

Date: July 19, 2023,

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 Chetak Equine Development Private Limited (CEDPL) on July 18, 2023 to Co-organize the Show named **Sarangkheda Chetak Festival** for the upcoming 10 years.

The **Sarangkheda Chetak Festival** is one of the oldest horse fairs in the Country and having been organized for around 300 years and now the same will be Co-Organized and managed by **EXHICON** for the next 10 years. The event in the recent past, had been Jointly hosted by Maharashtra Tourism Development Corporation (MTDC) and Sarangkheda Chetak Festival Committee.

Further, the details in terms of Regulation 30 of the Listing Regulations read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 09, 2015, is enclosed herewith as **Annexure A** to this intimation.

You are requested to kindly take the above information on record

Thanking You,
Yours Faithfully
For **Exhicon Events Media Solutions Limited**

Quaim Mohammad Syed
Managing Director
DIN: 03163591

Encl.: A/a

Exhicon Events Media Solutions Limited

(Formerly known as Exhicon Events Media Solutions Private Limited)

CIN: U74990MH2010PLC208218

Reg. Office: 103, Crystal Paradise, DS Road, off Veera Desai Road, Andheri (W), Mumbai 400053

Tel: +9122 40036045/22 62361291 | Email: info@exhicongroup.com | Website: www.exhicongroup.com

Annexure A

The details as required under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September 2015 is as under:

| Sr. No. | Particular | Details |
|---------|---|--|
| 1. | Name(s) of parties with whom the agreement is entered | Exhicon Event Media Solution Limited (EEMSL) and Chetak Equine Development Private Limited (CEDPL) |
| 2. | Purpose of entering into the agreement | The <i>Sarangkheda Chetak Festival</i> is one of the oldest horse fairs in the Country and having been organized for around 300 years and now the same will be Co-Organized and managed by <i>EXHICON</i> . The event in the recent past, had been Jointly hosted by Maharashtra Tourism Development Corporation (MTDC) and Sarangkheda Chetak Festival Committee. EEMSL will provide end-to-end execution of the show, encompassing program management, venue arrangements, stage setup, technical logistics, audio-visual production, participant registration, onsite management, sponsorship, logistics, legal documentation, and overall event coordination. |
| 3. | Shareholding, if any, in the entity with whom the agreement is executed | NA |
| 4. | Significant terms of the agreement (in brief) special rights like right to appoint directors, first right to share subscription in case of issuance of shares, right to restrict any change in capital structure etc. | Profit sharing shall be equal between CEDPL and EEMSL, EEMSL shall be additionally paid as per mutually agreed payment terms for all services rendered for the event. Other terms shall be as per the MOU. |
| 5. | whether, the said parties are related to Promoter/ Promoter Group/ Group Companies in any manner. If yes, nature of relationship | No |
| 6. | Whether the transaction would fall within related party transactions? If yes, whether the same is done at “arm’s length”; | No |
| 7. | In case of issuance of shares to the parties, details of issue price, class of shares issued; | No |
| 8. | Any other disclosures related to such agreements, viz., details of nominee on the Board of Directors of the Listed Entity, potential conflict of interest | No |

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| | arising out of such agreements, etc; | |
| 9. | In case of termination or amendment of agreement, listed entity shall disclose additional details to the stock exchange(s): a) name of parties to the agreement; b) nature of the agreement; c) date of execution of the agreement; d) details of amendment and impact thereof or reasons of termination and impact thereof. | NA |
| 10. | Duration of the Agreement | 10 Years |
| 11. | Responsibilities of the parties (in brief) | <p><u>Responsibilities of CEDPL</u></p> <p>CEDPL shall lead the show as an Organizers and retain the Event IPs.</p> <p><u>Responsibilities of EEMSL</u></p> <p>EEMSL will handle the end-to-end execution of the show, encompassing program management, venue arrangements, stage setup, technical logistics, audio-visual production, participant registration, onsite management, sponsorship, logistics, legal documentation, and overall event coordination.</p> |

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