



May 08, 2025

**The Secretary,
National Stock Exchange of India Limited**
Exchange Plaza,
Bandra-Kurla Complex
Bandra (E), Mumbai-400 051.
NSE Symbol: SHEMAROO

**The Secretary,
BSE Limited**
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai-400 001.
Scrip Code : 538685

Dear Sir / Madam,

Re: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019

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

Dear Sir/ Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), this is to inform that the Executive Committee of the Company, at its meeting held on May 08, 2025, approved the acquisition of 100% equity share capital of Aikyam Entertainment Private Limited ('Target Company').

The Company, thereafter, has entered into Share Purchase Agreement ('SPA') with the existing shareholders of the Target Company to acquire the entire issued equity share capital. The completion of this acquisition is contingent upon the fulfillment of various terms and conditions specified in the SPA.

The details required under Regulation 30 of the SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123, dated July 13, 2023, are enclosed as Annexure I.

We request you to take this on record and to treat the same as compliance with the applicable provisions of the SEBI Listing Regulations.

Thanking you,

Yours faithfully,
For Shemaroo Entertainment Limited

Pooja Sutradhar
Company Secretary & Compliance Officer
ICSI Membership no. A40807

Encl: as above

SHEMAROO ENTERTAINMENT LIMITED

Shemaroo House, Plot No. 18, Marol Co - Op. Industrial Estate, Off Andheri Kurla Road, Andheri (E), Mumbai - 400 059.
Tel.: +91 - 22 4031 9911 | Fax: +91 - 22 2851 9770 | Email: shemaroo@shemaroo.com
shemarooent.com | CIN: L67190MH2005PLC158288



Disclosure under sub-para (1) [i.e. Acquisition(s) (including agreement to acquire)] of Para A of Part A of Schedule III to the Regulation 30 of the SEBI Listing Regulations

Sl.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.;	<p>Aikyam Entertainment Private Limited ('Target Company'), an Indian company, primarily engaged in the business of broadcasting, channel telecasting on television, teleporting, relaying, transmitting, distributing, buying or running any channel/audio/visuals on television or through any medium of distributions.</p> <p>Paid-up Share Capital of the Target Company is INR. 11,00,00,000/- (Indian Rupees Eleven Crores) (divided into 1,10,00,000 Equity Shares of Rs. 10/- each).</p> <p>The estimated turnover of the Target Company for FY 24-25 is approximately Rs. 19,23,04,738/- (Rupees Nineteen Crores Twenty - Three Lakhs Four Thousand Seven Hundred and Thirty – Eight only)</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>At present, out of 5 (five) Directors in the Target Company, 3 (three) Directors are common Directors, hence it is a related party transaction.</p> <p>3 (three) Promoter Directors of Shemaroo Entertainment Limited are Directors in the Target Company.</p>
3.	Industry to which the entity being acquired belongs	Media and Entertainment
4.	Objects and impact 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);	<p>The Company has entered into a Share Purchase Agreement ('SPA') on May 08, 2025, with the existing shareholders of the Target Company for acquisition of 100% equity share capital of the Target Company.</p> <p>The acquisition is in line with the Company's strategic intent of growing the broadcasting stream.</p>
5.	Brief details of any governmental or regulatory approvals required for the acquisition	Approval sought from Ministry of Information and Broadcasting.
6.	Indicative time period for completion of the acquisition	The acquisition of 100% equity share capital is expected to be completed on or before May 31, 2025.
7.	Nature of consideration (cash consideration or share swap and details of the same)	Cash

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8.	Cost of acquisition or the price at which the shares are acquired	The consideration for the sale and purchase of the shares is INR 14,02,50,000/- (Indian Rupees Fourteen Crores Two lakhs and Fifty Thousand).		
9.	Percentage of shareholding/control acquired and/or number of shares acquired	The Company has agreed to acquire 100% equity share capital of the Target Company.		
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)	Products/line of business of the target entity	As stated in (1) and (3)	
		Date of Incorporation	September 16, 2022	
		Last 3 years turnover	Revenue from operations (in Rs.)	
			FY 2024-25	19,23,04,738/-
			FY 2023-24	0
			FY 2022-23	0
		Country of Incorporation	India	
		Net worth as on March 31, 2025	INR. 11,31,24,577/-	

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