



**Corporate Office: 1401-1411, 14th Floor, Logix City Center,
Sector-32, Noida-201301 (U.P.)
Tel. : 0120- 6013232**

26th June, 2020

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Fort, <u>Mumbai – 400 001</u> Scrip Code: 519588	National Stock Exchange of India Ltd. (NSE) Exchange Plaza, Bandra Kurla Complex, Bandra (E), <u>Mumbai – 400 051</u> Scrip Code: DFMFOODS
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Dear Sirs,

Sub: Intimation of Agreement with Media Companies

We wish to inform you that, we have entered into an agreement with Media Agency for undertaking advertisements in various forums of media.

In this connection, the relevant disclosures prescribed under the Regulation 30 of SEBI (LODR) Regulations are given hereunder:

Sl. No	Particulars	Details
a)	Name(s) of parties with whom the agreement is entered	Alliance Advertising & Marketing Pvt Ltd.
b)	Purpose of entering into the agreement	Media related work such as Media Planning and buying, Media Execution and Operations, developing Media Strategies and for releasing of Advertisements in various Forums of Media.
c)	Shareholding, if any, in the entity with whom the agreement is executed	NIL
d)	Significant terms of the agreement (in brief) special rights 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.;	NA
e)	Whether, the said parties are related to promoter/promoter group/ group companies in any manner. If yes, nature of relationship	No
f)	Whether the transaction would fall within related party transactions? If yes, whether the same is done at “arms length”;	No, both the parties are unrelated.



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g)	In case of issuance of shares to the parties, details of issue price, class of shares issued;	NA
h)	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
i)	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.	Termination of Agreement with the existing Agency as under: BEI confluence Communications Media Agency Agreement With immediate effect Change of new Agency as aforesaid at sl no.(a).

This is for your information and records.

Thanking you.

Yours faithfully,
For DFM Foods Limited

RAJU
SINGH
TOMER
(R.S. Tomer)
Company Secretary

Digitally signed by
RAJU SINGH
TOMER
Date: 2020.06.26
12:46:53 +05'30'