

Hindustan Media Ventures Limited

C-164, Sector-63, Noida
Dist. Gautam Budh Nagar UP - 201301
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CIN : L21090BR1918PLC000013

Ref: HMVL/CS/08/2020

26th October, 2020

National Stock Exchange of India Limited
Exchange Plaza
C-1 Block G, Bandra Kurla Complex
Bandra (East)
Mumbai- 400 051

BSE Limited
25th Floor, P J Towers
Dalal Street
Mumbai – 400 001

Security Code: 533217

Trading Symbol: HMVL

Dear Sirs,

Sub: Approval of investment in Padma Infocom Private Limited

Ref: Our letter bearing ref. no. HMVL/CS/08/2020 dated 26th October, 2020

This is to inform you that the Board of Directors of the Company at its meeting held on 26th October, 2020 has approved a proposal to invest in 'Padma Infocom Private Limited'. The relevant details of the said investment as per SEBI's circular no. CIR/CFD/CMD/4/2015 dated 9th September, 2015, is enclosed as **Annexure-A**).

This is for your information and record.

Thanking you,

Yours faithfully,

For **Hindustan Media Ventures Limited**

(Tridib Barat)
Company Secretary



Encl.: As above

Annexure -A

Disclosure of information pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI's Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015

S. No.	Particulars	Information
a)	Name of the target entity, details in brief such as size, turnover etc.	Name of the target entity: Padma Infocom Private Limited ('ReviewAdda') Turnover in financial year ending: 31 st March, 2020: INR 2.10 Crore 31 st March, 2019: INR 1.69 Crore 31 st March, 2018: INR 1.29 Crore
b)	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 "arms length";	This is not a related party transaction.
c)	Industry to which the entity being acquired belongs	Digital Platform for College Admissions
d)	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)	Strategic Partnership with a growing company
e)	Brief details of any governmental or regulatory approvals required for the acquisition	No regulatory approvals are required
f)	Indicative time period for completion of the acquisition	31 st December, 2020
g)	Nature of consideration – whether cash consideration or share swap and details of the same	Consideration shall be paid in cash
h)	Cost of acquisition or the price at which the shares are acquired	The Board of Directors of Hindustan Media Ventures Limited at its meeting held on 26 th October, 2020 approved the proposal to invest upto Rs. 6 Crore in equity shares and/or convertible equity linked instruments of ReviewAdda.
i)	Percentage of shareholding / control acquired and / or number of shares acquired	Under the proposed investment, basis the existing capital structure of ReviewAdda, the Company will acquire either equity shares or convertible equity linked instruments which can be converted into equity shares equivalent to 10.71% equity stake in ReviewAdda.

j)	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>Brief Background: ReviewAdda owns and operates www.reviewadda.com which help admission seekers in selecting and applying to various colleges and universities</p> <p>Date of Incorporation: 19th May 2010</p> <p>Last 3 years turnover: Pls refer a) above.</p> <p>Country: India</p>
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