

Date: June 23, 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. 3.5 Crore in Rusk 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.	Rusk Media Private Limited (“Rusk Media”) D-194, I Floor, Okhla Industrial Area, Phase- I, New Delhi – 110020 Turnover (As on 31.03.2020): Rs. 3.43 Crore (Unaudited)
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”	Rusk Media 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	Rusk Media is engaged in the business to carry on the production of digital content across genres like fiction, music, lifestyle, technology, amongst other things and distribution of such content across multiple platforms, brands and fields. It is also engaged in monetization of the content through brand sponsorship in lieu of product placement/product integration which helps the brands in reaching young audience who are active on the internet platforms for their content consumption. Rusk Media is also in the business of working with external creators to create content on a contractual basis, the same content to be monetized by creating branded content with the same creators. It is also in the business of creating original content for over-the-top (OTT) platforms to generate revenue from either from the OTT platforms or from the viewers directly.
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 Rusk Media business in India.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable.

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6.	Indicative time period for completion of acquisition	Immediate						
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. 3.5 Crore						
9.	Percentage of shareholding/control acquired and/ or number of shares acquired.	The IE Venture Fund I has agreed to acquire 2,779 -0.01% Seed Series Compulsorily Convertible Preference Shares having Face value of Rs. 10/- each. The aggregate shareholding of IE Venture Fund I, post this investment, in Rusk Media would be 10% on a fully converted & diluted basis.						
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>Rusk Media, which was incorporated on February 13, 2019, is engaged in the business to carry on the production of digital content across genres like fiction, music, lifestyle, technology, amongst other things and distribution of such content across multiple platforms, brands and fields. It is also engaged in monetization of the content through brand sponsorship in lieu of product placement/product integration which helps the brands in reaching young audience who are active on the internet platforms for their content consumption. Rusk Media is also in the business of working with external creators to create content on a contractual basis, the same content to be monetized by creating branded content with the same creators. It is also in the business of creating original content for over-the-top (OTT) platforms to generate revenue from either from the OTT platforms or from the viewers directly.</p> <p>Last three years turnover:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>2019-2020</th> <th>2018-19</th> <th>2017-2018</th> </tr> </thead> <tbody> <tr> <td>3.43 Cr (Unaudited)</td> <td>3.88 Lacs</td> <td>NA</td> </tr> </tbody> </table>	2019-2020	2018-19	2017-2018	3.43 Cr (Unaudited)	3.88 Lacs	NA
2019-2020	2018-19	2017-2018						
3.43 Cr (Unaudited)	3.88 Lacs	NA						

This is for your information and records.

Thanking You.

Yours faithfully,
For Info Edge (India) Ltd.



MM Jain
SVP- Secretarial & Company Secretary

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