

April 15, 2022

To,
BSE Limited
 (BSE: 542726)

National Stock Exchange of India Limited
 (NSE: INDIAMART)

Subject: Disclosure under Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Ma'am,

Pursuant to Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, it is hereby disclosed that IndiaMART InterMESH Limited (hereinafter referred as "Company") has indirectly through its wholly owned subsidiary, Tradezeal Online Private Limited (hereinafter referred as "Tradezeal"), agreed to acquire 75,000 0.0001% Compulsorily Convertible Debentures ('CCDs') in Truckhall Private Limited (hereinafter referred as "Superprocure"). The details of the transaction are given below:

S.No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	<p>Truckhall Private Limited ('Superprocure')</p> <p>Registered Office: Manhar Mahal, Flat No. 3B, 4 Bakul Bagam, Bagam Row, Kolkata, West Bengal.</p> <p>Truckhall offers 'SuperProcure', a SaaS platform that digitizes the entire freight sourcing and dispatch monitoring system of the logistics department of an organization. It allows logistics departments to find the best possible rates through a transparent bidding and auction structure, thus saving costs.</p> <p>The website URL is https://www.superprocure.com/.</p> <p>The total turnover of Superprocure for the financial year ended March 31, 2021 was Rs. 2.5 Crores.</p>
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".	<p>Superprocure is a related party, being an Associate Company.</p> <p>Promoter/Promoter Group of the Company do not have any interest in the said investment other than as disclosed above.</p> <p>The transaction is being concluded at Arm's Length basis.</p>

S.No.	Particulars	Details
3.	Industry to which the entity being acquired belongs.	Internet Based Software Solution for logistics.
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).	This investment shall be in line with the Company's long term objective of offering various software as a service (SAAS) based solutions for businesses.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6.	Indicative time period for completion of the acquisition.	45 days
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.	The Company, through Tradezeal, it's wholly owned subsidiary, intends to invest Rs. 7,50,00,000/- (Rupees Seven Crores Fifty Lakhs Only) by subscribing to 75,000 - 0.0001% Compulsorily Convertible Debentures ('CCDs') at a face value of Rs. 1000/- each.
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	The current aggregate shareholding of Tradezeal in Superprocure is 25.02% of the share capital. However, post investment shareholding through the subscription of the said CCDs shall depend on the conversion event of the CCDs.
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).	<p>SuperProcure is a SaaS platform that digitizes the entire freight sourcing and dispatch monitoring system of the logistics department of an organization. It allows logistics departments to find the best possible rates through a transparent bidding and auction structure, thus saving costs.</p> <p>The unified platform offers full and real-time visibility to all events across the entire dispatch cycle, from indenting to delivery, via alerts, dashboards and reports, which improves collaboration and a control tower for on the spot decision making</p> <p>Turnover of last three years:</p>



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S.No.	Particulars	Details
		FY 2021 : Rs 2.5 Crores FY 2020 : Rs 1.5 Crores FY 2019 : Rs 0.4 Crores

Further, the press release and the presentation on the above transaction are enclosed herewith.
Kindly take the above information on records.

Yours faithfully,
For IndiaMART InterMESH Limited

(Manoj Bhargava)
Sr. Vice President (Legal & Secretarial),
Company Secretary and Compliance Officer
Membership No: F5164



IndiaMART announces Investment in Truckhall Private Limited ('Superprocure')

IndiaMART, India's largest B2B marketplace, via its wholly owned subsidiary Tradezeal Online Private Limited, has made an investment of approximately INR 7.5 Crores to purchase compulsorily convertible debentures (CCDs) of Truckhall Private Limited ('Superprocure').

Superprocure is a SaaS platform that digitizes the entire freight sourcing and dispatch monitoring system of the logistics department of an organization. It allows logistics departments to find the best possible rates through a transparent bidding and auction structure, thus saving costs.

The unified platform offers full and real-time visibility to all events across the entire dispatch cycle, from indenting to delivery, via alerts, dashboards and reports, which improves collaboration and the control tower that makes on the spot decision making easier.

IndiaMART had previously led the seed investment round of Superprocure in April 2022, in which it had invested Rs 9.68 Crores as primary capital into the company, and had purchased existing investor securities worth Rs 1.33 Crores via a secondary share purchase.

Speaking on the investment, Mr. Dinesh Agarwal, Founder and CEO of IndiaMART said "Last year we led the seed investment round into Superprocure based on our confidence in the team's expertise and ability to develop a unified SaaS product which allows enterprises to bring all stakeholders on one platform, and manage all parts of their logistics operations. Since then, the team has validated the product, and marquee enterprise customers across industries are now relying on the platform to reduce freight costs and improve supply chain efficiencies. We are excited to partner with the Superprocure team and support them on their next phase of growth".

