

February 21, 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 16.53% of the share capital (on fully diluted basis) of Fleetx Technologies Private Limited (*hereinafter referred as 'Fleetx'*). 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.	Fleetx Technologies Private Limited ('Fleetx') Registered Office – V-27 /15 DLF City Phase III, Gurgaon - 122022, Haryana. Fleetx is an freight and fleet management platform which helps both fleet operators as well as businesses to digitize their logistics operations and helps them improve safety, efficiency and sustainability of their vehicles and operations. The total turnover of Fleetx for the financial year ended March 31, 2021 was Rs. 13.3 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 "arm's length".	Fleetx is not a related party as on date of this investment. Promoter/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.	Software as a Service Solution

S.No.	Particulars	Details
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.	On or before March 30, 2022
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.	As part of the current funding round, the Company intends to invest upto Rs. 91.42 Crores approximately in Fleetx in the following manner: a) Subscribing of 10,323 Series B Compulsorily Convertible Preference Shares ('CCPS') of face value of Rs. 10/- per CCPS at a premium of Rs. 67,420/- (Rupees Sixty Seven Thousand Four Hundred and Twenty Only) per CCPS aggregating upto Rs. 69.61 Crores; <i>and</i> b) Purchase of 3,805 Equity Shares of face value of Rs. 10/- per equity share at a price of Rs. 57,315/- (Rupees Fifty Seven Thousand Three Hundred and Fifteen Only) from existing shareholders, aggregating upto Rs. 21.81 Crores.
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	The aggregate shareholding of the Company, post this investment, in Fleetx would be 16.53% on a fully diluted basis.
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	Fleetx is an freight and fleet management software which helps both fleet operators as well as businesses to digitize their logistics operations and helps them improve safety, efficiency and sustainability of their vehicles and operations by providing them visibility of vehicles and related IoT based analytics services.



S.No.	Particulars	Details
	other significant information (in brief).	Turnover of last three years: FY 2021: Rs. 13.3 Crores FY 2020: Rs. 8.2 Crores FY 2019: Rs. 1.3 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 leads the Series B funding round of Logistics SaaS Platform Fleetx

IndiaMART, the largest B2B marketplace of India, has announced an investment of Rs 91.42 Crores in Fleetx Technologies Private Limited ('Fleetx.io'). As part of the transaction, IndiaMART has agreed to acquire shares via a mix of primary and secondary share purchases, and its final holding post the round shall stand at 16.53%. Fleetx.io has raised a total of Rs.145 Crores in this round, led by IndiaMART along with participation from existing investors IndiaQuotient and BEENEXT.

Fleetx.io is an freight and fleet management software which helps both fleet operators and businesses to digitise their operations and helps them improve safety, efficiency and sustainability of their vehicles and operations. By harnessing IoT and machine learning, fleetx is enabling digital transformation of logistics industry and helping all stakeholders get actionable insights and improve their operations. Some key use cases of the fleetx.io platform include Real time Visibility, Improved Asset Utilization, Theft Prevention, Fuel Savings and Improved Vendor Performance.

Speaking about the investment, Mr Dinesh Agarwal, founder and MD of IndiaMART said "Supply Chain Visibility is a critical yet underserved problem faced by Indian businesses and Fleet Owners. FleetX has been able to validate and scale an innovative IOT and SaaS based solution to this problem. Moreover, they have been able to successfully develop and cross sell solutions for various other pain points felt by businesses across their supply chain, such as theft prevention and asset utilization. Vineet and the rest of the Fleetx team are experienced professionals with rich experience in working together to deploy technology at scale, and we are excited to partner with them for their next phase of growth."

Commenting on the fundraise, Vineet Sharma, CEO and Co-founder of Fleetx.io said, "We are thrilled to onboard IndiaMART in our mission to increase safety, efficiency and digitisation in the logistics and transportation industry. We also want to thank our existing investors for their continuous belief and support in our mission. Customer is the center of our mission and this investment will enable us to keep innovating on behalf of our customers, taking our product leadership further ahead and taking it to global markets. We will be utilizing the investment primarily for talent acquisition, enhancing product and technology and scaling GTM capabilities

Logistics & Transportation is a backbone for any economy across the globe and has been running on manual processes, with siloed systems and spreadsheets with no real time visibility. The digital transformation in the logistics industry is just getting started with penetration level is still less than 10% in developing countries. Covid has exposed the fragileness in the supply chain industry and created an urgency for freight digitization, prompting Gartner to predict that 50% of leading global enterprises will have invested in real-time transportation visibility solutions by 2023. We are building an end-to-end platform to solve the opaque operations and siloed systems through



technology and helping customers to visualize their physical logistics operations in real-time, on one integrated platform”.

