Corporate Office: 5th Floor, Lotus Tower, A-Block,

Community Centre, New Friends Colony,

New Delhi- 110025 Tel.: 011-66561234

E-mail: hmvlinvestor@livehindustan.com

Website: www.hmvl.in

CIN: L21090BR1918PLC000013

3<sup>rd</sup> February, 2025

**BSE Limited** 

Phiroze Jeejeebhoy Towers, Dalal Street,

Mumbai - 400 001

Scrip Code: 533217

**National Stock Exchange of India Limited** 

Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C-1, Block G,

Bandra-Kurla Complex, Bandra (E),

Mumbai - 400 051

**Trading Symbol: HMVL** 

Subject: Outcome of the Board Meeting held on 3rd February, 2025 and disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI LODR)

Dear Sir/Madam.

This is to inform you that the Board of Directors of the Company at its meeting held today, i.e. 3rd February, 2025 (which commenced at 12:00 Noon and concluded at 12:55 P.M.) has, interalia, transacted the following businesses:

- Approved Un-Audited Financial Results (Standalone & Consolidated) ("UFRs") of the Company for the quarter and nine months' periods ended on 31st December, 2024, pursuant to Regulation 33 of the SEBI LODR; (enclosed herewith as Annexure-I)
- Took on record the Limited Review Report of M/s S.R Batliboi & Co. LLP, Chartered Accountants (Statutory Auditors) on the above UFRs; (enclosed herewith as Annexure-I)
- Approved investment of up to Rs. 7.01 Crore, by subscribing to the equity shares/ convertible equity linked instrument (compulsory convertible preference shares) of Neema Consumer Global Private Limited:
- Approved investment of up to Rs. 21.02 Crore, by subscribing to the equity shares/convertible equity linked instrument (compulsory convertible preference shares) of Atlanture Sports Private Limited;
- Approved investment of up to Rs. 31.22 Crore, by subscribing to the equity shares of Lord's Mark Industries Limited: and
- Approved investment of up to Rs. 6.01 Crore, by subscribing to the equity shares of Cutting Edge Software Private Limited.

The relevant details of the said investments in terms of SEBI LODR, read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July, 2023 are enclosed herewith as Annexure II.

This information is also being uploaded on the website of the Company i.e. www.hmvl in.



You are requested to take the same on record.

Thanking you,

Yours faithfully, For **Hindustan Media Ventures Limited** 

(Nikhil Sethi) Company Secretary Encl.: As above  $Corporate\ Office:\ 5th\ Floor,\ Lotus\ Tower,\ A-\ Block,$ 

Community Centre, New Friends Colony,

New Delhi- 110025 Tel.: 011-66561234

E-mail: hmvlinvestor@livehindustan.com

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CIN: L21090BR1918PLC000013

# S.R. BATLIBOI & CO. LLP Chartered Accountants

67, Institutional Area Sector 44, Gurugram - 122 003 Haryana, India

Tel: +91 124 681 6000

#### Annexure - I

Independent Auditor's Review Report on the Quarterly and Year to Date Unaudited Consolidated Financial Results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended

Review Report to The Board of Directors Hindustan Media Ventures Limited

- 1. We have reviewed the accompanying Statement of Unaudited Consolidated Financial Results of Hindustan Media Ventures Limited (the "Holding Company") and its subsidiary (the Holding Company and its subsidiary together referred to as "the Group") and its joint venture for the quarter ended December 31, 2024 and year to date from April 1, 2024 to December 31, 2024 (the "Statement") attached herewith, being submitted by the Holding Company pursuant to the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the "Listing Regulations").
- 2. The Holding Company's Management is responsible for the preparation of the Statement in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34, (Ind AS 34) "Interim Financial Reporting" prescribed under Section 133 of the Companies Act, 2013 as amended, read with relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations. The Statement has been approved by the Holding Company's Board of Directors. Our responsibility is to express a conclusion on the Statement based on our review.
- 3. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

We also performed procedures in accordance with the Master Circular issued by the Securities and Exchange Board of India under Regulation 33(8) of the Listing Regulations, to the extent applicable.

