



July 6, 2021

The Manager Corporate Relationship, BSE Limited, 1 <sup>st</sup> Floor, New Trading Ring, Rotunda Building, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001.	The Manager National Stock Exchange of India Ltd. Exchange Plaza, 5 <sup>th</sup> Floor, Plot No.C/1, G Block, Bandra-Kurla Complex, Bandra (East), Mumbai 400 051.
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Dear Sir/Madam,

**Sub.: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations & Disclosure Requirements) Regulations, 2015**

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations & Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”), we wish to inform you that Kotak Securities Limited (“KSL”), a subsidiary of Kotak Mahindra Bank Limited (“Bank”), has entered into an agreement with Kredent InfoEdge Private Limited (“KIPL”) dated July 6, 2021 for investment of Rs 10 crore for a 9.96% in the total share capital of KIPL, as detailed in the Annexure I.

Attached, herewith, are the requisite details of the investment in Annexure 1.

You are requested to please take the above on record.

Yours faithfully,

**Kotak Mahindra Bank Limited**

**Avan Doomasia**

**Senior Executive Vice President & Company Secretary**

## Annexure - 1

Pursuant to Regulation 30 of the SEBI Listing Regulations, we wish to provide the following disclosures:

a.	Name of the target entity, details in brief such as size, turnover etc.	Kredent InfoEdge Private Limited (“KIPL”) Turnover (FY21): INR 141.0 million
b.	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”	The said transaction does not constitute a related party transaction.
c.	Industry to which the entity being acquired belongs	KIPL is a financial technology company, focused on training people through learning and analytics platforms – eLearnMarkets & StockEdge
d.	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)	Financial Investment. KSL will explore providing e-Learning and digital value added services to its customers.
e.	Brief details of any governmental or regulatory approvals required for the acquisition	No regulatory approval is required

Kotak Mahindra Bank Ltd.  
CIN: L65110MH1985PLC038137

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f.	Indicative time period for completion of the acquisition	By end of July 2021
g.	Nature of consideration - whether cash consideration or share swap and details of the same	Total Cash consideration of ~ Rs. 10 crore
h.	Cost of acquisition or the price at which the shares are acquired	Total Cash consideration of ~Rs. 10 crore for a total ~9.96% stake in the share capital of KIPL by way of 100 Equity shares at a price of INR 151.61 each and 659436 CCCPS at a price of INR 151.61 each (face value of INR 1 and premium of INR 150.61 for both equity and CCCPS)
i.	Percentage of shareholding / control acquired and / or number of shares acquired	Post the investment, KSL will hold ~9.96% shareholding in the total share capital of KIPL
j.	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>Date of Incorporation: July 29, 2006</p> <p>KIPL operates 3 brands – eLearnMarkets (financial education platform), StockEdge (data analytics platform for stock markets) and StockEdge Club (social marketplace platform for investors and traders).</p> <p>History of last 3 years turnover:</p> <p>FY 21: Rs. 141.0 million</p> <p>FY 20: Rs. 79.8 million</p> <p>FY 19: Rs. 53.8 million</p> <p>Country of presence: India</p>