



May 22, 2024

To,
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai-440001.
Script Code: 543542

Dear Sir(s)/Madam,

Subject: Intimation of Incorporation of Subsidiary Company.

Pursuant to Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that Kesar Middle East – FZCO, Dubai, a wholly owned subsidiary (“WOS”) of the Company has incorporated a Wholly Owned Subsidiary/ a step-down subsidiary of Company in Dubai, United Arab Emirates by the name DEJA VUE - FZCO. The said subsidiary was incorporated on May 21, 2024, comprehensive details of which were received by the Company today i.e. May 22, 2024.

The details required under Regulation 30 of the LODR Regulations read with the SEBI Circular No. SEBI/HO/CFD/CFD-Pod1/P/CIR/2023/123 dated July 13, 2023 are enclosed as **Annexure A**.

Kindly take the same on your records.

Thanking You,
Yours faithfully,
For Kesar India Limited

Toshiba Jain
Company Secretary & Compliance Officer

Sr. No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	DEJA VUE - FZCO -Reg. No.: DSO-FZCO-43539 -Share Capital: AED 1,00,000 Divided into 100 ordinary shares of AED 1000 each -Turnover: Nil (yet to commence business operations)
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 length”.	No.
3.	Industry to which the entity being acquired belongs.	The objects for which the Company is established are Advertising Requisites Trading, Marketing Services Via Social Media, Advertising Researches & Consultancies.
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).	The object of incorporation of this subsidiary is to expand the Company's Business.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6.	Indicative time period for completion of the acquisition.	Not Applicable
7.	Nature of consideration -whether cash consideration or share swap and details of the same,	Not Applicable
8.	Cost of acquisition or the price at which the shares are acquired.	Kesar Middle East – FZCO, Dubai, a wholly owned subsidiary has subscribed to 100 shares of AED 1000 each.
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	Kesar Middle East – FZCO, Dubai, a wholly owned subsidiary has subscribed 100% shares of DEJA VUE - FZCO.



10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, and history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief).	DEJA VUE - FZCO is incorporated in Dubai, UAE with Registration No. DSO-FZCO-43539 on May 21, 2024 and is yet to commence its business operations.
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