- 4. The Statement includes the results of the following entities:
  - i. Holding Company Hindustan Media Ventures Limited
  - ii. Subsidiary HT Noida (Company) Limited
  - iii. Joint Venture HT Content Studio LLP
- 5. Based on our review conducted and procedures performed as stated in paragraph 3 above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with recognition and measurement principles laid down in the aforesaid Indian counting Standards ('Ind AS') specified under Section 133 of the Companies Act, 2013, as

#### S.R. BATLIBOI & CO. LLP

67, Institutional Area Sector 44, Gurugram - 122 003 Haryana, India

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amended, read with relevant rules issued thereunder and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of the Listing

Regulations, including the manner in which it is to be disclosed, or that it contains any material misstatement.

6. The comparative Ind AS financial information of the Group and its joint venture for the corresponding quarter and period ended December 31, 2023, included in these consolidated Ind AS financial results, were reviewed by the predecessor auditor and the Ind AS consolidated financial statements of the Group and its joint venture for the year ended March 31, 2024, were audited by predecessor auditor who expressed an unmodified conclusion and unmodified opinion on those consolidated financial information on January 17, 2024 and May 7, 2024 respectively.

For S.R. Batliboi & Co. LLP

Chartered Accountants

ICAI Firm registration number: 301003E/E300005

per Vishal Sharma

Partner

Membership No.: 096766

UDIN: 25096766BMIOHJ5438

Place: New Delvi
Date: 03/02/2025

हिन्दुस्तान

### Hindustan Media Ventures Limited CIN:- L21090BR1918PLC000013

Registered Office: Budh Marg, Patna - 800001, India
Tel: +91 612 2223434

Corporate Office: 5th Floor, Lotus Tower, A- Block, Community Centre, New Friends Colony, New Delhi- 110025, India
Tel: +91 11 66561234

Website:- www.hmvl.in E-mail:-hmvlinvestor@livehindustan.com
Un-audited Consolidated Financial Results for the quarter and nine months ended December 31, 2024

Statement of Un-audited Consolidated Financial Results for the quarter and nine months ended December 31, 2024

		Quarter Ended			Nine Months Ended		arnings per share data) Year Ended	
S,No.	Particulars	December 31, 2024 Un-audited	September 30, 2024 Un-audited	December 31, 2023 Un-audited	December 31, 2024 Un-audited	December 31, 2023 Un-audited	March 31, 2024 Audited	
1	Income							
	a) Revenue from Operations	19,747	17,199	18,295	53,164	51,504	70,409	
	b) Other Income	2,392	3,616	2,356	8,699		2.193,019	
	Total Income	22,139	20,815	20,651	61,863	7,707 <b>59,311</b>	10,656 <b>81,065</b>	
2	Expenses	22,139	20,613	20,651	61,663	59,311	31,065	
	a) Cost of materials consumed	5,616	4,850	6,056	15,493	19,496	25,182	
	b) Changes in inventories of finished goods, stock-in- trade and work-in-progress	10	(15)	(1)	6	5	23,162	
	c) Employee benefits expense	4,588	4,499	4,213	13,678	12,247	16,911	
	d) Finance costs	155	189	348	520	966	1,317	
	e) Depreciation and amortisation expense	447	497	671	1,580	2,011	2,666	
	f) Other expenses	9,352	9,313	9,551	27,079	25,199	35,801	
	Total Expenses	20,168	19,333	20,838	58,356	59,924	81,875	
3	Profit/(Loss) before share of profit of joint venture, exceptional items and tax (1-2)	1,971	1,482	(187)	3,507	(613)	(810)	
4	Share of Profit of joint venture (accounted for using equity method)*	1.9		6	-	53	53	
5	Profit/(Loss) before exceptional items and tax (3+4)	1,971	1.482	(181)	3,507	(560)	(757)	
6	Exceptional items	2,012		- (101)	-	(300)	(737)	
7	Profit/(Loss) before Tax (5+6)	1,971	1,482	(181)	3,507	(560)	(757)	
8	Earnings before finance costs, tax, depreciation and amortisation expense (EBITDA) (3+2d+2e)	2,573	2,168	832	5,607	2,364	3,173	
9	Tax Expense (refer note 6)							
	a) Current tax charge	¥		+			10 A 1-	
	b) Deferred tax charge/(credit)	172	95	(99)	269	(481)	(1,752)	
	Total tax charge/(credit)	172	95	(99)	269	(481)	(1,752)	
10	Profit/ (Loss) after tax for the period (7-9)	1,799	1,387	(82)	3,238	(79)	995	
11	Other Comprehensive Income (net of tax)			()	2011	(1-5)		
5072	a) Items that will not be reclassified subsequently to profit or loss     b) Items that will be reclassified subsequently to profit or loss	(518)	126	21	(422)	(296)	(611)	
	Total Other Comprehensive Income/(Loss) (a) + (b)	(518)	126	21	(422)	(297)	(612)	
12	Total Comprehensive Income/(Loss) for the period (10+11)	1,281	1,513	(61)	2,816	(376)	383	
13	Paid-up Equity Share Capital (Face value - INR 10/- per share)	7,367	7,367	7,367	7,367	7,367	7,367	
14	Other Equity excluding Revaluation Reserves as per the balance sheet						140,540	
15	Earnings/(Loss) per share							
	(of INR 10/- each)	(not annualised)	(not annualised)	(not annualised)	(not annualised)	(not annualised)		
	Basic & Diluted	2.44	1.88	(0.11)	4,40	(0.11)	1.35	

