



December 30, 2021

To  
National Stock Exchange of India Limited  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra-Kurla Complex,  
Bandra (East), Mumbai – 400051

BSE Limited  
Department of Corporate Services/ Listing  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai – 400001

SYMBOL: POLICYBZR

SCRIP CODE: 543390

**Sub.: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015**

Dear Sir/Madam,

Pursuant to the provisions of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please take note of the following disclosures:

1. The Board of Directors of the Company at its Meeting held on Wednesday, December 29, 2021, commenced at 07:30 P.M. (IST) and concluded at 07:50 P.M. (IST), *inter alia*, considered and approved the following:
  - (i) Further investment of an amount not exceeding ₹700,00,00,000/- (Rupees Seven Hundred Crores Only) in one or more tranches in Policybazaar Insurance Brokers Private Limited, a wholly owned subsidiary of the Company during the financial year 2021-22 and 2022-23, the details in respect of the same are enclosed herewith as an **Annexure- A**.
  - (ii) Further investment of an amount not exceeding ₹299,99,99,824/- (Rupees Two Hundred Ninety Nine Crores Ninety Nine Lakh Ninety Nine Thousand Eight Hundred Twenty Four Only) in Paisabazaar Marketing and Consulting Private Limited, a wholly owned subsidiary of the Company, the details in respect of the same are enclosed herewith as an **Annexure-B**.
2. Press Release titled **“Paisabazaar.com and Axis Bank launch Pre-Qualified Program for Personal Loans”** enclosed herewith as an **Annexure-C**.

This is for your information and necessary records.

Thanking You,

Yours faithfully,

**For PB Fintech Limited**

*(Formerly known as PB Fintech Private Limited/Etechaces Marketing and Consulting Private Limited)*

(Bhasker Joshi)

Company Secretary and Compliance officer

Membership No. F8032

Add: Plot No. 119, Sector-44,  
Gurgaon-122001, Haryana

Encl.: A/a



policybazaar.com<sup>®</sup>

paisabazaar.com<sup>™</sup>

QuickFIXcars

doc:  
prime

**PB FINTECH LIMITED**

(Formerly Known As Etechaces Marketing And Consulting Private Limited)

Registered Office Address : Plot No. 119, Sector-44, Gurugram-122001 (Haryana)

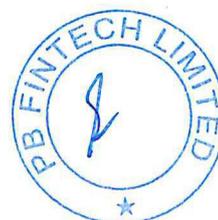
Telephone No. : 0124-4562900, Fax : 0124-4562902 E-mail : enquiry@policybazaar.com

Website : www.pb fintech.in CIN : U51909HR2008PLC037998

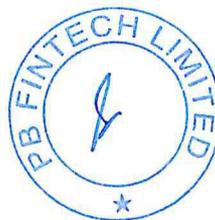
**Annexure-A**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015 read with the events specified in Para A(1) of Part A of Schedule III and SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 relating to Continuous Disclosure Requirements for Listed Entities.

SL No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	<p><b>Policybazaar Insurance Brokers Private Limited</b>  <b>("Policybazaar")</b></p> <p><b>Registered Office Address:</b> Plot No. 119, Sector-44 Gurgaon-122001 (Haryana).</p> <p><b>Authorised Capital:</b> ₹ 75,00,00,000 (Rupees Seventy Five Crore Only)</p> <p><b>Issued &amp; Paid up Capital:</b> ₹ 70,31,09,900/- (Rupees Seventy Crore Thirty One Lakh Nine Thousand Nine Hundred) as on December 29, 2021.</p> <p><b>Turnover (As on 31.03.2021):</b> ₹ 606,94,16,153/- (Rupees Six Hundred and Six Crore Ninety Four Lakh Sixteen Thousand One Hundred and Fifty Three Only).</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"	<p>The Company already holds 100% stake in <b>Policybazaar</b>, accordingly, it is a wholly owned subsidiary of the Company in accordance with the Companies Act, 2013 and hence falls in the category of a related party as on the date of making this investment.</p> <p>The company is professionally managed company with no identifiable Promoter.</p> <p>The transaction is done at Arm's Length basis.</p>
3.	Industry to which the entity being acquired belongs	Insurance Broker Direct (Life and General)
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)	As part of company's investments, the present Investment allows Company to strengthen the financial health of its mentioned wholly-owned subsidiary to meet its general operating expenses and enhancing brand awareness, office presence and strategic initiatives.
5.	Brief details of any governmental or regulatory approvals required for the acquisition	Not Applicable.

