



Dated: 2nd January, 2024

To,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra-Kurla Complex,
Bandra (E), Mumbai -400051

<i>Symbol- TOUCHWOOD</i>	<i>ISIN- INE486Y01013</i>	<i>Series- EQ</i>
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Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015- Further investment in MakeMeUp Private Limited ('MMU')

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, it is herewith informed that Touchwood Entertainment Limited ("the Company") has invested ₹ 1,44,13,450/- (Rupees One Crore Forty-Four Lakhs Thirteen Thousand Four Hundred and Fifty only) in the equity shares of MakeMeUp Private Limited (MMU), a subsidiary of the Company by way of subscription to preferential issue. The shares rank pari-passu to existing Equity Shares of the Company.

Details required as per SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 are enclosed as Annexure - A.

We request you to kindly take the above on record.

Thanking You

Yours faithfully,

For Touchwood Entertainment Ltd.

Ashima Arora
Company Secretary & Compliance Officer
Membership No. A58754

TOUCHWOOD ENTERTAINMENT LIMITED

CIN: L92199DL1997PLC088865 | ISO 9001 :2015 | UAM No. DL10F0009354

Reg. Office : Sec-B, Pkt-1, Space 301 and 302, LSC-7 Community Centre, Vasant Kunj New Delhi -110070

Corporate Office : Thapar Farm-1, Opp. Shanti Kunj Main, Sector D-3 Church Mall Road, Vasant Kunj, New Delhi - 110070

Contact: +91-9810108253 ; Website: www.touchwood.in E-mail: cs@touchwood.in

ANNEXURE A

Details under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with Clause 1.5 of the SEBI Circular dated September 9, 2015

S. No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.,	<p>MakeMeUp Private Limited (MMU) is a subsidiary company of Touchwood Entertainment Limited.</p> <p>The Company has invested in 1,550 equity shares of MMU for a total consideration of ₹ 1,44,13,450/- (Rupees One Crore Forty-Four Lakhs Thirteen Thousand Four Hundred and Fifty only).</p> <p>Turnover: ₹ 65.20 Lakhs</p>
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”	<p>Touchwood Entertainment Limited is the Promoter of the MakeMeUp Private Limited (MMU), the Subsidiary of Touchwood Entertainment Limited. Accordingly, MMU is a Related Party. The transaction falls within the ambit of related party transactions and is at arms’ length.</p> <p>Except to the extent of shares held by the Company, promoter/promoter group of the Company in MMU, the promoter/promoter group of the Company do not have any interest in MMU.</p>
3.	Industry to which the entity being acquired belongs	Beauty/Makeup/Cosmetics; E-commerce
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)	<p>This investment is part of the Use of Proceeds as specified in explanatory statement to the notice 26th Annual General Meeting dated September 1, 2023 relating to preferential issue.</p> <p>This investment will help MMU inter alia in repayment/pre-payment, of certain outstanding borrowings and financing the cost towards its expansion plans.</p>
5.	Brief details of any governmental or regulatory approvals required for the acquisition	Not Applicable
6.	Indicative time period for completion of the acquisition	1,550 Equity shares pursuant to the current investment were allotted on January 2, 2024
7.	Consideration - whether cash consideration or share swap or any other form and details of the same	Cash Consideration
8.	Cost of acquisition or the price at which the shares are acquired	₹ 1,44,13,450/- (Rupees One Crore Forty-Four Lakhs Thirteen Thousand Four Hundred and Fifty only) towards subscription of 1,550 equity shares of face value ₹ 10/- each fully paid up.

9.	Percentage of shareholding/control acquired and/or number of shares acquired	Subsequent to said transaction, the Equity Shareholding of the Company in MMU has increased from 90.90% to 92.02% .						
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)	<p>MMU was incorporated under the Companies Act, 2013 on 24th December, 2021.</p> <p>MMU is engaged in the business of creating a platform that connects consumers to top notch beauty professionals, products and provides access to beauty experiences. MakeMeUp operates in the beauty & makeup industry and provides expert training & education in makeup space.</p> <p>The turnover of MMU for last 2 years is given below:</p> <table border="1" data-bbox="756 625 1268 753"> <thead> <tr> <th data-bbox="756 625 1019 688">Year</th> <th data-bbox="1019 625 1268 688">Turnover (Rs in Lakhs)</th> </tr> </thead> <tbody> <tr> <td data-bbox="756 688 1019 720">FY 2022-23</td> <td data-bbox="1019 688 1268 720">65.20 Lakhs</td> </tr> <tr> <td data-bbox="756 720 1019 753">FY 2021-22</td> <td data-bbox="1019 720 1268 753">-</td> </tr> </tbody> </table> <p>Country of presence of MMU: India</p>	Year	Turnover (Rs in Lakhs)	FY 2022-23	65.20 Lakhs	FY 2021-22	-
Year	Turnover (Rs in Lakhs)							
FY 2022-23	65.20 Lakhs							
FY 2021-22	-							