<sup>\*</sup> INR less than 50,000/- has been rounded off to Nil.





#### Notes:

- 1 These un-audited consolidated financial results comprise Hindustan Media Ventures Limited ("the Company") and its subsidiary ("HT Noida (Company) Limited") [hereinafter referred to as "the Group"] and the Group's interest in joint venture (HT Content Studio, LLP).
- 2 The above un-audited consolidated financial results for the quarter and nine months ended on December 31, 2024 were reviewed and recommended by the Audit Committee and approved by the Board of Directors at their respective meetings held on February 03, 2025. The Statutory Auditors of the Company have conducted "Limited Review" of these results in terms of Regulation 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended from time to time and have issued an unmodified review conclusion.
- 3 The un-audited consolidated financial results have been prepared in accordance with the Indian Accounting Standards ('Ind AS') prescribed under Section 133 of the Companies Act, 2013 read with Companies (Indian Accounting Standards) Rules, 2015, as amended from time to time.
- 4 The certificate of CEO and CFO in terms of Regulation 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 in respect of the above results has been placed before the Board of Directors.
- 5 The un-audited standalone financial results of the Company for the quarter and nine months ended December 31, 2024 have been filed with BSE and NSE and are also available on Company's website "www.hmvl.in". The key standalone financial information for the quarter and nine months ended December 31, 2024 are as under:

(INR in Lakhs)

Particulars		Quarter Ended		Nine Mon	Year Ended	
	December 31, 2024	4 September 30, 2024	December 31, 2023	December 31, 2024	December 31, 2023	March 31, 2024
	Un-audited	Un-audited	Un-audited	Un-audited	Un-audited	Audited
Revenue from Operations	19,747	17,199	18,295	53,164	51,604	70,409
Profit/(Loss) Before Tax	1,947	1,463	(204)	3,447	(793)	(954)
Profit/(Loss) After Tax	1,775	1,368	(105)	3,178	(312)	798
Total Comprehensive Income/(Loss)	1,257	1,494	(84)	2,756	(609)	186

6 Tax Expense for the nine months ended December 31, 2024 includes deferred tax credit of INR 11 Lakh arising from finalization of return for the previous year.