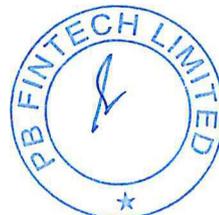


6.	indicative time period for completion of the acquisition	The company will infuse the overall funds in the Policybazaar as approved by the Board of Directors in one or more tranches during the financial year 2021-22 and 2022-23.								
7.	nature of consideration - whether cash consideration or share swap and details of the same	Cash Consideration								
8.	cost of acquisition or the price at which the shares are acquired	Out of the overall funds of ₹700,00,00,000/- (Rupees Seven Hundred Crores Only) the Company has invested ₹249,99,99,955/- (Rupees Two Hundred Forty Nine Crores Ninety Nine Lakh Ninety Nine Thousand Nine Hundred and Fifty Five Only) against which 45,37,205 (Forty Five Lakh Thirty Seven Thousand Two Hundred Five) Equity Shares of ₹10/- (Rupees Ten only) each at a premium of ₹541/- (Rupees Five Hundred Forty One Only) per share of Policybazaar are to be allotted.								
9.	percentage of shareholding / control acquired and / or number of shares acquired	45,37,205 (Forty Five Lakh Thirty Seven Thousand Two Hundred Five) Equity Shares of ₹10/- (Rupees Ten only) each at a premium of ₹541/- (Rupees Five Hundred Forty One Only) per share of Policybazaar are to be allotted to the Company.								
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>Policybazaar was incorporated on September 25, 2014 under the Companies Act, 2013 and carries on the business of Insurance Broker Direct (Life and General) under the Insurance Regulatory and Development Authority of India (Insurance Brokers) Regulations, 2018.</p> <p>Website: <a href="http://www.policybazaar.com">www.policybazaar.com</a></p> <p>Last Three Years turnover:</p> <table border="1"> <thead> <tr> <th>F.Y.</th> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> </tr> </thead> <tbody> <tr> <td>₹ (In Lakhs)</td> <td>60,694.16</td> <td>51,592.10</td> <td>31,030.87</td> </tr> </tbody> </table>	F.Y.	2020-21	2019-20	2018-19	₹ (In Lakhs)	60,694.16	51,592.10	31,030.87
F.Y.	2020-21	2019-20	2018-19							
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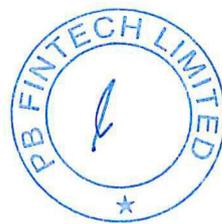


## Annexure-B

SL No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	<p><b>Paisabazaar Marketing And Consulting Private Limited. ("Paisabazaar")</b></p> <p><b>Registered Office Address:</b> Plot No. 135P, Sector-44 Gurgaon-122001 (Haryana).</p> <p><b>Authorised Capital:</b> ₹ 50,00,00,000/- (Rupees Fifty Crore Only)</p> <p><b>Issued &amp; Paid up Capital:</b> ₹ 31,53,93,650/- (Rupees Thirty One Crore Fifty Three Lakh Ninety Three Thousand Six Hundred and Fifty Only) as on December 29, 2021.</p> <p><b>Turnover (As on 31.03.2021):</b> ₹ 188,32,35,737/- (Rupees One Hundred Eighty Eight Crore Thirty Two lakh Thirty Five Thousand Seven Hundred and Thirty Seven Only).</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"	<p>The Company already holds 100% stake in <b>Paisabazaar</b>, accordingly, it is a wholly owned subsidiary of the Company in accordance with the Companies Act, 2013 and hence falls in the category of a related party as on the date of making this investment.</p> <p>The company is professionally managed company with no identifiable Promoter.</p> <p>The transaction is done at Arm's Length basis.</p>
3.	Industry to which the entity being acquired belongs	Financial Services Marketplace
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)	As part of company's investments, the present Investment allows Company to strengthen the financial health of its mentioned wholly-owned subsidiary to meet its general operating expenses and enhancing brand awareness, office presence and strategic initiatives.
5.	Brief details of any governmental or regulatory approvals required for the acquisition	Not Applicable.
6.	indicative time period for completion of the acquisition	The company will infuse the funds immediately.



