

31st July, 2024

Listing Compliance Department

BSE Limited Phiroze Jeejeebhoy Tower, Dalal Street, Mumbai - 400001 Scrip Code: 544198	The National Stock Exchange of India Ltd. Exchange Plaza, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (E), Mumbai - 400051 Symbol: DEEDEV
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Subject: Intimation/Disclosure of appointment of Public Relations (PR) Agency under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/ Madam,

In terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and other applicable provisions, we are pleased to intimate that the Company has appointed **M/s Adfactors PR Private limited**, as the Public Relations (PR) Agency for providing Public Relations services to the Company with effect from 1st August, 2024.

As required under Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the SEBI Circular No. SEBI/HO/CFD/CFDPoD1/P/CIR/2023/123 dated July 13, 2023, details are enclosed as "Annexure".

We request you to take the same on records.

Yours faithfully,

For DEE Development Engineers Limited

Ranjan Kumar Sarangi
Company Secretary and Compliance Officer
Membership No.: F8604
Address: Unit 1, Prithla - Tatarpur Road, Village Tatarpur
Dist. Palwal, Faridabad, Haryana - 121 102

DEE DEVELOPMENT ENGINEERS LIMITED

Regd. Office: Unit 1, Prithla-Tatarpur Road, Village Tatarpur, Dist. Palwal, Haryana- 121102, India

Works: Unit 1, 2 & 3, Village Tatarpur, Dist. Palwal, Haryana- 121102, India

T: +91 1275 248200, **F:** +91 1275 248314, **E:** info@deepiping.com, **W:** www.deepiping.com

CIN: U74140HR1988PLC030225 **GST Registration No.** 06AACCD0207H1ZA

Annexure

As per SEBI Master Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 23, 2023 details to be provided while disclosing events given in part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 are as under:

S. No.	Particulars	Details
1.	Name(s) of parties with whom the agreement is entered;	M/s Adfactors PR Private limited
2.	Purpose of entering into the agreement;	For the purpose of managing Public Relation activities of the Company.
3.	Shareholding, if any, in the entity with whom the agreement is executed	NA
4.	Significant terms of the agreement (in brief) special right like right to appoint directors, first right to share subscription in case of issuance of shares, right to restrict any change in capital structure etc;	Strategic Consultancy, Define reputation goals, Leverage thought leadership initiatives for the leadership team in print & online media, Influencer relations and outreach in media, Develop a list of content creators and KOLs based on three attributes: <ul style="list-style-type: none"> ▪ List of content creators who have shared views on Dee Development Engineers IPO ▪ Creators focused on developing content around the company's fundamentals and long-term wealth & Value creation opportunities ▪ Opinion leaders around manufacturing. Consistent outreach to key opinion influencers around companies strategic initiatives, Amplification of all relevant PR initiatives in online media, Leveraging digital media platforms to communicate key initiatives and develop a communication program to highlight the management views and impact on the Indian manufacturing eco-system, Reporting Weekly and monthly activity tracking from the agency to be a key metric to measure outputs and momentum of the campaign, Daily tracking of news on Dee Development Engineers and three direct peers.

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5.	Whether the said parties are related to promoter/promoter group/group companies in any manner. If yes, nature of relationship;	NA
6.	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arm's length";	NA
7.	In case of issuance of shares to the parties, details of issue price, class of shares issued;	NA
8.	Any other disclosures related to such agreements, viz., details of nominee on the board of directors of the listed entity, potential conflict of interest arising out of such agreements, etc.;	NA
9.	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 the agreement; c) date of execution of the agreement; d) details of amendment and impact thereof or reasons of termination and impact thereof;	NA

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