



May 6, 2022

BSE Limited

Corporate Services Department
Phiroze Jeejeeboy Towers
Dalal Street, Mumbai-400 001

Scrip Symbol: QUINT

Scrip Code: 539515

Subject: Update with respect to the intimation dated March 1, 2022

Reference: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

In terms of the Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("the Listing Regulations"), we would like to inform you that Quint Business Media Limited ("QBM"), the material subsidiary of the Company, has rebranded its digital media property from www.bloomberquint.com to www.bqprime.com wef May 5, 2022.



Powered by Bloomberg*

This re-branding has been done pursuant to the restructuring of the partnership between Bloomberg Media and Quintillion Media Limited with respect to QBM. Refer disclosure dated March 1, 2022 (<https://www.bseindia.com/xml-data/corpfiling/AttachHis/88953e17-2986-4f4c-910c-32f248d85e7.pdf>).

The intimation issued by QBM in relation to rebranding of the digital media property from www.bloomberquint.com to www.bqprime.com is appended herewith as **Annexure A**.

This intimation will also be hosted on the website of the Company i.e. www.quintdigitalmedia.com.

We request you to take the above information on record.

Yours sincerely

For Quint Digital Media Limited

QUINT DIGITAL MEDIA LTD.

Tarun Beiwala
Company Secretary & Compliance Officer

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QUINT DIGITAL MEDIA LIMITED

(Formerly known as Gaurav Mercantiles Limited)

Registered Office: 403 Prabhat Kiran, 17, Rajendra Place, Delhi- 110008 Tel: 011 45142374

Corporate Office: Carnousties's Building, Plot No. 1, 9th Floor, Sector 16A, Film City, Noida-201301 Tel: 0120 4751818

Website: www.quintdigitalmedia.com, **email:** cs@thequint.com, **CIN:** L74110DL1985PLC373314

Bloomberg | *Quint* is now  www.bqprime.com

Hi There,

Six years ago when we launched BloombergQuint a young team recommitted itself to old-fashioned principles of journalism.

Hard facts over *hearsay*.
Rigour over *rumour*.
Independent analysis over *sponsored journalism*.
Variety of views over *narrow dogma*.

Thousands of subscribers like you have joined us in this journey, confirming that you value the same qualities we do.
Thank you for that.

In this cacophonous world, we are glad to work for those who appreciate clarity and contemplation.
Like with all young businesses, change is inevitable. We too are changing, ownership and brand.

BloombergQuint Is Now BQ Prime

Bloomberg Media is no longer a joint venture partner but will continue to provide content through a content licence agreement.
So your access to comprehensive coverage of international markets, business, and policy remains unchanged.
As does our commitment to continue building one of India's most credible financial news platforms with expert coverage of the economy, business, markets, law and policy. In text, video and across social media.

Thanks,
Team BQ Prime

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