



November 03, 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. 15.12 Crores (Approx.) in Mobisy Technologies Private Limited (hereinafter referred as 'Bizom') by purchasing 17,963 Equity Shares and 1,05,607 Compulsorily Convertible Cumulative Preference Shares from existing shareholders of Bizom in addition to the existing shareholding of 17.12% on fully diluted basis. 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>Mobisy Technologies Private Limited ('Bizom')</p> <p>Registered Office – 3rd Floor, Sri Arunachaleswara Building, 75/1, Bellandur Main Road, Bellandur, Bangalore – 560103, Karnataka.</p> <p>Bizom is a SaaS based end to end retail intelligence platform for brands and B2B retailers. It allows businesses to digitize the end-to-end sales and distribution platform from Sales Force Automation (SFA), Distributor Management System (DMS), and retail execution and management. It uses a proprietary analytics engine with AI and ML to deliver custom reports, alerts and actionable insights to businesses.</p> <p>The website URL is https://www.bizom.in.</p> <p>The total turnover of Bizom for the financial year ended March 31, 2022 was Rs. 44.78 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	<p>Bizom is not a related party as on date of this investment.</p> <p>Promoter/Promoter Group/Group Companies of the Company do not have any interest in the said</p>

S.No.	Particulars	Details
	yes, nature of interest and details thereof and whether the same is done at “arm’s length”.	entity except to the extent of shareholding in Company and consequent proportionate shareholding in the entity where 17.12% of the shareholding is already held by the Company on a fully diluted 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 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 intends to invest in the following manner: Purchase of 17,963 Equity Shares and 1,05,607 Compulsorily Convertible Cumulative Preference Shares at a price of Rs. 1,223.36/- (Rupees One Thousand Two Hundred and Twenty-Three and Thirty Six paise only) from existing shareholders of Bizom, aggregating to total investment of upto Rs. 15.12 Crores (approx.) in this round.
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	By acquiring 17,963 Equity Shares and 1,05,607 Compulsorily Convertible Cumulative Preference Shares, the Company has acquired additional shareholding of 7.96% on a fully diluted basis. The aggregate shareholding of the Company, post this investment, shall stand at approximately 25.08%, on a fully diluted basis.
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).	Bizom is a SaaS based end to end retail intelligence platform for brands and B2B retailers. It allows businesses to digitize the end-to-end sales and distribution platform from Sales Force Automation (SFA), Distributor Management System (DMS), and retail execution and management. It uses a proprietary analytics engine with AI and ML to deliver custom reports, alerts and actionable insights to brands. Turnover of last three years:



S.No.	Particulars	Details
		FY 2022: Rs. 44.7 Crores FY 2021: Rs. 34.5 Crores FY 2020: Rs. 36 Crores

Further, the press release and the presentation on the above transaction are enclosed herewith. Kindly take the above information on records.

Yours faithfully,
For IndiaMART InterMESH Limited

(Manoj Bhargava)
Group General Counsel,
Company Secretary and Compliance Officer
Membership No: F5164

Encl: As above



IndiaMART acquires 7.96% stake in Mobisy Technologies Private Limited ('Bizom')

IndiaMART, the largest B2B marketplace of India has made an investment of approximately INR 15.1 Crores to acquire 7.96% stake in Mobisy Technologies Private Limited ('Bizom') via a secondary share purchase of existing investor securities. This investment will result in IndiaMART increasing its stake to 25.08%.

Bizom is a SaaS based end to end retail intelligence platform for brands and B2B retailers. It allows businesses to digitize the end-to-end sales and distribution platform from Sales Force Automation (SFA), Distributor Management System (DMS), and retail execution and management. It uses a proprietary analytics engine with AI and ML to deliver custom reports, alerts and actionable insights to brands.

The technology also uses features like image recognition, and offers an auto replenishment system, business intelligence, smart merchandising, trade financing, trade promotion management, and more.

Speaking about the investment, Mr Dinesh Agarwal, founder and MD of IndiaMART said "Bizom continues to be one of the market leaders in the SFA and DMS space in India. They have grown significantly in a capital efficient manner since our initial investment. We are excited to further our commitment and partnership with Lalit, Shree and team as they scale further".

Commenting on the deal, Lalit Bhise, CEO and Co-founder of Bizom said "We are extremely glad to see the continued faith of Indiamart in Bizom's business and growth. We are grateful to Dinesh and the Indiamart team for helping us scale in the last two years."

About IndiaMART

IndiaMART is India's largest online B2B marketplace, connecting buyers with suppliers. With a 60% market share of the online B2B Classified space in India, the channel focuses on providing a "360-degree solution" to Small & Medium Enterprises (SMEs), Large Enterprises as well as individuals. Founded in 1999, the company's mission is 'to make doing business easy' and is trusted with 160 million buyers, 7.3 million sellers, and has 87 million products & services on its platform leading to ~40 million business enquiries every month. During FY-22, Company had consolidated revenue of INR 866 Crores and profit after tax of INR 298 Crores. The Company reported consolidated revenue of operations of Rs 241 Cr and consolidated EBITDA of Rs 67 Cr in Q2 FY23.

IndiaMART is known for transforming the dynamics of Indian businesses by providing them a one-stop solution to transform their business digitally and grow themselves by reaching their customers online. More details on IndiaMART can be accessed at <https://corporate.indiamart.com>.



 #Bada**Aasaan**Hai

**IndiaMART investment in Mobisy Technologies
Private Limited (Bizom)**

Bizom: Product Overview



Retailer Automation



Distributor Automation



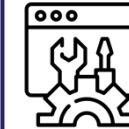
Advance Analytics



Salesforce Automation



Sales and Financial
Integration



Backoffice Management

An integrated platform launched in 2012 for distribution & salesforce management.

