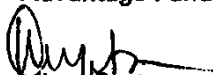


**Format for disclosure of details of acquisition to target company and stock exchanges where the shares of the target company are listed, in terms of Regulation 7(1)**

Name of the Target company	Infomedia 18 Limited	
Name of the acquirer and PAC with the acquirer	IDBI Trusteeship Services Limited (India Advantage Fund- II) (A fund managed by ICICI Venture Funds Management Company Limited)	
Details of the acquisition as follows	Number	% W.r.t. Total paid up capital of Target Company
a) Shares / Voting rights (VR) before sale under consideration	4,444,060	8.88%
b) Shares/ voting rights sold	4,444,060	8.88%
c) Shares / VR after sale	Nil	Nil
Mode of acquisition (e.g. open market / public issue/ rights issue/ preferential allotment/ interse transfer etc).	Not Applicable	
Date of sale of shares/ VR or date of receipt of intimation of allotment of shares, whichever is applicable	Shares sold upto the period July 4, 2011	
Paid up capital/ total voting capital of the target company before the said acquisition	50,029,622 Equity Shares of Rs. 10 each	
Paid up capital/ total voting capital of the target company after the said acquisition	50,029,622 Equity Shares of Rs. 10 each	

**Note:**

1. The disclosure shall be made whenever the post acquisition holding crosses 5%, 10% and 14% of the total paid up capital of the target company within 2 days of the acquisition.
2. The stock exchange shall immediately display the above information on the trading screen, the notice board and also on its website.
3. This disclosure is being made by ICICI Venture as investment manager to India Advantage Fund- II



Laxmikant Gupta  
Sr. Vice President – Risk & Compliance Officer

Place: Mumbai

Date: July 4, 2011