



January 24, 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 Rs. 61.55 Crores (Approx.) in Simply Vyapar Apps Private Limited (hereinafter referred as "Simply Vyapar") in its Series B Investment Round by subscribing 1,809 Series B Compulsorily Convertible Preference Shares ('CCPS') and purchasing 444 Equity Shares. 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.	Simply Vyapar Apps Private Limited ('Simply Vyapar') Registered Office – Flat No. 223, Wings 2 DSR Eden Green Apartments, Bangalore, 560035, India. Simply Vyapar is engaged in business of providing business accounting software (both mobile app as well as desktop versions) with Billing, GST Invoice, Stock Inventory & Accounting solutions. The total turnover of Simply Vyapar for the financial year ended March 31, 2021 was Rs. 11.7 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	Simply Vyapar is a related party of the Company as it is an associate company. Currently, the Company holds 26% of the paid up capital. Promoter/Promoter Group/Group Companies of the Company do not have any interest in the said

S.No.	Particulars	Details
	thereof and whether the same is done at "arm's length".	investment, other than as disclosed above. The transaction is being concluded at Arm's Length basis.
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 shall be 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.	As part of the current funding round, the Company intends to invest in the following manner: a) Subscribing to 1,809 Series B Compulsorily Convertible Preference Shares ('CCPS') of face value of Rs. 100/- (Rupees One Hundred) per CCPS at a premium of Rs 2,90,261 (Rupees Two Lakh Ninety Thousand Two Hundred Sixty One) per CCPS aggregating to Rs. 52.53 Crores; and b) Purchase of 444 Equity Shares of face value of Rs. 10/- per equity share at a price of Rs. 2,03,252/- (Rupees Two Lakhs Three Thousand Two Hundred Fifty Two Only) from existing shareholders, aggregating to Rs. 9.02 Crores.
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	The aggregate shareholding of the Company, post this investment, shall increase from 26% currently to 27% of the Share Capital of Simply Vyapar, on fully diluted basis.

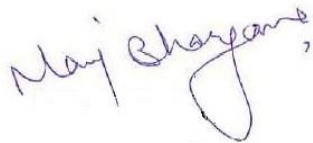
S.No.	Particulars	Details
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief).	Simply Vyapar offers mobile and desktop based GST Billing Software to Small Businesses, allowing them to manage their accounting, billing, receivables and inventory, amongst other features. Turnover of last three years: FY 2021: Rs. 11.7 Crores FY 2020: Rs. 5.6 Crores FY 2019: Rs. 1.5 Crores

Further, the presentation on the above is 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

Encl. : As above




#Bada**Aasaan**Hai

Vyapar Investor Update

Vyapar: Product Overview



 Billing

 Inventory

 Business Insights

 GST Reports

 Receivable & Payable

 Cash Management

 Banking

 Payments

 Online Store

Comprehensive GST Billing & Invoicing Product enabling small businesses to digitize their operations

Vyapar: Team Overview



Sumit Agarwal

CEO / Founder

Experience

- Ex – Intuit (Quickbooks)
- Senior Development Manager

LinkedIn - <https://www.linkedin.com/in/agarwalsumit12/>



Shubham Agarwal

CTO / Founder

Experience

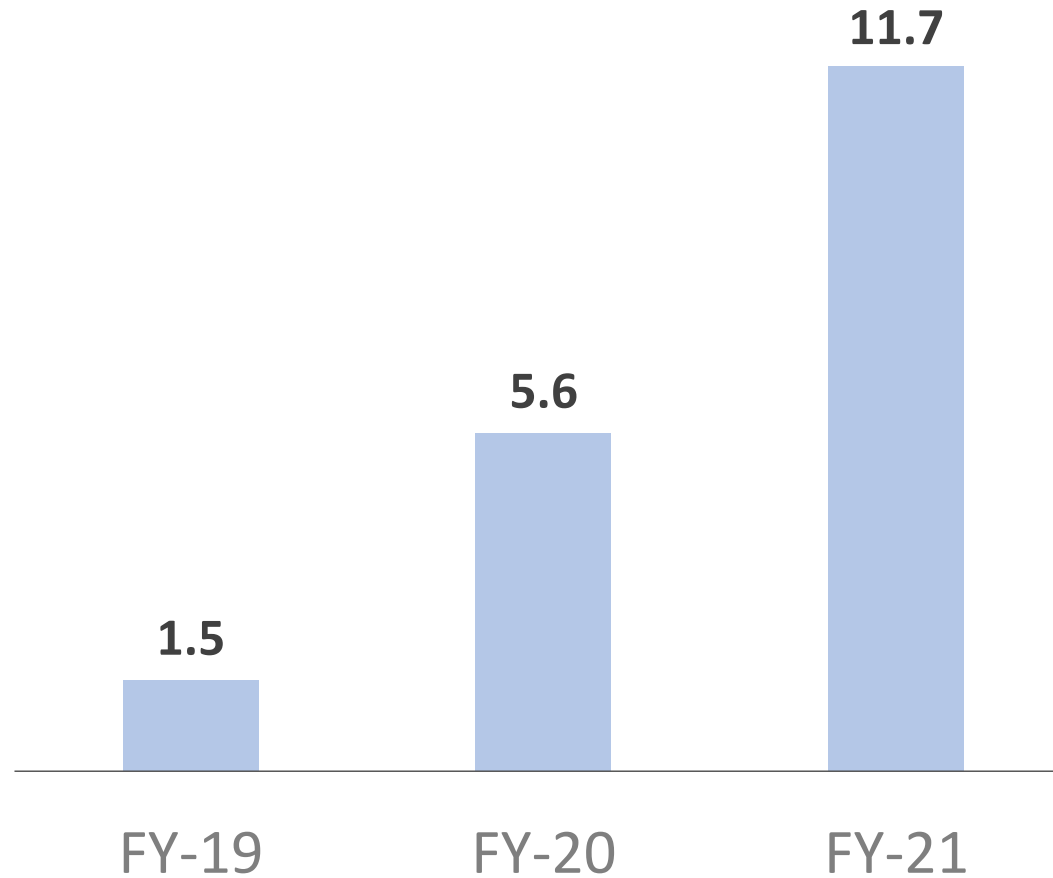
- Ex – Intuit (Quickbooks)
- Software Engineer

LinkedIn - <https://www.linkedin.com/in/shubham-agrawal-1302b884/>



Financial KPIs – Revenues

Revenues (Rs Cr)



*Figures as per audited financials of Vyapar

Progress since our investment



	Sep'19	Dec'21
Paid Users	~15k	~100k+
Monthly Revenue Run Rate	~Rs 20 Lakhs	~Rs 1 Cr+
IndiaMART Investment	Rs 31.2 Cr	Rs 61.6 Cr

Cumulative investment post this round – Rs 93 Cr for 27% ownership

**Figures as shared by Vyapar



Investment Rationale



- Mobile based self use accounting software
- Large Market Opportunity
- High Growth Business
- Similar Customer Segment: Synergies with IndiaMART
- Backed by Marquee Investors



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.