Commenting on the fundraise, Anup Agrawal, CEO and Co-founder of Superprocure said "SuperProcure is an integrated logistics platform for end to end digitalization, automation & collaboration across stakeholders to achieve efficiency, visibility, and resilience across logistics processes. It empowers logistics team to optimise freight cost and service customers better. We are excited to double down on our partnership with IndiaMART, and are looking forward to utilizing their expertise and funding to help us enhance the product and reach more enterprises"

About IndiaMART

IndiaMART is India's largest online B2B marketplace, connecting buyers with suppliers. With a 60% market share of the online B2B Classified space in India, the channel focuses on providing a "360- degree solution" to Small & Medium Enterprises (SMEs), Large Enterprises as well as individuals. Founded in 1999, the company's mission is 'to make doing business easy' and is trusted with 143 million buyers, 7 million sellers, and has 80 million products & services on its platform leading to ~40 million business enquiries every month. During FY 21, company had consolidated revenue of INR 756 Crores and profit after tax of INR 280 Crores.



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IndiaMART is known for transforming the dynamics of Indian businesses by providing them a one-stop solution to transform their business digitally and grow themselves by reaching their customers online. More details on IndiaMART can be accessed at <https://corporate.indiamart.com>



 #Bada**Aasaan**Hai

Superprocure Investor Update

Superprocure: Product Overview



Freight Sourcing Module



Automated Enquiry Generation



Automated Negotiation / Bidding



Vehicle Placement

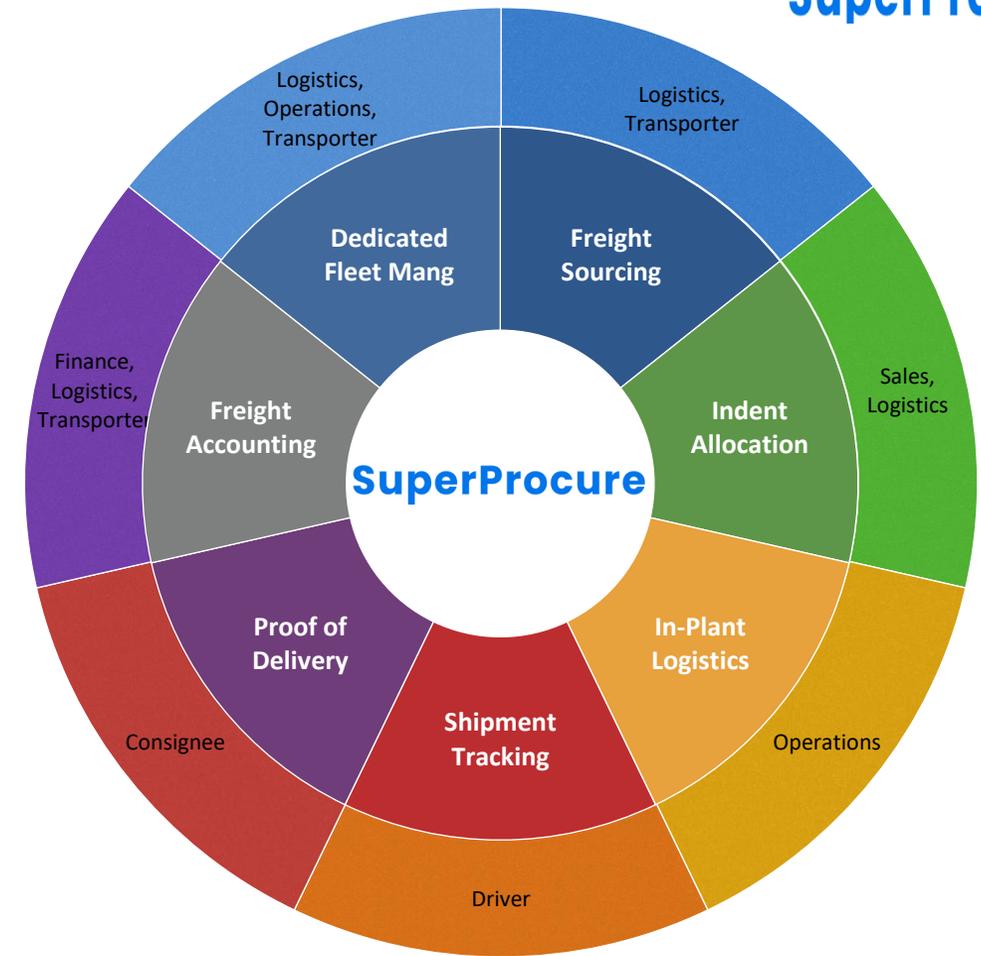


Vendor / Pricing Analytics

Flagship Standalone module

End to End TMS

SuperProcure



End to End solution





Anup Agarwal

Co-Founder and CEO

Experience – 16+ years of experience (Ambootia Tea Group)

