

Date: January 17, 2024,

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

**SCRIP CODE: 543895**

**Subject: Press Release**

Reference: 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, please find enclosed herewith the press release by the Company titled "**Exhicon gets into Golfing domain, secures controlling 76% stake in Pinewoods Golf Club LLP**".

You are requested to kindly take the above information on record.

Thanking You,

Yours Faithfully  
For Exhicon Events Media Solutions Limited

Pranjul Jain  
Company Secretary & Compliance Officer  
Membership No. **A67725**

**EXHICON EVENTS MEDIA SOLUTIONS LIMITED**

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

Regd. Office: 103, Crystal Paradise, DS Road, off Veera Desai Road,  
Andheri(W), Mumbai-400053. Maharashtra-India

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## Exhicon gets into Golfing domain, secures controlling 76% stake in Pinewoods Golf Club

Exhicon Events Media Solutions Limited ("**Exhicon**"), India's only 360-degree event & exhibition Company announced yesterday that it has signed MOU with Pinewoods Golf Club LLP, to acquire a controlling 76% stake in Pinewoods Golf Club LLP.

This acquisition includes management rights to manage two expansive golf courses, covering a total of 73 acres, located at the Lodha Belmondo on the Mumbai-Pune Expressway and Blue Ridge, a 28-acre Golf Course in Hinjewadi, Pune.

The deal encompasses control over key facilities, including the Pinewoods Golf Club and Academy, Event Arena, Pro Shops, Cafés, Golf Lounges, and Golf Simulator.

This strategic move will position Exhicon as a key player in the Golf Tourism Industry facilitating the Corporate Golf, Sports Events, Live Events, Corporate Branding, and unique experiences such as "**Movies Under the Sky**" to golf enthusiasts and corporate clients.

**M. Q. Syed, Chairman & Managing Director of Exhicon**, described the move as a groundbreaking entry into the burgeoning Golfing Tourism Industry in India. Syed said "The flourishing Golf Tourism is being driven by factors such as increasing interest in golf as a recreational activity, the development of golf courses, and the expanding use of Golf Courses for Business & Entertainment Events".

Addressing the relatively limited presence of Golf Course Management Companies in India, Syed expressed confidence that Exhicon's venture into this domain will significantly influence the Golfing Tourism industry.

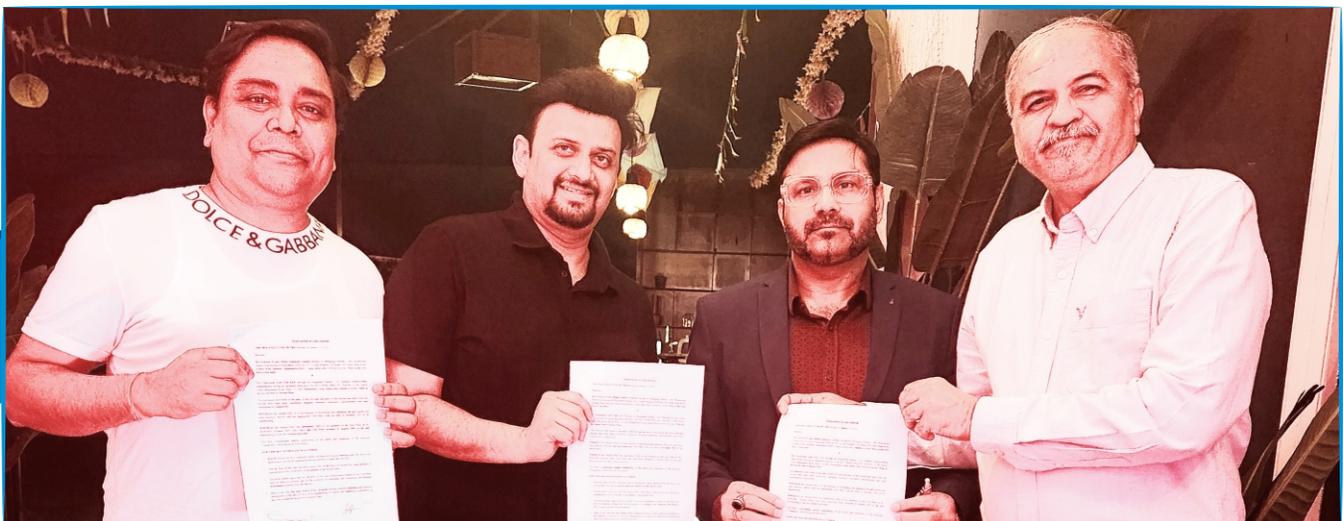
**Dr. Sandeep Sahasrabudhe**, the visionary founder of Pinewoods Golf Club LLP, shared his excitement about the partnership with Exhicon. He said that this acquisition will provide the LLP, the wings needed for exponential growth and successful execution of expansion plans.

The Pinewoods Golf Club boasts a prestigious roster of celebrity members, including renowned sports figures such as Surya Kumar Yadav, Kiran More, Venkatesh Prasad, Wasim Jaffer, Ajinkya Rahane, Ajit Agarkar, Murali Kartik, Jemimah Rodrigues, Dhanraj Pillay, and others.

### **About Golf Tourism:**

Exhicon's entry into the Golfing Tourism Industry aligns with the booming global trend, with the Global Golf Tourism Market reaching a valuation of US\$ 23.1 Billion in 2023. Experts anticipate further growth, reaching a market valuation of US\$ 40.4 Billion by 2027, driven by factors such as the increasing interest in golf as a recreational activity, development of golf courses, and their multifaceted use for business and entertainment events.

Exhicon looks forward to leveraging this strategic acquisition to elevate the golfing experience for enthusiasts and create memorable events in the ever-evolving landscape of Golfing Tourism in India.



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