



March 31, 2017

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001 Company Code No.: 539807	National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 Company Symbol: INFIBEAM
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Dear Sir/ Madam,

Sub: Intimation - Acquisition of 7.50% Equity stake in Avenues (India) Private Limited ("CC Avenue")

We refer to our earlier intimation letter dated February 13, 2017 regarding entering into a Memorandum of Understanding ("MoU") with Avenues (India) Private Limited ("CC Avenue") for investment of Rs. 150.00 Crores for acquisition of 7.50% Equity stake of CC Avenue and subsequently to merge CC Avenue with the Company.

In this regard and pursuant to Regulation 30 of SEBI (LODR) Regulations, 2015, we hereby inform and update you that the Company has signed a binding addendum to the Memorandum of Understanding and made payment of Rs. 150.00 Crores to acquire 7.50% Equity stake with control of CC Avenue.

The Board has also approved further investment of Rs. 60.00 Crores for acquiring 3.85% of stake of CC Avenue already held by NSI Infinium Global Pvt. Limited, the Wholly Owned Subsidiary Company ("NSI") of Infibeam Incorporation Limited. With this, the total investment made by Infibeam into CC Avenue increases to Rs. 210.00 Crores representing 11.35% stake in the CC Avenue. With this, investment made by NSI in CC Avenue would be entirely liquidated.

The brief details about CC Avenue is attached herewith as Annexure A.

We would update you on the subsequent events in this matter as and when happen.

We request you to kindly take the same on your records please.

Thanking you,

Yours faithfully,

For Infibeam Incorporation Limited


Shyamal Trivedi
Vice President & Company Secretary

Encl: As above

INFIBEAM INCORPORATION LIMITED

Regd. Office: 9th Floor, "A" Wing, Gopal Palace, Nehrunagar, Ahmedabad 380015. Phone: +91.79.4040.3600

CIN:L64203GJ2010PLC061366



Annexure - A

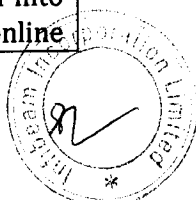
Disclosure in terms of Regulation 30 of SEBI (LODR) Regulations, 2015 read with SEBI circular No. CIR/ CFD/CMD/2015 dated September 9, 2015.

Sr. No.	Details of Events need to be provided	Information of such Events
1	Name of the target entity, details in brief such as size, turnover, etc.	Avenues (India) Private Limited having Turnover of Rs. 108.42 Crores as on March 31, 2016.
2	Whether the acquisition would fall within related party transaction(s)? If yes, whether the same is done at "arm's length";	No
3	Industry to which the entity being acquired belongs	Avenues (India) Private Limited is engaged into the business of online payment gateway, online reservation solution for hotels, online event, the brand 'CC Avenue' and admission collection solution etc.
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)	CC Avenue, one of the leading payment aggregators in India provides online payment platform to Merchants. With this acquisition, Infibeam will provide an end to end solution to merchants for selling their products & services online.
5	Brief details of any governmental or regulatory approvals required for the acquisition	N.A.
6	Indicative time period for completion of the acquisition	With immediate effect
7	Nature of consideration - whether cash consideration or share swap and details of the same	Cash Consideration
8	Cost of acquisition or the price at which the shares are acquired	Rs. 210.00 Crores
9	Percentage of shareholding / control acquired and / or number of shares acquired	11.35%.
10	Brief background about the entity acquired in terms of products/line of business acquired, date of	Date of Incorporation: February 1, 2001 Avenues (India) Private Limited is engaged into the business of online payment gateway, online

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	<p>incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)</p>	<p>reservation solution for hotels, online event, the brand 'CC Avenue' and admission collection solution etc.</p> <p>Turnover:</p> <table border="1"> <thead> <tr> <th data-bbox="765 373 958 433">FY</th> <th data-bbox="958 373 1107 433">Rs. Crore</th> </tr> </thead> <tbody> <tr> <td data-bbox="765 433 958 493">2013-14</td> <td data-bbox="958 433 1107 493">43.39</td> </tr> <tr> <td data-bbox="765 493 958 553">2014-15</td> <td data-bbox="958 493 1107 553">56.59</td> </tr> <tr> <td data-bbox="765 553 958 612">2015-16</td> <td data-bbox="958 553 1107 612">108.42</td> </tr> </tbody> </table>	FY	Rs. Crore	2013-14	43.39	2014-15	56.59	2015-16	108.42
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For Infbeam Incorporation Limited


Shyamal Trivedi
Vice President & Company Secretary

