkedIn

- <https://www.linkedin.com/in/ritesh-kothari-b9192445//>



Livekeeping: Financial Overview

Revenue (Rs Lacs)



**FY'22 figures are based on projected unaudited financial statements*



Livekeeping – Investment Rationale



1. Accounting VAS with mobile first approach
2. Tally on mobile - Strong value proposition for 6 million+ Tally users
3. Huge growth potential due to mobile and digital adoption
4. Overlap with IndiaMART customers
5. Cross sell opportunities for IndiaMART and Livekeeping customers



- IndiaMART to invest a total amount of Rs 45.98 Crores:
 - Total Primary Infusion: Rs 35.0 Crores
 - Total Secondary Share Purchase: Rs 10.98 Crores
- IndiaMART's total post round ownership: 51.09%



Thank You!



#BadaAasaanHai

The text '#BadaAasaanHai' is written in a white, sans-serif font. Above the word 'Aasaan' is a white line-art icon of a hand with the index finger pointing upwards.