

July 17, 2018

The General Manager Department of Corporate Services, BSE Limited, Floor 25, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400001 Scrip Code 539978	The Manager Listing Department, National Stock Exchange of India Limited, "Exchange Plaza", Bandra-Kurla Complex, Bandra (E), Mumbai-400051 Scrip Symbol: <u>QUESS</u>
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Dear Sir / Madam

Sub: Acquisition of 70% stake in Quess East Bengal FC Private Limited

Ref: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015

We wish to inform you that that Administrative & Investment Committee at its meeting held today i.e. July 17, 2018, considered and approved acquisition of 70% equity by the Company in Quess East Bengal FC Private Limited, a newly incorporated company.

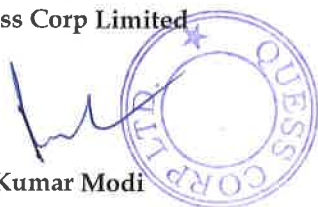
Further, as required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015, we submit details of the aforesaid acquisition in the attached SEBI format.

We request you to take the above disclosure on your record.

Thanking You,

Yours sincerely,

For Quess Corp Limited



Rajesh Kumar Modi

Vice President-Legal & Company Secretary

Encl. a/a

Quess Corp Limited

Quess House, 3/3/2, Bellandur Gate, Sarjapur Road, Bengaluru-560103, Karnataka, India
Tel: +91 80 6105 6001 | connect@quesscorp.com | CIN No.L74140KA2007PLC043909

www.quesscorp.com

Information required under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015, dated September 09, 2015.

Sl. No	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.;	<p>Name: Quess East Bengal FC Pvt. Ltd. ("QEBFC")</p> <p>Business: Quess Corp Limited and East Bengal Club (EBC), 98 year old iconic football club based out of Kolkata, have formed a JV "Quess East Bengal FC Pvt. Ltd.". The football team from EBC will now participate under the new name of "Quess East Bengal FC". QEBFC will retain all the marketing and commercial rights associated with the sporting activities of EBC.</p> <p>Size & turnover: Not applicable, being a newly incorporated Company.</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";	The proposed acquisition does not fall within related party transaction(s) as the promoter/ promoter group/ group companies of Quess Corp Limited ("Quess") do not have any interest in QEBFC, the entity being acquired.
3.	Industry to which the entity being acquired belongs;	Professional Sports (Sports and Games)
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);	<ul style="list-style-type: none"> The current investment of Rs 10 Cr. (through a mix of cash sponsorship and investment) will be leveraged to build a competitive football team that will play in the highest football league in India. QEBFC will also generate additional funds through sponsorship, branding, marketing and other commercial initiatives related to football. As Quess transitions from being a services provider to that of building large business platforms it is imperative that it connects with a diversified base of large number of customers and consumers. The current investment will provide a long-term and optimized branding platform for Quess.
5.	Brief details of any governmental or regulatory approvals required for the acquisition;	Not Applicable.
6.	Indicative time period for completion of the acquisition;	On or before August 30, 2018.

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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;	Upto Rs. 10 Cr via combination of equity and sponsorship agreements.
9.	Percentage of shareholding / control acquired and / or number of shares acquired;	70% by the Company Quess Corp Limited.
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);	<p>Brief Background: Please refer to point no. 1 above.</p> <p>Date of Incorporation: 13-July-2018.</p> <p>Turnover in last 3 years: Not Applicable, being a newly Incorporated company.</p> <p>Country of Presence: India.</p>



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