Supply Chain

- **MBA-IIM Lucknow**

LinkedIn - <https://www.linkedin.com/in/anup-agarwal-a5a056b>



Manisha Saraf

Co-Founder and CRO

Experience – 12+ years in Cost Optimisation

Enterprise and HNI Relations

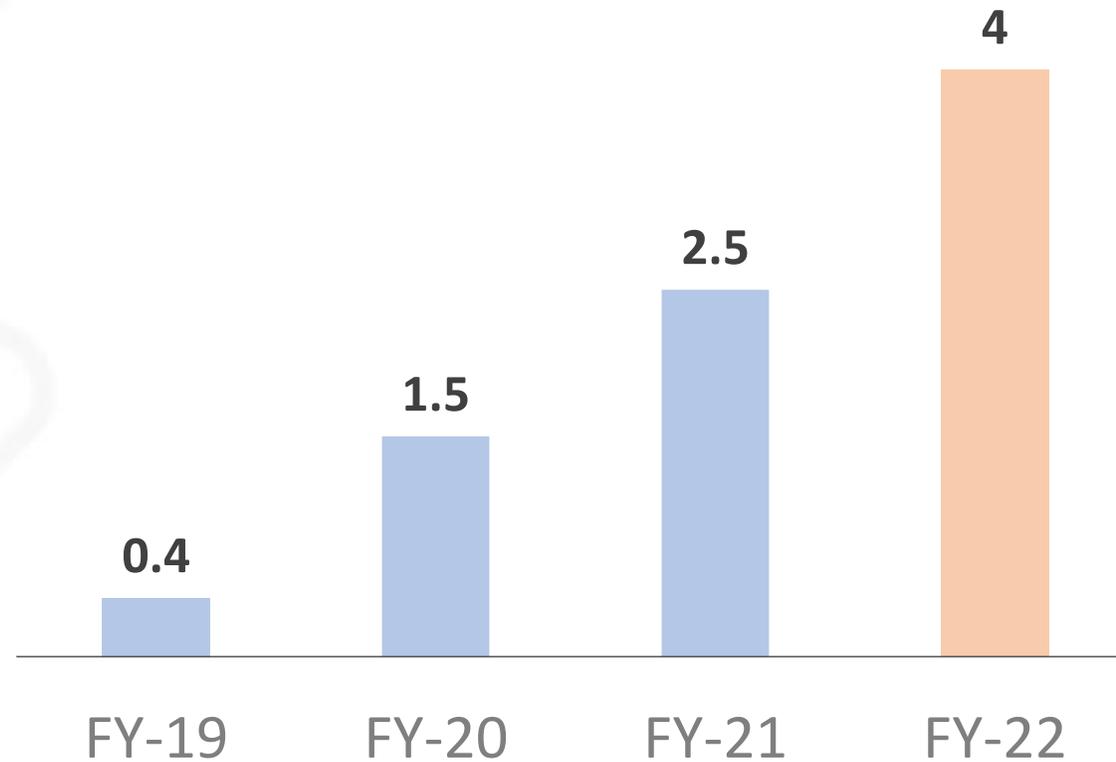
- **CA Rank Holder, CFA**

LinkedIn - <https://www.linkedin.com/in/manishasharaf/>

Financial KPIs - Revenues

Revenues

Rs. in Cr



*Data as provided by the company

Progress Since Seed Investment

	Apr'21	Mar'22
Customers	~50	~90
Monthly Recurring Revenue	Rs 0.2 Cr	Rs 0.4 Cr
IM Investment	Rs 11 Cr**	Rs 7.5 Cr

*Data as provided by the company

**Includes Rs 9.68 Cr primary investment done and Rs 1.33 Cr secondary share purchase from existing investors

Investment Rationale

1. Logistics – space of strategic interest
2. Capital efficient ~2X Growth since last investment
3. Product successfully deployed across different industries

Thank You!



#BadaAasaanHai

The text '#BadaAasaanHai' is written in a white, sans-serif font. Above the word 'Aasaan' is a white icon of a hand with the index finger pointing upwards.