

**Date:** November 20, 2023.

**BSE Limited**  
**Phiroze Jeejeebhoy Towers,**  
**Dalal Street**  
**Mumbai- 400 001**

**SCRIP CODE: 543895**

**Subject:** Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/ Madam,

With reference to the captioned subject and pursuant to the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Exhicon Event Media Solutions Limited (“**the Company**”) has signed the Memorandum of Understanding (**hereinafter referred as “MOU”**) for acquisition of 51% Equity Stake with Global Kokan Festival along with Kokanbhumi Ventures Private Limited.

Consequent to the said acquisition of 51% Equity Stake and upon completion of all necessary formalities of acquisition, Kokanbhumi Ventures Private Limited will become the subsidiary of the Company.

*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**.*

The aforesaid information is also available on the website of the Company <https://exhicongroup.com/>.

This is for your information and record.

Thanking You

Yours Faithfully  
For **Exhicon Events Media Solutions Limited**

**Pranjul Jain**  
**Company Secretary and Compliance Office**  
**Membership No. A67725**

**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](mailto:info@exhicongroup.com) | Website: [www.exhicongroup.com](http://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.	Details of the Event that need to be provided	Information about such events
a)	Name of target entity, details in brief such as size, turnover etc.	<p>1) <u>Name of the Target:</u></p> <p>Global Kokan Festival along with Kokan Bhumi Ventures Private Limited (“Target”)</p> <p>2) <u>Business of the Target:</u></p> <p>Target is, inter alia, engaged in the business of organizing Exhibition Namely Global Kokan Festival, a 12 Years old Exhibition IP, to provide a global platform for tourism, industries, agriculture, horticulture, arts, culture and cuisine from Kokan region.</p> <p>The Global Kokan Festival is biggest Kokan Exhibition of India where over 500 exhibitors showcase businesses every year. The exhibition attracts about 2 lakh visitors the major participants of the event include MIDC, MSME, NSIC, Make in India, Start-ups, MTDC, various Departments of Govt of Maharashtra and Govt of India.</p> <p>The Hon'ble Chief Minister, Govt. officials Secretaries, Industrialists, representatives of multinationals and their foreign counterparts</p> <p>3) <u>Turnover for the FY 2022-23:</u> INR 7,89,34,561/- (consol)</p>

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b)	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 arms-length	No
c)	Industry to which the entity being acquired belongs	Organiser of B2B & B2C Exhibitions Conferences, Meets, Seminars,
d)	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 Company);	This acquisition will mark Company's step towards inorganic growth in the Exhibition Organizing sector and value chain surrounding entire Kokan region. The event is in its 12 <sup>th</sup> edition this financial year and is the largest platform created for the Kokan region.
e)	Brief details of any governmental regulatory approvals required for acquisitions	No governmental or regulatory approvals required for this acquisition.
f)	Indicative time period for completion of the acquisition	Subject to satisfactory completion of all the conditions precedent, the transaction is expected to be closed within a time period of 30 days from the date of signing of the agreement.
g)	Nature of consideration – whether cash consideration or share swap and details of the same	INR 2.5 Crore cash payable over next 12 months for 51 % consideration of KBVPL and approx INR 2 Crore of working capital infusion
h)	Cost of acquisition or the price at which the shares are acquired	INR 4.5 Cr in Enterprise Value with adjustments for debt, debt like items and working capital to be calculated as on closing date. <i>*Based on the Valuation of Companies Shares calculated on the basis of financials of the company as on October 2023.</i>
i)	Percentage of shareholding / control acquired and / or number of shares acquired	51% Shares of the Target from existing shareholders with the right to appoint majority of the Directors on the Board of the Target.

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j)	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 other significant information (in brief)	<p>1) <u>Main line of business:</u></p> <p>Organizing International Exhibition, Events, Festivals, Conferences, Tourism Development Projects.</p> <p>2) <u>Date of incorporation of the Target:</u></p> <p>17 September 2020.</p> <p>3) <u>Audited turnover of last three financial years:</u></p> <p>FY 2021- INR 18,86,220/-  FY 2022- INR 3,98,78,550/-  FY 2023- INR 7,89,34,561/-</p>
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