

October 28, 2024

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 ('Listing Regulations'), it is hereby informed that IndiaMART InterMESH Limited (*hereinafter referred as 'Company'*) has indirectly through its wholly owned subsidiary, Tradezeal Online Private Limited (*hereinafter referred as "Tradezeal"*), has entered into an agreement to invest Rs. 5,00,00,000/- (Rupees Five Crores Only) by subscribing to 50,000 0.0001% Compulsorily Convertible Debentures ('CCDs') in Edgewise Technologies Private Limited (*hereinafter referred as 'EasyEcom'*). 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>Edgewise Technologies Private Limited ('EasyEcom').</p> <p>Registered Office: Flat No – A024, 3rd Floor, Krishvi Gavakshi, Kadubeesanahalli, Bangalore- 560103, Karnataka.</p> <p>Edgewise Technologies Private Limited under the brand name EasyEcom, offers SaaS based ecommerce enablement solutions to merchants.</p> <p>The website URL is https://easyecom.io/.</p> <p>The total turnover for EasyEcom for the financial year ended March 31, 2024 was Rs. 10.6 Crores.</p>
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".	<p>EasyEcom is a related party, being an Associate Company.</p> <p>Promoters/Promoter Group/ Group companies of the Company do not have any interest in the said investment.</p> <p>The transaction is being concluded at Arm's Length basis.</p>

S.No.	Particulars	Details
3.	Industry to which the entity being acquired belongs.	Internet Based 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.	30 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, through Tradezeal, it's wholly owned subsidiary, intends to invest Rs. 5,00,00,000/- (Rupees Five Crores Only) by subscribing to 50,000 - 0.0001% Compulsorily Convertible Debentures ('CCDs') at a face value of Rs. 1000/- each.
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	The aggregate shareholding of Tradezeal in EasyEcom currently stands at 26.01% of the share capital on a fully diluted basis. However, post investment shareholding through the subscription of the said CCDs shall depend on the conversion event of the CCDs.
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 other significant information (in brief).	<p>Edgewise Technologies Private Limited under the brand name EasyEcom, offers SaaS based commerce enablement solutions to the merchants.</p> <p>It's flagship inventory and warehouse management solutions allow merchants to allocate, track and reconcile inventory across various online and offline sales channels.</p> <p>It also offers additional modules which automates back-office functions like inventory forecasting, purchase & vendor management, order level accounting and payment reconciliation, etc.</p>



S.No.	Particulars	Details
		Turnover of last three years: FY 2024: Rs. 10.6 Crores FY 2023: Rs. 6.7 Crores FY 2022: Rs. 4.1 Crores

Kindly take the above information on records.

Yours faithfully,

For IndiaMART InterMESH Limited

(Manoj Bhargava)
Company Secretary and Compliance Officer
Membership No: F5164