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#### 7 Statement of segment information for the quarter and nine months ended December 31, 2024

		Quarter Ended		Nine Mont	ths Ended	(INR in Lakhs) Year Ended
Particulars	December 31, 2024	September 30, 2024	December 31, 2023	December 31, 2024	December 31, 2023	March 31, 2024
	Un-audited	Un-audited	Un-audited	Un-audited	Un-audited	Audited
1 Segment revenue						
a) Printing & publishing of newspapers & periodicals     b) Digital	17,972 1,672	15,816 1,447	17,577 418	49,223 4,022	50,750 781	68,89 1,36
c) Unallocated	239	120	227	438	333	53
Total	19,883	17,383	18,322	53,683	51,864	70,79
Inter segment revenue	(136)	(184)	(27)	(519)	(260)	(38-
Net revenue from operations	19,747	17,199	18,295	53,164	51,604	70,40
2 Segment results						
a) Printing & publishing of newspapers & periodicals	2,482	954	1,728	4,115	2,336	4,75
b) Digital	(2,208)	(2,442)	(3,509)	(7,165)	(7,496)	(11,69
c) Unallocated	(540)	(457)	(414)	(1,522)	(2,193)	(3,212
Total (A)	(266)	(1,945)	(2,195)	(4,672)	(7,354)	(10,149
Add: Share of profit of joint ventures (accounted for using equity method) (B)*			6		53	50
Less: Finance cost (C)	155	189	348	520	966	1,31
Less: Exceptional items (D)	•	<u>-</u>	-	-		
Add: Other income (E)	2,392	3,616	2,356	8,699	7,707	10,656
Profit/ (Loss) before taxation (A+B-C-D+E)	1,971	1,482	(181)	3,507	(560)	(757
3 Segment assets						
a) Printing & publishing of newspapers & periodicals	44,315	46,093	55,451	44,315	55,451	46,933
b) Digital	1,864	1,746	1,790	1,864	1,790	2,04
Total segment assets	46,179	47,839	57,241	46,179	57,241	48,97
Unallocated	172,293	172,919	169,688	172,293	169,688	175,811
Total assets	218,472	220,758	226,929	218,472	226,929	224,785
Segment liabilities						
a) Printing & publishing of newspapers & periodicals     b) Digital	59,019 6,053	57,980 5,776	60,415 3,363	59,019 6,053	60,415 3,363	63,929 5,674
Total segment liabilities	65,072	63,756	63,778	65,072	63,778	69,603
Unallocated	2,675	7,559	16,004	2,675	16,004	7,27
Total liabilities	67,747	71,315	79,782	67,747	79,782	76,878

<sup>\*</sup> INR less than 50,000/- has been rounded off to Nil.

#### Note:

Unallocated figures relate to segments which do not meet criteria of Reportable Segment as per Ind AS 108- Operating Segments.

For and on behalf of the Board of Directors

New Delhi February 03, 2025



Shobhana Bhartia Chairperson

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# S.R. BATLIBOI & CO. LLP Chartered Accountants

67, Institutional Area Sector 44, Gurugram - 122 003 Haryana, India

Tel: +91 124 681 6000

Independent Auditor's Review Report on the Quarterly and Year to Date Unaudited Standalone Financial Results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended

Review Report to
The Board of Directors
Hindustan Media Ventures Limited

- 1. We have reviewed the accompanying statement of unaudited standalone financial results of Hindustan Media Ventures Limited (the "Company") for the quarter ended December 31, 2024 and year to date from April 1, 2024 to December 31, 2024 (the "Statement") attached herewith, being submitted by the Company pursuant to the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the "Listing Regulations").
- 2. The Company's Management is responsible for the preparation of the Statement in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34, (Ind AS 34) "Interim Financial Reporting" prescribed under Section 133 of the Companies Act, 2013 as amended, read with relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations. The Statement has been approved by the Company's Board of Directors. Our responsibility is to express a conclusion on the Statement based on our review.
- 3. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.
- 4. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the recognition and measurement principles laid down in the aforesaid Indian Accounting Standards ('Ind AS') specified under Section 133 of the Companies Act, 2013 as amended, read with relevant rules issued thereunder and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of the Listing Regulations, including the manner in which it is to be disclosed, or that it contains any material misstatement.
- 5. The comparative Ind AS financial information of the Company for the corresponding quarter and period ended December 31, 2023, included in these standalone Ind AS financial results, were reviewed by the predecessor auditor and the standalone Ind AS financial statements of the Company for the year ended March 31, 2024, were audited by predecessor auditor who



#### S.R. BATLIBOI & CO. LLP

**Chartered Accountants** 

67, Institutional Area Sector 44, Gurugram - 122 003 Haryana, India

Tel: +91 124 681 6000

expressed an unmodified conclusion and unmodified opinion on those financial information on January 17, 2024 and May 7, 2024 respectively.