“Fleets was one of India Quotient's first few SaaS investments when we realized that Indian businesses will begin to adopt softwares. From sales to fleet owners (transport sector) in the beginning, they have scaled the product to fit many industries such as FMCG, Automotive, Cement, Iron & Steel and E-com etc. Today 70% of their revenue comes from mid to large customers. Logistics & Supply Chain SaaS is a massive market globally and Fleets, growing more than 100% YoY, will soon enter other SEA countries” Said Mr. Gagan Goyal, Partner at IndiaQuotient.

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, Company had consolidated revenue from operations of INR 670 Crores and collections from customer of INR 707 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 Fleetx

Market Size

US

GDP Spent on Logistics
8%

Telematics Penetration
20%

China

GDP Spent on Logistics
14%

Telematics Penetration
40%

India

GDP Spent on Logistics
13%

Telematics Penetration
10%

1.2 Crore trucks in India with 50% owned by medium to large sized fleet owners

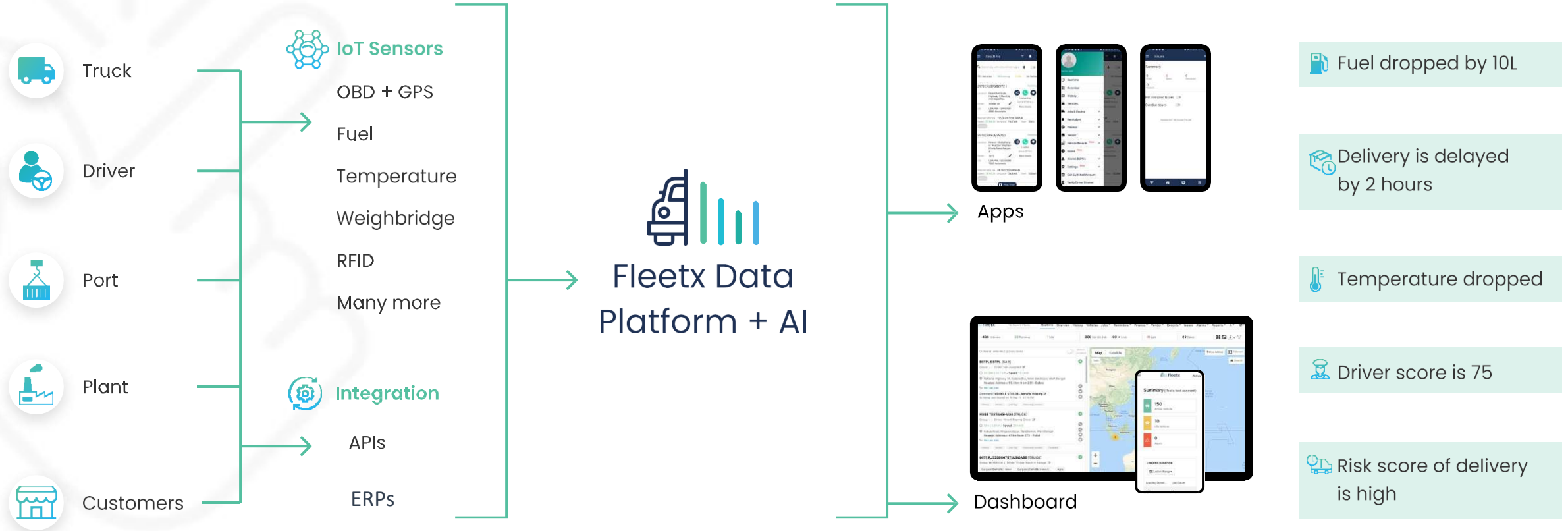
Sources:-

- Telematics Penetration, [India](#), [US](#), [China](#)
- Logistics Spend – [India](#), [US](#), [China](#)
- Truck Ownership in India - [Report](#)

Fleetsx – Product Overview



Sources -----> Data Ingestion -----> Big Data Analytics -----> Easy To Use Products -----> Actionable Insights



Fuel dropped by 10L

Delivery is delayed by 2 hours

Temperature dropped

Driver score is 75

Risk score of delivery is high

IoT driven full stack freight automation platform for all stakeholders

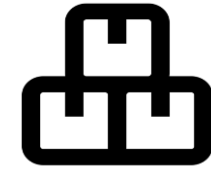
Fleetsx – Key Use Cases



Visibility



Asset Utilization



Theft Prevention



Driver Performance



Fuel Management

Potential to identify and solve for more pain points across Enterprises' supply chain



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Fleetsx – Team Overview



Founders (2017 – Onwards)



Vineet Sharma

CEO

IIT Roorkee
Ixigo, Oracle, Accenture

LinkedIn:
<https://www.linkedin.com/in/vineet-sharma-4b6a9424/?originalSubdomain=in>



