

03 June, 2019

Manager (Listing)
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1,
G- Block, Bandra - Kurla Complex,
Bandra (East),
Mumbai - 400 051
SCRIP CODE: CESCVENT

The Secretary
BSE Limited
PhirozeJeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001
SCRIP CODE: 542333

The Secretary
The Calcutta Stock Exchange Limited
7, Lyons Range,
Kolkata - 700 001

Dear Sir,

**Sub: Intimation of acquisition under Regulation 30 read with Schedule III of SEBI
(Listing Obligations and Disclosure Requirements) Regulations, 2015**

With reference to the captioned subject, we would like to inform you that the Company has executed an agreement dated 03 June, 2019 ("Investment Agreement") and has acquired 64.63% (Sixty-Four point Six Three Percent) shareholding in Herbolab India Private Limited ("Herbolab").

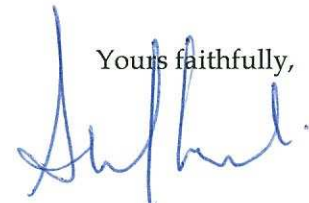
The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9 September, 2015 are given in Annexure A to this letter.

This is for your information.

Kindly acknowledge receipt.



Yours faithfully,

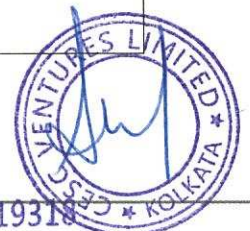


COMPANY SECRETARY

Encl:

Annexure A

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	name of the target entity, details in brief such as size, turnover etc.;	Herbolab India Private Limited, a manufacturer of Ayurveda medicines and products under the brand name "Dr. Vaidya's". Total revenue of the target entity for the year ended 31 st March, 2018= Rs. 86,83,525/- (Audited) 31 st March 2019= Rs. 1,94,44,385/- (Unaudited)
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 acquisition of 64.63% (Sixty-Four point Six Three Percent) of the share capital (through Primary & Secondary issue of shares) of Herbolab India Private Limited ("Herbolab"), is not a related party transaction. None of the promoter/ promoter group/ group companies have any interest in Herbolab.
c)	industry to which the entity being acquired belongs;	Manufacturing of Ayurveda medicines and products
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 Company);	The investment in Herbolab will help the Company expand its existing portfolio into ayurvedic products manufacturing segment. This acquisition will bring in many synergies in the Company's business and long-term strategies.
e)	brief details of any governmental or regulatory approvals required for the acquisition;	No approval required
f)	indicative time period for completion of the acquisition;	Simultaneously with execution of the investment agreement



g)	nature of consideration - whether cash consideration or share swap and details of the same	Cash consideration
h)	cost of acquisition or the price at which the shares are acquired;	The acquisition of 64.63% (Sixty-Four point Six Three Percent) stake is for an aggregate consideration amounting to INR 32.175 crores (Indian Rupees Thirty-Two Crores Seventeen Lakhs Fifty Thousand) plus/ minus any agreed adjustments, if any, in terms of the Investment Agreement.
i)	percentage of shareholding / control acquired and / or number of shares acquired;	9,13,793 (Nine Lakh Thirteen Thousand Seven Hundred Ninety Three) fully paid up equity shares of Rs. 10/- each comprising 64.63% (Sixty-Four point Six Three Percent) of Herbolab's paid up share capital.
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>Herbolab was incorporated on 15 May 1980 and has been engaged in the manufacturing and selling of Ayurvedic medicines and products. Herbolab has presence pan India and its total revenue for the previous 3 (three) financial years is as follows:</p> <p>31st March 2017= Rs. 1,08,74,719/- (Audited) 31st March 2018= Rs. 86,83,525/- (Audited) 31st March 2019= Rs. 1,94,44,385/- (Unaudited)</p>