For S.R. Batliboi & Co. LLP

Shallherm

Chartered Accountants

ICAI Firm registration number: 301003E/E300005

per Vishal Sharma

Partner

Membership No.: 096766

UDIN: 250967666M10H13207

Place: New Selhi Date: 03/02/2025

हिन्दुस्तान

#### Hindustan Media Ventures Limited

CIN:- L21090BR1918PLC000013

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Tel: +91 612 2223434

Corporate Office: 5th Floor, Lotus Tower, A- Block, Community Centre, New Friends Colony, New Delhi- 110025, India
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Website:- www.hmvl.in

E-mail:-hmvlinvestor@livehindustan.com

Un-audited Standalone Financial Results for the quarter and nine months ended December 31, 2024

Statement of Un-audited Standalone Financial Results for the quarter and nine months ended December 31, 2024

						R in Lakhs except earn	TOWNS CO. ST.
20000		Quarter Ended		Nine Months Ended		Year Ended	
S.No	. Particulars	December 31, 2024 Un-audited	September 30, 2024 Un-audited	December 31, 2023 Un-audited	December 31, 2024 Un-audited	December 31, 2023 Un-audited	March 31, 2024 Audited
1	Income						
	a) Revenue from Operations	19,747	17,199	18,295	53,164	51,604	70,40
	b) Other Income	2,392	3,616	2,356	8,699	7,572	10,52
	Total Income	22,139	20,815	20,651	61,863	59,176	80,930
2	Expenses			200000000000000000000000000000000000000			Coast * 10 onto
	a) Cost of materials consumed	5,616	4,850	6,056	15,493	19,496	25,182
	b) Changes in inventories of finished goods, stock-in- trade and work-in-progress	10	(15)	(1)	6		(2
	c) Employee benefits expense	4,588	4,499	4,213	13,678	12,247	16,911
	d) Finance costs	179	209	366	583	1,015	1,385
	e) Depreciation and amortisation expense	447	497	671	1,580	2,011	2,666
	f) Other expenses	9,352	9,312	9,550	27,076	25,195	35,795
	Total Expenses	20,192	19,352	20,855	58,416	59,969	81,937
3	Profit/(Loss) before exceptional items and tax (1-2)	1,947	1,463	(204)	3,447	(793)	(1,007
4	Earnings before finance costs, tax, depreciation and amortisation expense (EBITDA) and exceptional items (3+2d+2e)	2,573	2,169	833	5,610	2,233	3,044
5	Exceptional Items (Gain)		-			-1	(53
6	Profit/(Loss) before Tax (3-5)	1,947	1,463	(204)	3,447	(793)	(954
7	Tax Expense (refer note 5)						V
	a) Current tax charge			( <del>+</del> )			**
	b) Deferred tax charge/(credit)	172	95	(99)	269	(481)	(1,752
	Total tax charge/(credit)	172	95	(99)	269	(481)	(1,752)
8	Profit/(Loss) after tax for the period (6-7)	1,775	1,368	(105)	3,178	(312)	798
9	Other Comprehensive Income (net of tax)					717711	
	a) Items that will not be reclassified subsequently to profit or loss	(518)	126	21	(422)	(296)	(611
	b) Items that will be reclassified subsequently to profit or loss					(1)	(1
	Total Other Comprehensive Income/(Loss) (a) + (b)	(518)	126	21	(422)	(297)	(612
10	Total Comprehensive Income/(Loss) for the period (8+9)	1,257	1,494	(84)	2,756	(609)	186
11	Paid-up Equity Share Capital (Face value - INR 10/- per share)	7,367	7,367	7,367	7,367	7,367	7,367
12	Other Equity excluding Revaluation Reserves as per the balance sheet						140,488
13	Earnings/(Loss) per share						
	(of INR 10/- each)	(not annualised)	(not annualised)	(not annualised)	(not annualised)	(not annualised)	
	Basic & Diluted	2.41	1.86	(0.14)	4.31	(0.42)	1.08





