



June 15, 2024

BSE Limited
Corporate Services Department
Phiroze Jeejeeboy Towers,
Dalal Street, Mumbai-400 001

Scrip Symbol: QUINT
Scrip Code: 539515

Subject: Update on the New Content Model

Reference: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

In terms of the Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the "Listing Regulations"), we wish to inform that Quint Digital Limited ("the Company") is pivoting towards a new, sharply focused new content model. The press release in relation to the proposed changes and the new content model is enclosed herewith as **Annexure A**.

Pursuant to Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, the disclosure of specified information in respect of abovementioned event is annexed hereto and marked as **Annexure B**.

This intimation will also be hosted on the website of the Company i.e. www.quintdigitalmedia.com.

You are requested to take the above information on record.

Yours sincerely
For Quint Digital Limited

Tarun Belwal
Company Secretary & Compliance Officer
M. No. A39190

Encl: As above

QUINT DIGITAL LIMITED

(formerly known as Quint Digital Media Limited)

Registered Office: 403 Prabhat Kiran, 17, Rajendra Place, Delhi- 110008 Tel: 011 45142374

Corporate Office: Carnoustie Building, Plot No. 1, 9th Floor, Sector 16A, Film City, Noida-201301 Tel: 0120 4751818

Website: www.quintdigitalmedia.com, email: cs@thequint.com, CIN: L63122DL1985PLC373314



The Quint: New Content Model

Quint Digital Limited (QDL), owner of **The Quint**, India's leading new-age digital news operation, is pivoting to a new, sharply focused content model. After nine years of a successful launch and creation of a highly credible national news brand, there was a compelling need to comprehensively re-architect/reconfigure the content, tech, design, and revenue catchment of the site, based on audience experiences and data insights gained over the initial nine years. Briefly, the following principal changes are being implemented:

1. **The Quint** will pivot 100% towards enterprise articles/features/video, written/produced by high-caliber journalists/experts. This original, high-quality content will be used to drive subscriptions and pay revenues, which are expected to build up into a new revenue source for **The Quint**, along with the existing operations in branded content and ad sales.
2. Conversely, **The Quint** shall pivot 100% away from a commoditized news/video offering.
3. **The Quint** will devote more resources to and focus extensively on its market-leading fact-checking platform, viz Webqoof
4. After the above reconfiguration, **The Quint** will be available only in English across multiple platforms; because of the outstanding success of the Youtube Channel of **Hindi Quint**, that service will be preserved. However, the Hindi website shall be discontinued with effect from September 30, 2024.

This restructuring exercise will result in redundancies across several operations; during the transition period, which commences from now until September 30, 2024, all affected employees will continue to receive their full salaries but can avail of any number of non-working days to plan for their next job or career move. Consequently, the Company is likely to post losses in Q1 and Q2 of FY 24-25 on account of these restructuring charges.

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Discontinuance of 'Hindi website'

#	Particulars	Details			
1	Date of such binding agreement, if any, entered for sale of such unit/division, if any;	Not applicable.			
2	Amount & percentage of turnover or revenue or income and net worth of the listed entity contributed by such unit or division during the last financial year;	As on March 31, 2024 (INR in '000')			
		Particulars	Contribution of 'Hindi Website'	Company (Standalone)	%
		Turnover	Negligible	332,316	Negligible
		Profit after taxes		89,648	Negligible
		Net-worth		1,714,565	Negligible
3	Date of closure or estimated time of closure;	September 30, 2024 (estimated).			
4	Reasons for closure	<p>The Company, owner of The Quint, India's leading new-age digital news operation, is pivoting to a new, sharply focused content model. After nine years of a successful launch and creation of a highly credible national news brand, there was a compelling need to comprehensively re-architect/reconfigure the content, tech, design, and revenue catchment of the site, based on audience experiences and data insights gained over the initial nine years. Briefly, the following principal changes are being implemented:</p> <ol style="list-style-type: none"> 1. The Quint will pivot 100% towards enterprise articles/features/video, written/produced by high-caliber journalists/experts. This original, high-quality content will be used to drive subscriptions and pay revenues, which are expected to build up into a new revenue source for The Quint, along with the existing operations in branded content and ad sales. 2. Conversely, The Quint shall pivot 100% away from a commoditized news/video offering. 3. The Quint will devote more resources to and focus extensively on its market-leading fact-checking platform, viz Webqoof. 			

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