



# Veefin Solutions Limited

(Formerly Known as Veefin Solutions Pvt. Ltd.)

CIN: L72900MH2020PLC347893

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**Date: February 10, 2025**

To,  
BSE Limited  
The Corporate Relationship Department  
Phiroze Jeejeebhoy Towers, 1<sup>st</sup> Floor,  
Dalal Street, Mumbai – 400 001

**Ref: Scrip Code: 543931**  
**ISIN: INEQ0M01015**

**Sub: Disclosure pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/Ma'am,

With reference to above mentioned subject matter, we hereby inform that Veefin Solutions Limited has through its subsidiary Infini Systems Limited proposes to acquire up to 49% consisting of 4,900 Equity shares of White Rivers Media Solutions Private Limited on February 10, 2025.

The details required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13<sup>th</sup> July, 2023 are given in Annexure A.

This is for your information and records.

Thanking you,

**For VEEFIN SOLUTIONS LIMITED**  
**(Formerly known as VEEFIN SOLUTIONS PRIVATE LIMITED)**

**URJA HARSH THAKKAR**  
**COMPANY SECRETARY & COMPLIANCE OFFICER**  
**(ACS 42925)**



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## ANNEXURE A

| Sr. No | Particulars   | Details   |
|--------|---|---|
| 1.     | Name of target entity, details in brief such as size, turnover etc  | White Rivers Media Solutions Private Limited<br><br>Corporate Identity Number:<br>U72200MH2016PTC283692<br><br>Authorised Capital: 11,00,00,000<br><br>Paid up Capital:<br>1,00,000 - Equity Shares<br>73,95,000 – DVR Equity shares<br><br>Turnover as on 31.03.2024 (last audited balance sheet): INR 113.85 crores |
| 2.     | Whether the acquisition would fall within related party transaction (s) and owned subsidiary (WOS) 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. The acquisition will not fall within related party transaction and the promoter/ promoter group/ group companies have no interest in the entity being acquired  |
| 3.     | Industry to which the entity being Belongs  | Digital Marketing and Advertising Solutions   |
| 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 objects of acquisition are:<br>We aim to increase revenue and efficiency by consolidating client relationships.   |
| 5.     | Brief details of any governmental or regulatory approvals required for the acquisition  | Not Applicable  |
| 6.     | Indicative time period for completion of the acquisition  | 30 Days to 60 Days  |
| 7.     | Nature of consideration-whether cash or share swap and details of the same  | Transfer of shares for part cash consideration and part equity share swap.  |
| 8.     | Cost of acquisition or the price at which the shares are acquired   | INR 166.6 crores<br>(4,900 equity shares of INR 3,40,000 each)  |
| 9.     | Percentage of shareholding/ control acquired and / or number of shares acquired   | Up to 49% Shareholding and majority board control   |

Global One 252, 2nd Floor, LBS Marg Kurla West, Mumbai 400070

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|     |   |   |
|-----|---|---|
| 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) | White Rivers Media Solutions Private Limited is a private limited Company incorporated in India on 15/07/2016. It is primarily involved in the business of Digital Marketing and Advertising Solutions<br>Turnover of last 3 Years:<br><br>As on 31.03.2024 – INR 113.85 crores<br><br>As on 31.03.2023 – INR 97.57 crores<br><br>As on 31.03.2022 – INR 95.14 crores |
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