

10<sup>th</sup> May 2023

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**  
**Series: EQ**

Dear Sir/Madam,

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

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, it is hereby informed that Vertoz Advertising Limited, has acquired 1.82% of Cheerio Technologies Private Limited on 9<sup>th</sup> May 2023.

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 of the Company is 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**  
**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> Cheerio Technologies Private Limited <b>Share Capital:</b> Authorised Share Capital: Rs. 5,00,000/- Paid-up Capital: Rs. 1,02,780/- <b>Turnover:</b> Rs. 3,47,000/-
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	The company is engaged in the business of building Software as a Service, helping businesses carry out marketing automation in a simple and quick manner without the requirement of a tech team.
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)	The investment in Cheerio will give Vertoz rights to potential future profits and benefits of Start-up Company.
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 the same	Cash consideration through banking channels
8.	Cost of acquisition or the price at which the shares are acquired	Rs. 15,00,000.25/- (245 Equity Shares at Rs. 6,122.45 each)
9.	Percentage of shareholding/control acquired and/or number of shares acquired	1.82%
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	Cheerio Technologies Private Limited having CIN: U72900KA2020PTC141341 is a software as a service marketing automation Company that helps business low on tech and marketing

acquired entity has presence and any other significant information (in brief)	bandwidth automate their campaigns and get upto 56% increment in revenue through better retention.  Product Line: iOS, Android and Web app.  Incorporation Date: 23 <sup>rd</sup> November 2020.  3 Years turnover: Rs. 3,47,000/-  Country presence in: India
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