



# Veefin Solutions Limited

(Formerly Known as Veefin Solutions Pvt. Ltd.)

CIN: L72900MH2020PLC347893

**Date: November 28, 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: INE0Q0M01015**

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

Dear Sir/Ma'am,

With reference to the subject matter and in continuation of our letter dated 02.07.2025, wherein the Company had informed BSE regarding the acquisition of a 26.55% stake in White Rivers Media along with majority control through its subsidiaries, we would like to further update you on the latest development.

We hereby inform that Veefin Solutions Limited has through its subsidiary Infini Systems Limited and Nityo Infotech Private Limited acquired an additional 10.01% stake consisting of 1,482 shares of White Rivers Media Solutions Private Limited on 28<sup>th</sup> November, 2025. As a result of this acquisition, the aggregate shareholding of Infini Systems Limited and Nityo Infotech Private Limited in White Rivers Media Solutions Private Limited now totals 36.56%, thereby completing the entire transaction. The Company continues to maintain majority control of the Board in White Rivers Media Solutions Private Limited.

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)**

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

P: +91 9004917712 E: accounts@veefin.com



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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  Corporate Identity Number: U72200MH2016PTC283692  Authorised Capital: 11,00,00,000  Paid up Capital: 1,48,100 - Equity Share Capital 73,95,000 – Equity Share Capital with DVR  Turnover as on 31.03.2025: INR 182 crore
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: 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	Not Applicable
7.	Nature of consideration-whether cash or share swap and details of the same	Transfer of shares for cash consideration
8.	Cost of acquisition or the price at which the shares are acquired	INR 37.30 crores (1482 equity shares of INR 2,51,713 each)
9.	Percentage of shareholding/ control acquired and / or number of shares acquired	10.01% Shareholding and majority board control



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10.	<p>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>	<p>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</p> <p>Turnover of last 3 Years:</p> <p>As on 31.03.2025 – INR 182 crores</p> <p>As on 31.03.2024 – INR 113.85 crores</p> <p>As on 31.03.2023 – INR 97.57 crores</p> <p>As on 31.03.2022 – INR 95.14 crores</p>
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