INFO EDGE

INFO EDGE (INDIA) LTD.

Date: February 1, 2020

1. **The Manager- Listing**
   National Stock Exchange of India Limited
   (Scrip Code: NAUKRI)

2. **The Manager- Listing**
   BSE Limited
   (Scrip Code: 532777)

Dear Sir/Madam,

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015

The Company would like to inform you that IE Venture Fund I has entered into an agreement to invest about Rs. 252 million equivalent to USD 3.5 million in Qyuki Digital Media Private Limited. The details of the transaction are given as under:

Sl. No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	**Qyuki Digital Media Private Limited. ("Qyuki")** 'loor, Hari Niwas, 30th Cross Road, Off S V Road, Bandra , Mumbai, Maharashtra – 400050 **Turnover (As on 31.03.2019):** Rs. 67.8cr
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 "arm's length"	Qyuki is not a Related Party as on the date of making this Investment. Promoters of the Company have no interest in the said investment. The transaction is done at Arm's Length basis.
3.	Industry to which the entity being acquired belongs	Founded by Samir Bangara, A.R. Rahman and Shekhar Kapur, Qyuki is a data-driven new media company which discovers & invests in India's most influential KOLs (Key Opinion Leaders) to help them rapidly grow their audience, create content and launch scalable D2C brands.
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.	The said investment would help IE Venture Fund I to support and grow Qyuki's business in India.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable.
6.	Indicative time period for completion of acquisition	Immediate

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7.	Nature of Consideration- whether cash consideration or share swap and details of the same.	Cash Consideration
8.	Cost of acquisition or the price at which the shares are acquired.	About Rs. 180 million equivalent to USD 2.5 million for subscribing to Compulsory Convertible Preference Shares ("CCPS") having a face value of Rs. 10; and About Rs. 72 million equivalent to USD 1 million for subscribing Compulsory Convertible Cumulative Participating Debentures ("CCD") having face value of Rs.1000/- each.
9.	Percentage of shareholding/control acquired and/ or number of shares acquired.	IE Venture Fund I has agreed to acquire 916,356 CCPS of Qyuki. The aggregate shareholding of IE Venture Fund I, on a fully converted & diluted basis, pursuant to investment in such CCPS, would be 5.36%. Further, the conversion of aforesaid CCD is subject to certain terms & conditions including occurrence of some contingent events. The actual shareholding of the Company, on a fully converted & diluted basis, upon conversion of said CCDs will accordingly go up depending upon the agreed valuation for the next round of fund raise.
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).	Qyuki which was incorporated on June 11, 2010 is a data-driven new media company which discovers & invests in India's most influential KOLs (Key Opinion Leaders) to help them rapidly grow their audience, create content and launch scalable D2C brands. Last three years turnover: **2018-2019**: 67.8 cr; **2017-2018**: 14.2 cr; **2016-2017**: 14.6 cr

This is for your information and records.

Thanking You.

Yours faithfully,
For **Info Edge (India) Ltd.**

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MM Jain
SVP- Secretarial & Company Secretary

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