

Date:19.03.2024

To,
BSE Limited,
Phiroze Jejeebhoy Towers,
Dalal Street, Fort,
Mumbai - 400001

Scrip Code: 541799

Sub: - Intimation about execution of Memorandum of Understanding (MOU)-Disclosure under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

With reference to the above-mentioned subject, we would like to inform you that the Company has entered a Memorandum of Understanding (MOU) with Divine Beauty Private Limited, New Delhi.

About Divine Beauty Private Limited:

Divine Beauty Private Limited is a media company based in New Delhi. The beauty pageant- Miss Divine Beauty is the most sought after beauty pageant aims to extend its wholehearted support to the women of today who have the potential to lead and represent the country tomorrow.

Basis of MoU:

The goal of this Memorandum of Understanding (MOU) is to use the name to pitch, receive any project/event/ business after taking written consent from the each other.

Areas of Collaboration: The collaboration between the two organizations will focus on the following areas:

- A) Joint Service Offerings
- B) Product/Service Development and Improvement
- C) Association and Networking
- D) Co-branding

We believe that this Memorandum of Understanding (MOU) will contribute significantly to fostering positive change. We are excited about the opportunities ahead and look forward to working together to achieve our shared goals.

The details as required under Regulation 30 of the Listing Regulations read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 09, 2015, are given in the enclosed **Annexure-I**.

This is for your information and record.

Yours faithfully

For Sungold Media And Entertainment Limited

Bhavya Devang Maniyar
Company Secretary and Compliance Officer
Membership No. A62856



Annexure-I

INTIMATION UNDER REGULATION 30 OF SECURITIES AND EXCHANGE BOARD OF INDIA (LISTING OBLIGATIONS AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2015

Sr. No.	Details of events that need to be informed	Information of such events
1	Name(s) of the parties with whom the agreement is entered.	Divine Beauty Private Limited
2	Purpose of entering into agreement	The purpose of Sungold Media and Entertainment Limited entering this MoU is to establish a strategic business association with Divine Beauty Private Limited to conduct the following activities which includes tie ups with corporate, Franchisee partners, sponsorship decisions for the event, audition venue finalization, manpower management and reception venues for the prestigious event "Miss Divine Beauty".
3	Shareholding, if any, in the entity with whom the agreement is executed.	Nil
4	Significant Terms of the Agreement	1. The MoU aims to collaborate on joint service offerings, Franchisee partners, sponsorship decisions for the event, audition venue finalization, Manpower management and reception venues for the prestigious event "Miss Divine Beauty". 2. The MoU is effective upon signing and remains valid for 3 year, subject to renewal by mutual agreement.
5	Whether, the said parties are related to promoter/ promoter group/ group companies in any manner, if yes, nature of relationship	No
6	Whether the transaction would fall with related party transaction? If yes, whether the same is done at "arms length"	No
7	Any other disclosure related to such agreement viz. details of nominee on the board of directors of the listed entity, potential conflict of interest arising out of such agreement, etc.	None
8	In case of termination or amendment of agreement, listed entity shall disclose additional details to the stock exchange(s). A) name of parties to the agreement B) Nature of agreement C) Date of execution of agreement D) Details of amendment and impact thereof or reasons of termination and impact thereof .	NA

