



**Vertoz Advertising Limited**  
**(Formerly Known as Vertoz Media Pvt. Ltd.**  
**& Vertoz Media Ltd.)**  
CIN: L74120MH2012PLC226823  
**Regd. Office.:** 602 Avior Nirmal Galaxy  
LBS Marg Mulund West Mumbai 400080 India

t: +91 22 6142 6030  
f: +91 22 6142 6061  
e: corp@vertoz.com  
w: www.vertoz.com

29<sup>th</sup> August 2022

The Manager – Listing Department,  
National Stock Exchange of India Limited,  
“Exchange Plaza”, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra-Kurla Complex,  
Bandra (East), Mumbai – 400 051.

**Scrip Code: VERTOZ**

Dear Sir/Madam,

**Subject: Intimation of Incorporation of Wholly owned Subsidiary Company**

Dear Sir/Madam,

We wish to inform you that our Wholly owned Subsidiary, IncrementX Private Limited, is incorporated on Monday, 29<sup>th</sup> August 2022.

The details as required under SEBI (LODR) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9<sup>th</sup> September 2015 are given in Annexure A to this Letter.

This is for your information.

Kindly acknowledge the receipt of the same.

**For Vertoz Advertising Limited**

*Zill Shah*

**Zill Shah**  
**Company Secretary & Compliance Officer**



**Encl: As Above**

## Annexure A

Details as required under SEBI (LODR) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9<sup>th</sup> September 2015:

Sr. No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	<b>Name:</b> IncrementX Private Limited <b>Share Capital:</b> i. Authorized Share Capital: ₹ 5,00,000 (Rupees Five Lakhs only) ii. Paid-up Share Capital: ₹ 1,00,000 (Rupees One Lakh only) <b>Turnover:</b> Nil (Being a new Company)
2.	Whether the acquisition would fall within the 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".	No
3.	Industry to which the entity incorporated belongs	Computer and related activities
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)	To carry on the business of Digital Advertising and Monetization, Internet-based Advertising, Digital Marketing, Advertising Consulting and act as a service agent or an intermediary between the Digital Marketers / Advertisers and the Digital Publishers and help them to increase (Increment) the revenue and as needed expand the same business across the globe by setting up business units or appointing partners.
5.	Brief details of any governmental or regulatory approvals required for the acquisition	NA
6.	Indicative time period for completion of the acquisition	NA
7.	Nature of consideration – whether cash consideration or share swap and details of	NA



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	the same	
8.	Cost of acquisition or the price at which the shares are acquired	₹ 1,00,000 (10,000 Equity Shares of ₹ 10 each)
9.	Percentage of shareholding/control acquired and/or number of shares acquired	100%
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)	IncrementX Private Limited is a Company incorporated in India with the Registrar of Companies, Mumbai on Monday, 29 <sup>th</sup> August 2022 and is yet to commence its business operations.

