

Date: April 14, 2025;

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai- 400 001

SCRIP CODE: 543895

Subject: Disclosure pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. (**"Listing Regulations"**).

Dear Sir/ Madam,

With reference to the captioned subject, we wish to inform you that Exhicon Event Media Solutions Limited (**"the Company"**), has signed the Memorandum of Understanding (**"MOU"**) with **ANM Exhibitions Private Limited** on April 14, 2025, for Venue, Event Management and Support Services for upcoming **7 overseas shows**.

Sr. No.	Name of the Show	Date	Venue
1	11 th Best of India- India Fashion and Lifestyle Fair	25.06.2025-27.06.2025	Hall No. 55,119/84, St. Prospect Mira, BDNKHA Park, City Moscow, Russian Federation
2	11 th India Apparels and Textile Fair	14.08.2025-15.08.2025	Sandton Convention Centre, 161 Maude Street, Sandton, Gauteng, Johannesburg, South Africa
3	12 th India Apparels and Textile Fair	18.08.2025-19.08.2025	Cape Town International Convention Centre, 1 Lower Long Street, Cape Town, 8001, South Africa
4	1 st Best of India Show	20.08.2025-24.08.2025	Hall B, Diamond Island Exhibition Centre, Cambodia
5	1 st Best of India Show	28.08.2025-31.08.2025	Hanoi, Vietnam
6	27 th Best of India Show	04.09.2025-14.09.2025	Nizami Cinema, Baku, Azerbaijan
7	1 st Indian Textile and Fashion Accessories Fair	15.09.2025-17.09.2025	Complexo Center Norte, Sao Paulo, Brazil

The signing of this MoU will significantly enhance Exhicon's service portfolio and global reach, enabling the company to expand its footprint in international markets.

EXHICON EVENTS MEDIA SOLUTIONS LIMITED

(Formerly Known as Exhicon Events Media Solutions Private Limited) CIN:U74990MH2010PLC208218

Regd. Office: Unit No. 134 & 146, 1st Floor, Andheri Industrial Estate, Plot No. 22,
Veera Desai Road, Andheri West, Mumbai - 400053, Maharashtra, India

Toll Free: 1800 258 8103 | Email: info@exhicongroup.com | www.exhicongroup.com

About ANM Exhibitions Private Limited:

ANM Exhibitions is a dynamic and visionary private organization specializing in the planning and execution of trade shows, exhibitions, and international business events. With a clear focus on promoting Indian businesses on global platforms, ANM is a leading name in the field of international exhibitions and buyer-seller meets, providing curated opportunities for brands to expand internationally.

ANM is known for managing the entire lifecycle of an event—from conceptualization, curation, and international tie-ups to event execution and post-event evaluation.

Key highlights and details of the Memorandum of Understanding are as per the **ANNEXURE A**

You are requested to please take the above intimation on your records.

Thanking You,

Yours Faithfully

For **Exhicon Events Media Solutions Limited**

Pranjul Jain

Company Secretary & Compliance Officer

Membership No. A67725,

Encl: A/a

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ANNEXURE A

Brief details of the engagement of Exhicon Events Media Solutions Limited and ANM Exhibitions Private Limited:

1. Pre-Event Planning:

- Define the target audience, and craft key messages;
- Develop a comprehensive budget covering venue;
- Marketing, logistics, and expenses;
- Secure a suitable venue and create a detailed event timeline.

2. Partnerships, Marketing, and Promotion:

- Design a robust marketing strategy across various channels;
- Allocate funds for promotional materials and advertising efforts.

3. Reverse Buyer Seller Meet and Buyer Seller Meet:

- Arrange Foreign business delicate meetings;
- Co-ordinate participation of 15+ Countries.

4. Logistics, Program Development, and Event Infrastructure:

- Coordinate logistics for transport, accommodation, and catering;
- Arrange necessary infrastructure and manage participant registration;
- Create a diverse program with engaging speakers and activities.

5. Exhibition, On-Site Management, and Technology:

- Organize the exhibition layout for optimal flow and accessibility;
- Manage exhibitor registration and set up required technology;
- Oversee on-site operations and promptly address any issues.

6. Post-Event Evaluation, Reporting, and Networking:

- Gather participant feedback to evaluate event success;
- Analyze budget against expenditures and evaluate Return on Investment;
- Create a comprehensive report highlighting achievements and areas for improvement.

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