



Dated: 11th August, 2021

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: Press Release

Dear Sir/Ma'am,

Pursuant to the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, we are enclosing herewith the Press Release issued by the Company, Touchwood Entertainment Limited.

The Press Release will also be made available on the website of the Company www.touchwood.in.

This is for your information and records.

Thanking You
Yours faithfully,

For Touchwood Entertainment Ltd.

Ashima Arora
Company Secretary & Compliance Officer



Encl: As above

TOUCHWOOD ENTERTAINMENT LIMITED

CIN: L92199DL1997PLC088865 | ISO 9001 :2015 | UAM No. DL10F0009354
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Touchwood all set to remain on growth path, gets funding for its two new tech-enabled ventures.

Touchwood Entertainment Limited (NSE; TOUCHWOOD), India's leading event management company, announced a fresh round of funding for its two new tech ventures; MakeMeUp and WedAdvisor. In the meeting of Board of Directors held on August 6, 2021, the Board discussed, deliberated and took on record the induction of new investors. The two ventures, MakeMeUp and WedAdvisor, mark the group's entry into the technology domain. MakeMeUp is India's first one-stop solution for getting the best beauty products, booking salon and makeup services in real-time, and hiring the best make-up artist with just a click on your phone. On the other hand, Wed Advisor aims to streamline the disorganized wedding market by connecting vendors (located anywhere in India) to customers. It allows vendors to showcase their offerings and boost their reach. For customers, it is a one-stop solution, where they get all wedding related services on one app. According to Mr. Manjit Singh, Managing Director of the Company 'The consumers today are a lot more tech-savvy and are used to buying services off their mobile. What we offer to consumers is unique and no other platform offers all these services in one app.' The new investors bring not just fresh capital, but they have the expertise and experience to act as mentors to these new ventures. (List of the new investors and their brief profile is attached with this press release).

Though the event management business was impacted adversely due to the pandemic, Touchwood has been on a growth path, with the launch of these consumer-facing, tech-enabled businesses. 'We have very quickly transitioned from a services centric group to a tech-centric group. In the days to come, expect more technology innovations from us' said Mr. Vijay Arora, Whole-Time Director of the Company.

Tech investor, Rohan Joseph, added "With technology and e-commerce on the rise, and with millions of Indians now developing a habit of purchasing beauty products and services online, we are confident that Touchwood will delight new audiences in India with the upcoming launch of its new platforms. The launch of MakeMeUp and WedAdvisor brands will transform Touchwood to become a technology-driven enterprise with a direct-to-consumer business."



Various leading investors as mentioned below came forward to fund the homegrown consumer-centric tech-driven ventures, MakeMeUp and WedAdvisor

Rohan Joseph: Mr. Rohan Joseph is a proficient technology investor and currently the Vice President of Global Investments & Corporate at Times Bridge, the arm of the global investment of The Times Group. He has invested and partnered with leading technology, media and entertainment companies in India and US. His portfolio of investments includes Uber (NYSE: UBER), Airbnb (NASDAQ: ABNB), Coursera (NYSE: COUR), Houzz, MUBI, Smule, Headspace among others.

Eternity Trust: Formed by the members of Joseph Family, it is a Private Family Trust headed by Mr. Sabbas Joseph, who heads the Wizcraft International Entertainment Pvt. Ltd., a leader in the Event Management Industry. He is well known for his communication expertise and command over media as he began his career as a journalist.

Touchwood at a Glance:

Headquartered in Delhi, Touchwood Entertainment Limited, established in 1997, specializes in a variety of event facilities, ranging from event planning & marketing to production services for the events.

Touchwood is known for its larger than life, awe-inspiring setups and formats and completely personalized service to clients. It provides end-to-end solutions for all kinds of events – be it corporate, social or political. Touchwood team is comprised of 42 professionals with a fully developed and functional in-house production facility. It has a panel of skilled craftsmen and band of highly qualified designers add the extra edge to its deliverables

For more information please contact:

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Safe Harbour:

This release contains statements that are “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Touchwood' future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. Touchwood undertakes no obligation to publicly revise any forward-looking statements to reflect future / likely events or circumstances.

