



November 29, 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, it is hereby informed that IndiaMART InterMESH Limited (*hereinafter referred as 'Company'*) had entered into an agreement to purchase 100 equity shares and subscribe to 91,804 Compulsory Convertible Preference Shares of Mobisy Technologies Private Limited (*hereinafter referred as 'Mobisy'*) from an existing shareholder. Further, Mobisy is also undertaking a fund raise through primary subscription from a new investor. The details of the said transaction of acquisition by the Company is enclosed as *Annexure 'A'*.

Consequent to consummation of primary transaction as stated above, 80,000 Compulsorily Convertible Debentures subscribed by the Company (*As referred in our earlier intimation dated December 06, 2023*) are likely to be converted into approximately 42,697, 0.001% Compulsorily Convertible Preference Shares of the face value of Rs. 1/- each to the Company.

Accordingly, the aggregate shareholding of the Company in Mobisy would increase to approximately 31.33% of the share capital (on a fully diluted basis).

Kindly take the above information on records.

Yours faithfully,

For IndiaMART InterMESH Limited

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

Annexure 'A'

S.No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	<p>Name - Mobisy Technologies Private Limited ('Mobisy')</p> <p>Registered Office - 3rd Floor, Sri Arunachaleswara Building, 75/1, Bellandur Main Road, Bellandur, Bangalore - 560103, Karnataka.</p> <p>Mobisy is engaged in a business of developing web and mobile applications in relation to sales force and downstream supply chain automation solutions. It's main product, Bizom, is a SaaS based end to end retail intelligence platform for brands and retailers. It allows businesses to digitize their sales and distribution using Sales Force Automation (SFA), Distributor Management System (DMS), and retail execution and management solutions. 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, 2024 was Rs. 78.6 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>Mobisy is a related party, being an Associate Company.</p> <p>Promoter/Promoter Group/Group Companies of the Company do not have any interest in the said investment.</p>
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.

S.No.	Particulars	Details
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6.	Indicative time period for completion of the acquisition.	90 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 a total of upto Rs. 14.28 crores for acquiring the following shares from the existing investor of Mobisy: a) 100 equity shares; b) 91,804 Compulsory Convertible Preference Shares.
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	The aggregate shareholding of IndiaMART, post completion is likely to be 31.33% of the share capital of Mobisy on a fully converted and 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).	Please refer to point no. 1 for brief background of Mobisy. Date of Incorporation: February 04, 2008 Country of establishment: India Turnover of last three years: FY 2024: Rs. 78.6 Crores FY 2023: Rs. 63.9 Crores FY 2022: Rs. 44.8 Crores