

Date: January 16, 2025

To
The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai - 400 051

NSE Code: BLUEPEBBLE

Sub: INTIMATION OF INCORPORATION OF SUBSIDIARY COMPANY

Dear Sir/Ma'am,

Pursuant to Regulation 30 and other applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform that the Company has incorporated a subsidiary in the name of **“BLUE PEBBLE DIGITAL PRIVATE LIMITED”**

The details as required as per SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015 is annexed as **Annexure-A**.

This is for your information and record.

Thanking you.
Yours Faithfully

For Blue pebble Limited

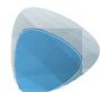


RUPAL SAMDANI
Company Secretary & Compliance Officer
Mem. No.: A66064

Encl: as above

Blue Pebble Limited

Works: 112, Nirman Industrial Estate, Malad Link Road, Malad (W), Mumbai-400064 Maharashtra
Registered Office: 1701/1702, Peninsula Park, Plot A-4, off Veera Desai Road, Andheri (W), Mumbai 400053 Maharashtra.
CIN : L74999MH2017PLC299497 | Mobile : +91 9768199800 | E-mail : info@bluepebble.in



Annexure-A

The details as required under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015 are as under:-

Sr. No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.;	Name: Blue Pebble Digital Private Limited Authorized Capital: ₹1,00,000/- Paid up Capital: ₹1,00,000/- Turnover: Not Applicable (It is a newly incorporated Company and is yet to commence its business).
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 “arms length”;	On incorporation, Blue Pebble Digital Private Limited is incorporated as subsidiary of the Company, therefore it is a related party to the Company in terms of applicable laws. The Promoter or Promoter groups of the Company do not have interest in the subsidiary, except to the extent of equity shares held in the Company.
3.	Industry to which the entity being acquired belongs;	Digital media and Advertisement
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);	Blue Pebble Digital Private Limited is incorporated as subsidiary of the Company for, amongst others, to carry on the business of advertisement, branding, advertising agents, marketing, advertisement and innovation for clients across industries.
5.	Brief details of any governmental or regulatory approvals required for the acquisition;	N.A.
6.	Indicative time period for completion of the acquisition;	N.A.
7.	Nature of consideration - whether cash consideration or share swap and details of the same;	Cash
8.	Cost of acquisition or the price at which the shares are acquired;	80% subscription to the equity share at face value

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9.	Percentage of shareholding / control acquired and / or number of shares acquired;	80 %
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);	Blue Pebble Digital Private Limited is incorporated as subsidiary of the Company for, amongst others, to carry on the business of advertisement, branding, advertising agents, marketing, advertisement and innovation for clients across industries.

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