Abhay Jeet Gupta

Product & Technology

NIT Durgapur
Ixigo, Oracle, Huawei

LinkedIn:
<https://www.linkedin.com/in/abhay-jeet-gupta-89aab316/>



Udbhav Rai

Product & Technology

Purdue Univ, NIT Surat
TrulyMadly, Ixigo

LinkedIn:
<https://www.linkedin.com/in/udbhavr-ai/>



Parveen Kataria

Business & Operations

Symbiosis
Ixigo, Perot System

LinkedIn:
<https://www.linkedin.com/in/parveen-kataria-645a8315/>



Vishal Misra

Sales & Partnerships

DSBM, Family Logistics
Business, Ixigo, Torus

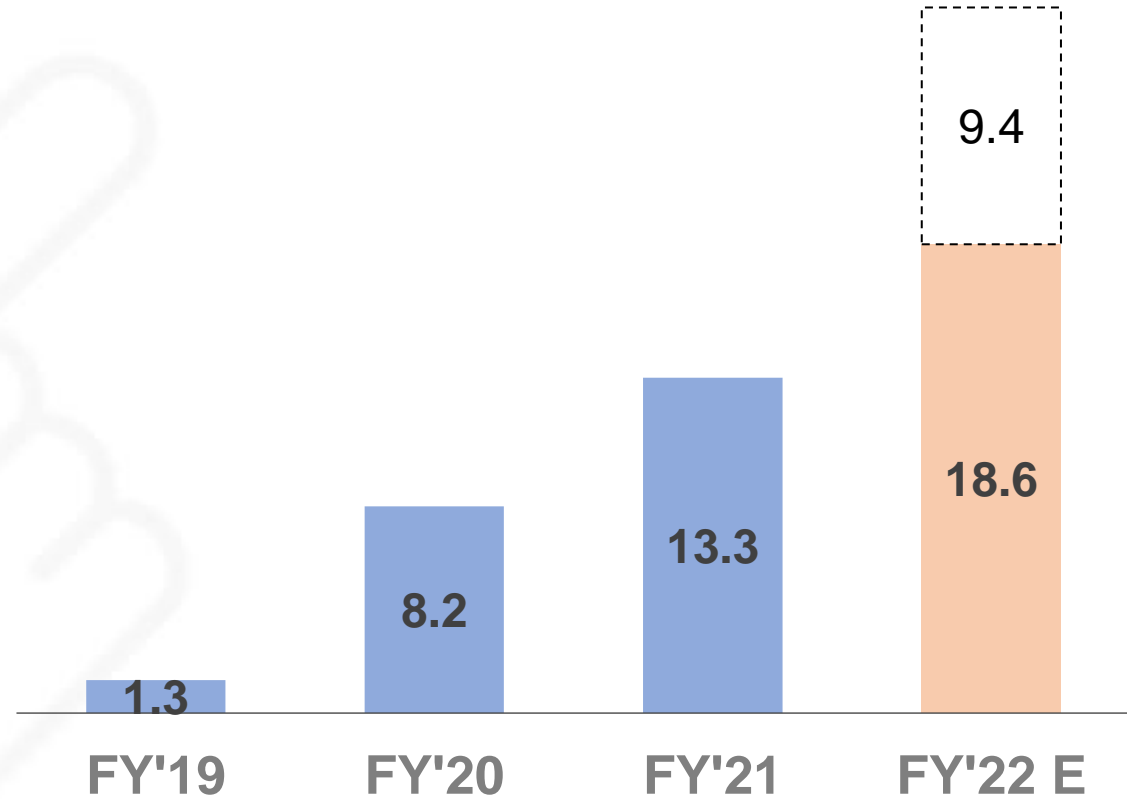
LinkedIn:
<https://www.linkedin.com/in/vishal-misra-0b781548/>

Investors include



Fleetsx - KPIs

Revenue (Rs Cr)



2,500+ Paying Customers

ARPU of ~Rs 60k

FY22 figures are based on unaudited financial statements and management projections.

Fleetsx – Investment Rationale



1. Supply chain visibility & actionable insights a critical pain point faced by businesses
2. Fleetsx is one of the market leaders in this segment
3. High Growth business - proven customer monetization model
4. Stable Founding Team backed by marquee Investors
5. Long term synergies with IndiaMART's ecosystem

Investment Details

- IndiaMART to invest a total amount of Rs 91.4 Crores:-
 - Primary Infusion: Rs 69.6 Crores (Out of total Primary Infusion of Rs. 118 Crores)
 - Secondary Share Purchase: Rs 21.8 Crores
- IndiaMART's total post round ownership: 16.53%

Note: Other investors participating in the current round are BEENEXT and IndiaQuotient.*

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.