Team Overview



Lalit Bhise

Co-Founder & CEO

Experience

Total -21 years

**Co-Founder, CEO, Bizom
(2008 – Present)**



- **Education** - Shivaji University (BE Computer Science)
- **Achievements**- Patents in hybrid mobile programming and in visual merchandising

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



Shree Kulkarni

Co-Founder & COO

Experience

Total -21 years

**Co-Founder, Director, Bizom
(2008 – Present)**



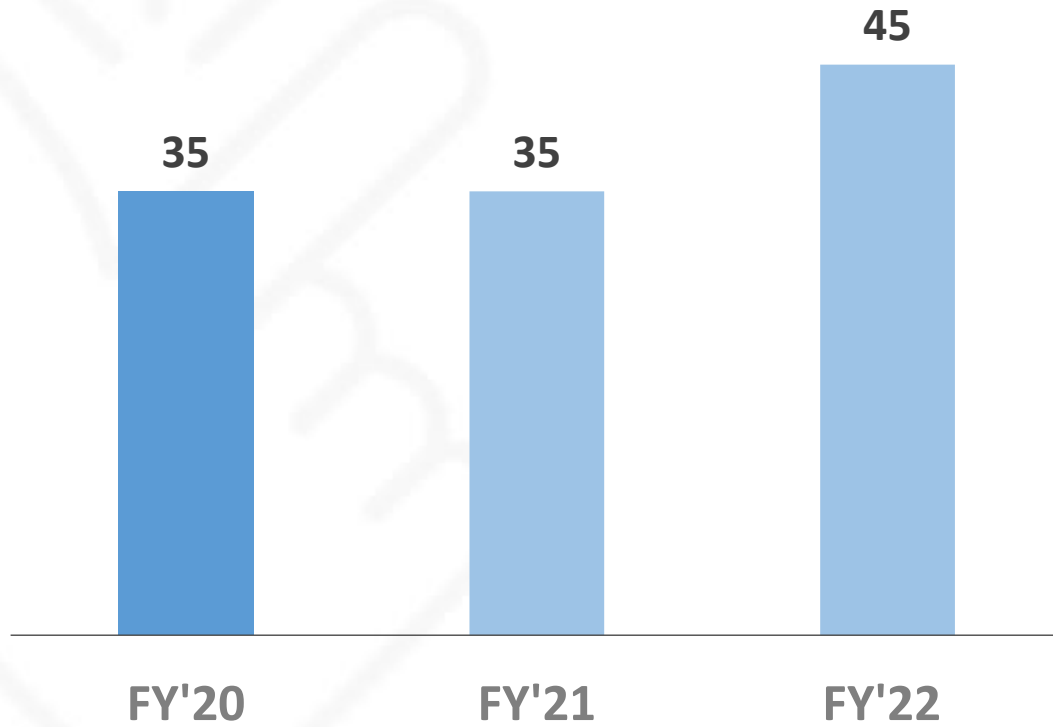
- **Education**- Walchand College of Engineering
- **Achievements**-Expertise in project control with large enterprises such as IBM and Tech Mahindra

LinkedIn - <https://www.linkedin.com/in/shree-bhise-1a27b635/>

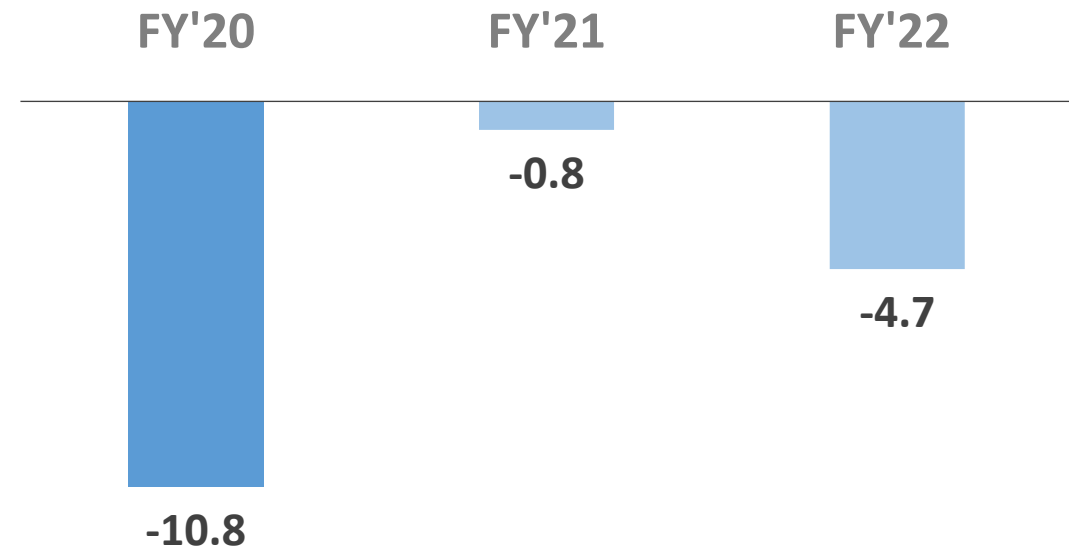


Financial KPIs

Revenues (Rs Cr)



PAT (Rs Cr)



Current Annualized Revenue Run rate : Rs ~60 Cr

Investment Rationale



- High growth business with capital efficiency
- Cross sell opportunities
- Long term product synergies
- Better industry/product insights

Investment Detail



- IndiaMART to invest Rs 15.12 Cr via a secondary share purchase to acquire 7.96% stake
- Post round ownership of 25.08% for a cumulative investment of Rs 36.6 Cr till date

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.