#### Notes:

- 1 The above un-audited standalone financial results for the quarter and nine months period ended on December 31, 2024 were reviewed and recommended by the Audit Committee and approved by the Board of Directors at their respective meetings held on February 03, 2025. The Statutory Auditors of the Company have conducted "Limited Review" of these results in terms of Regulation 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended from time to time and have issued an unmodified review conclusion.
- 2 The un-audited standalone financial results have been prepared in accordance with the Indian Accounting Standards ('Ind AS') prescribed under Section 133 of the Companies Act, 2013 read with Companies (Indian Accounting Standards) Rules, 2015, as amended from time to time.
- 3 As per Ind AS 108 Operating Segments, the Company has two reportable Operating Segments viz. Printing & Publishing of Newspaper & Periodicals and Digital. The financial information of these segments is appearing in Consolidated Financial Results prepared as per Ind AS 108.
- 4 The certificate of CEO and CFO in terms of Regulation 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 in respect of the above results has been placed before the Board of Directors.
- 5 Tax Expense for the nine months ended December 31, 2024 includes deferred tax credit of INR 11 Lakhs arising from finalization of return for the previous year.

For and on behalf of the Board of Directors

Malla

Shobhana Bhartia Chairperson

New Delhi February 03, 2025



V

 $Corporate\ Office:\ 5th\ Floor,\ Lotus\ Tower,\ A-\ Block,$ 

Community Centre, New Friends Colony,

New Delhi- 110025 Tel.: 011-66561234

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CIN: L21090BR1918PLC000013

Annexure II

Disclosure of information pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13<sup>th</sup> July, 2023

		Information					
S.No.	Particulars	Neema Consumer Global Private Limited	Atlanture Sports Private Limited	Lord's Mark Industries Limited	Cutting Edge Software Private Limited		
a)	Name of the target	Target Entity	Target Entity	Target Entity	Target Entity		
	entity, details in	Neema Consumer	Atlanture Sports Private	Lord's Mark	Cutting Edge		
	brief such as size,	Global Private Limited	Limited ("Atlanture").	Industries Limited	Software Private		
	turnover etc.	("NotShy").	Last 3 years'	("LMIL").	Limited		
		Last 3 years'	turnover of	Last 3 years'	("Eazydiner").		
		turnover of NotShy	<b>Atlanture</b>	turnover of LMIL	Last 3 years'		
		FY 22 – Nil	FY 22 – Nil	FY 22 – Rs. 213	turnover of		
		FY 23 – Nil	FY 23 – Rs. 2.31 Crore	Crore	<b>Eazydiner</b>		
		FY 24 - Nil	FY 24 – Rs. 2.46 Crore	FY 23 – Rs. 301	FY 22 – Rs. 15.36		
				Crore	Crore		
				FY 24 – Rs. 422	FY 23 – Rs. 45.46		
				Crore	Crore		
					FY 24 – Rs. 66.49		
					Crore		
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	No	No	No	No		

