

## LDR ERETAIL LIMITED

12<sup>th</sup> Floor, Phase II (Crest), International Tech Park, CSIR Road, Taramani, Chennai - 600113  
CIN : U74120TN2015PLC123418, Tel. No. : +91 44 6604 6000

To,  
The Manager  
Listing Department  
BSE Limited, P J Towers,  
Dalal Street, Fort,  
Mumbai - 400 001  
BSE Scrip Code: 532528

The Manager  
Listing Department  
NSE Limited, Exchange Plaza  
Bandra Kurla Complex, Bandra (E)  
Mumbai - 400 051  
NSE Code: DATAMATICS

Dear Sir,

**Sub: Additional Details in relation to Demerger - Demerger cases wherein a division of a listed company (i.e. Datamatics Global Services Limited) is hived off into an unlisted company (i.e. LDR ERetail Limited) - In relation to Composite Scheme of Arrangement for merger of Lumina Datamatics Limited into Datamatics Global Services Limited and demerger of the Demerged Undertaking (as defined in the Scheme) of Datamatics Global Services Limited (post-merger) into LDR ERetail Limited ("Scheme")**

In connection with the above, we hereby provide the following details:

- a) Upon the effectiveness of the proposed Scheme, LDR ERetail Limited ("LDR") will issue and allot 2,00,00,000 fully paid equity shares of INR 5/- each to the Equity Shareholders of Datamatics Global Services Limited ("DGSL"), in proportion to their holdings in DGSL in the event of demerger of the Demerged Undertaking (as defined in the Scheme) of DGSL. These shares issued will be listed on the BSE Limited and National Stock Exchange of India Limited.
- b) "Demerged Undertaking" or the "ERetail & Digital Publishing Services Undertaking" (as defined in detail in the Scheme) comprises of business of providing e-retail and digital publishing services in content development, design and composition, content transformation, e-books and new media, rights and permissions, QA services, project management, consulting and information services, software development and implementation, assets storage and management, adaptive assessment system, site merchandising, market intelligence and e-Commerce data publishing & e-retail solutions to clients which is being carried on by Lumina Datamatics Limited at present as a going concern (and which shall vest with DGSL as a result of Part II of this Scheme becoming effective), all its assets, rights, licenses and powers, and all its debts, outstanding's, liabilities, duties, obligations and employees as on the Appointed Date (being 1 April 2019).
- c) It is clarified that equity shares issued by LDR ERetail Limited pursuant to the Scheme shall be listed on the BSE Limited and the National Stock Exchange of India Limited, subject to SEBI granting relaxation from applicability under Rule 19(2) (b) of the



*V. S. S. S. S.*



**LDR ERETAIL LIMITED**12<sup>th</sup> Floor, Phase II (Crest), International Tech Park, CSIR Road, Taramani, Chennai - 600113

CIN : U74120TN2015PLC123418, Tel. No. : +91 44 6604 6000

Securities Contract (Regulation) Rules, 1957 as also provided in the Scheme in Clause 24.9 of the Scheme.

- d) The percentage wise contribution of the Demerged Undertaking to DGSL in the last two years is as under (since the Demerged Undertaking would become a part of DGSL upon Part II of the Scheme becoming effective i.e. upon merger of LDL into DGSL as Part II of the Scheme, it is assumed that assuming that the Demerged Undertaking is already a part of DGSL for the limited purposes of disclosure)

Particulars	Financial Year	Net Worth (INR in Cr)	% to total	Turnover (INR in Cr)	% to total	Profit after Tax (INR in Cr)	% to total
Demerged division	2016-17	59.00	17.61%	103.62	24.17%	8.80	26.20%
	2017-18	65.62	12.79%	113.11	23.88%	6.43	13.65%
Other Divisions	2016-17	276.07	82.39%	325.01	75.83%	24.79	73.80%
	2017-18	447.24	87.21%	360.49	76.12%	40.67	86.35%
Total	2016-17	335.07	100.00%	428.63	100.00%	33.59	100.00%
	2017-18	512.86	100.00%	473.60	100.00%	47.10	100.00%

  
**Vidur V. Bhogilal**  
Director

**Date: 21<sup>st</sup> December, 2018****Place: Mumbai**