

PDS/SE/2020-21/14

10th July, 2020

To,

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| The General Manager, Corporate Service Department BSE Limited P. J Tower, Dalal Street, Fort, Mumbai-400001 | The General Manager, Listing Department National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai-400051. |
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Script Code/ID: BSE: 538730;

NSE: PDSMFL

SUB: INTIMATION UNDER REGULATIONS 30 OF THE SEBI (LISTING OBLIGATION AND DISCLOSURE (REQUIREMENTS) REGULATIONS, 2015.

Dear Sir/Madam,

Pursuant to regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that Norlanka Manufacturing Limited, Hong Kong, one of the wholly owned subsidiaries of the Company has entered into Agreement for making an investment of GBP 1.155 million in Lillyandsid Limited, a Company incorporated in United Kingdom, to acquire 55% shareholding on fully diluted basis.

Brief information related to aforesaid investment is given below:

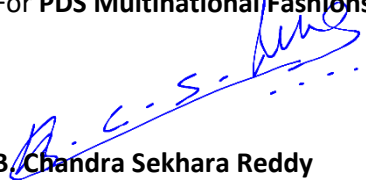
- Brief profile of Lillyandsid Limited: Lillyandsid Limited is incorporated in United Kingdom in March 2009 and engaged in the business of online boutique children wear brand that relies on exceptional customer service, beautiful designs developed by in house designers and super soft specially selected organic cotton to suit children.
- Date of execution of Agreement: 10th March, 2020
- Amount Invested: GBP 1.155 million (Great British Pounds One million One Hundred and Fifty Five thousand only).
- Time-line for investment: on or before 31st March, 2020
- Price of shares: GBP 1.00 per share (face value) and GBP 20,999 per share (Premium)
- Expected benefit of Investment: This is a natural move for PDS Group as a forward integration to develop and build an online brand to reach directly to consumers. Also, online becomes an increasingly important channel for apparel industry in providing insights into customer tastes and trends. PDS Group is able to gather intelligence from data and first-hand experience in online business will ensure PDS Group remain at the cutting edge of fashion and are able to provide latest trends to its retail customers.

None of the Directors/promoters of the Company are interested/related with Lillyandsid Limited.

You are requested to kindly take the same on record and oblige.

Thanking you,

For PDS Multinational Fashions Limited


B. Chandra Sekhara Reddy
Company Secretary & Head-Legal