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			CIN : L	.21090BR1918PLC00001	3
	acquired? If yes,				
	nature of interest				
	and details thereof				
	and whether the				
	same is done at				
	"arm's length"				
c)	Industry to which	Sexual Wellness	Sports League	Manufacturing –	Food Tech
	the entity being			Paper, Solar/LED, MedTech,	
	acquired belongs			IVD/Diagnostics	
d)	Objects and	Investment is being	Investment is being	Investment is being	Investment is being
	impact of	made in the fast growing	made in the fast	made in the fast	made in the fast
	acquisition	company for the purpose	growing company for	growing company	growing company
	(including but not	of capital return in	the purpose of capital	for the purpose of	for the purpose of
	limited to,	future with an aim to	return in future with an	capital return in	capital return in
	disclosure of	leverage media assets	aim to leverage media	future with an aim to	future with an aim to
	reasons for	owned by the Company.	assets owned by the	leverage media	leverage media
	acquisition of		Company.	assets owned by the	assets owned by the
	target entity, if its			Company.	Company.
	business is outside				
	the main line of				
	business of the				
	listed entity)				
e)	Brief details of any	Not applicable	Not applicable	Not applicable	Not applicable
	governmental or				
	regulatory				
	approvals required				
	for the acquisition				
f)	Indicative time	March 2025	March 2025	March 2025	March 2025
	period for				
	completion of the				
	acquisition				
	<u> </u>	<u>l</u>			

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Community Centre, New Friends Colony,

New Delhi- 110025 Tel.: 011-66561234

E-mail: hmvlinvestor@livehindustan.com

Website: www.hmvl.in

		CIN: L21090BR1918PLC000013					
g)	Consideration –	Cash	Cash	Cash	Cash		
	whether cash						
	consideration or						
	share swap and						
	details of the same						
h)	Cost of acquisition	The Board of Directors	The Board of Directors	The Board of	The Board of		
	and/or the price at	has approved the	has approved the	Directors has	Directors has		
	which the shares	investment of upto Rs.	investment of upto Rs.	approved the	approved the		
	are acquired	7.01 Crore in NotShy by	21.02 Crore in	investment of upto	investment of upto		
		subscribing to its equity	Atlanture by	Rs. 31.22 Crore in	Rs. 6.01 Crore in		
		shares/ convertible	subscribing to its	LMIL by	Eazydiner by		
		equity linked instrument	equity shares/	subscribing to its	subscribing to its		
		(compulsory convertible	convertible equity	equity shares.	equity shares.		
		preference shares).	linked instrument				
			(compulsory				
			convertible preference				
			shares).				
i)	Percentage of	Percentage of	Percentage of	0.42% in the fisrt	The Company		
	shareholding /	shareholding / control to	shareholding / control	trache and	currently holds		
	control acquired	be acquired shall be	to be acquired shall be	shareholding for	0.64% of equity		
	and / or number of	determined at the time	determined at the time	second tranche will	share capital of		
	shares acquired	of conversion of	of conversion of	be decided at the	Eazydiner.		
		compulsory convertible	compulsory	closure of the deal			
		preference shares	convertible preference		Additional		
			shares		percentage of		
					shareholding		
					to acquired is be		
					0.30%		
j)	brief background	Incorporated in July'24,	Incorporated in	Founded in late	Incorporated in		
	about the entity	NotShy is a sexual	February 2020,	1990s by Mr.	2014, Eazydiner is a		
	acquired in terms	wellness D2C brand	Atlanture Sports	Sachidanand	Food-tech app that		
	of products/line of	that sells intimate	Private Limited is an	Upadhyay, Lord's	helps customers		

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business acquired,	sexual and vitality	emerging sports &	Mark Industries has	discover and book
date of	products. The brand	entertainment	grown into a	restaurant tables.
incorporation,	presently has sales from	company offering	diversified group	
history of last 3	its own website and	Sponsorship	with interests in	
years turnover,	other marketplaces.	Consulting, Sports	MedTech, LED-	
country in which		Event/ Talent	Solar, and Paper	
the acquired entity	Prior to this, the	Management,	manufacturing. The	
has presence and	operations were being undertaken under a LLP	Licensing and	company has	
any other	"Neeema Sales LLP"	Broadcast Production	business operations	
significant		services.	based in India.	
information (in				
brief)	For last 3 years'	For last 3 years'	For last 3 years'	For last 3 years'
	turnover, please refer (a)	turnover, please refer	turnover, please	turnover, please
	above.	(a) above.	refer (a) above.	refer (a) above.

हिन्दुस्तान