

INFO EDGE
INFO EDGE (INDIA) LTD.

Date: October 1, 2019

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

This is to inform you that the Company has invested, through its wholly-owned subsidiary, about Rs.6 Cr. in Happily Unmarried Marketing 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.	Happily Unmarried Marketing Private Limited ("Happily Unmarried") Add.: A- 48, FIEE Complex, Okhla Phase- II New Delhi- 110020 Turnover (As on 31.03.2019): Rs. 41,00,50,312
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"	Since Happily Unmarried is an Associate company of the Company, it is a Related party. Promoters of the Company have no interest in the said investment. The transaction is done on Arm's Length basis.
3.	Industry to which the entity being acquired belongs	Happily Unmarried has diversified into men's grooming through it's brand Ustraa. which is now driving the growth of the business. Ustraa is sold both online as well as through Modern and General trade.
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.	As part of company's strategic investments, the investment would help the Company to consolidate its position into the said line of business within the Internet Services Industry.
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.6 Cr.						
9.	Percentage of shareholding/control acquired and/ or number of shares acquired.	The Company has agreed to acquire 1,244 Optionally Convertible Cumulative Redeemable Preference Shares. The aggregate shareholding of the Company in Happily Unmarried, post previous fund raise exercise from other investors and completion of current fund raise exercise by Happily Unmarried would be 42.33% on 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).	Happily Unmarried was incorporated on August 17, 2007. Happily Unmarried is engaged in the business of designing and developing original, fun, creative products including a grooming range for men, under the brand name "Ustraa" through self-run as well as third party retail outlets and through www.happilyunmarried.com. Last three years turnover: (Rs. in crores) <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>2018-2019</th> <th>2017-2018</th> <th>2016-2017</th> </tr> </thead> <tbody> <tr> <td>41.00</td> <td>17.04</td> <td>18.44</td> </tr> </tbody> </table>	2018-2019	2017-2018	2016-2017	41.00	17.04	18.44
2018-2019	2017-2018	2016-2017						
41.00	17.04	18.44						

This is for your information and records.

Thanking You.

Yours faithfully,
For Info Edge (India) Ltd.



Chintan Thakkar
Whole-time Director & CFO