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	Amount invested ₹299,99,99,824/- (Rupees Two Hundred Ninety Nine Crores Ninety Nine Lakh Ninety Nine Thousand Eight Hundred Twenty Four Only) the Company against which 75,37,688 (Seventy Five Lakh Thirty Seven Thousand Six Hundred Eighty Eight only) Equity Shares of ₹10/- (Rupees Ten) each at a premium of ₹388/- (Rupees Three Hundred Eighty Eight Only) of Paisabazaar are to be allotted.								
9.	percentage of shareholding / control acquired and / or number of shares acquired	75,37,688 (Seventy Five Lakh Thirty Seven Thousand Six Hundred Eighty Eight only) Equity Shares of ₹10/- (Rupees Ten) each at a premium of ₹388/- (Rupees Three Hundred Eighty Eight Only) of Paisabazaar are to be allotted to the Company.								
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>Paisabazaar was incorporated on December 15, 2011 under the Companies Act, 1956 and is engaged in the business of online and offline, direct marketing, traders, marketers, consultants, market research consultants and / or agents in relation to all kinds of goods, merchandise, live-stock and services and to establish international marketing and agency network. Paisabazaar is an independent digital lending platform that enables Consumers to compare, choose and apply for personal credit products and is also widely used to access credit scores.</p> <p>Website: <a href="http://www.paisabazaar.com">www.paisabazaar.com</a></p> <p>Last Three Years turnover:</p> <table border="1"> <thead> <tr> <th>F.Y.</th> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> </tr> </thead> <tbody> <tr> <td>₹ (In Lakhs)</td> <td>18,832.36</td> <td>22,619.24</td> <td>15,465.31</td> </tr> </tbody> </table>	F.Y.	2020-21	2019-20	2018-19	₹ (In Lakhs)	18,832.36	22,619.24	15,465.31
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## PRESS RELEASE

### **Paisabazaar.com and Axis Bank launch Pre-Qualified Program for Personal Loans**

- *Select customers, both salaried and self-employed, can view and apply for customized and pre-qualified lending offers from Axis Bank on Paisabazaar*
- *The Program will provide instant access to credit through click of a few buttons on the Paisabazaar platform*
- *Paisabazaar is strongly focussing on building digital capabilities and infrastructure, through deeper partnerships with large Banks and NBFCs*

**Gurgaon, December 30, 2021:** [Paisabazaar.com](https://paisabazaar.com), India's largest digital marketplace for consumer credit, announced today that it has strengthened its partnership with Axis Bank, India's third largest private sector bank, by launching a Pre-Qualified Program for unsecured loans on its platform.

The Pre-Qualified program on Paisabazaar.com entails deep technology and analytics collaboration with Banks and NBFCs, which enables select customers to view customized and pre-qualified lending offers on the fintech's platform.

Axis Bank customers, both salaried and self-employed, who are eligible for pre-qualified personal loans from the bank, will now be able to view and apply for the same offers through the Paisabazaar platform as well. This integration would lead to instant access to credit for these select customers through an end-to-end digital process, which can be completed through the click of a few buttons on Paisabazaar.

Speaking on the partnership, **Sumit Bali, Group Executive & Head - Retail Lending, Axis Bank**, said, "Our partnership with Paisabazaar.com is one more step towards offering enhanced customer experience through an innovative financial solution that is both convenient and easy. Our pre-qualified credit products involve paperless processes and quick disbursals. The same delightful consumer experience on our pre-qualified products will now be available on Paisabazaar.com as well."

**Naveen Kukreja, CEO & Co-founder, Paisabazaar.com**, said, "As a market leader, we remain committed to offer the industry-best experience on our platform for varied consumer segments and offer tailor-made lending solutions. By deepening our partnership with Axis Bank, we are not only helping a section of the bank's huge customer base access credit with ease but are also making the entire process simple, convenient and frictionless."

Paisabazaar over the last few years, especially post-pandemic, has been strongly focussing on building digital capabilities and infrastructure, through deeper partnerships with large lender Banks, like Axis Bank. Paisabazaar's pre-qualified programs with large Banks and NBFCs have been built basis a mix of credit history, big data, and digital innovations.



### About Axis Bank:

Axis Bank is the third largest private sector bank in India. Axis Bank offers the entire spectrum of services to customer segments covering Large and Mid-Corporates, SME, Agriculture and Retail Businesses. With its 4,679 domestic branches (including extension counters) and 10,970 ATMs across the country as on 30th September 2021, the network of Axis Bank spreads across 2,658 centers, enabling the Bank to reach out to a large cross-section of customers with an array of products and services. The Axis Group includes Axis Mutual Fund, Axis Securities Ltd., Axis Finance, Axis Trustee, Axis Capital, A.TReDS Ltd., Freecharge and Axis Bank Foundation.

For further information on Axis Bank, please refer to the website: <https://www.axisbank.com>

### About Paisabazaar.com

>> Paisabazaar was India's largest consumer credit marketplace with a 51.4% market share, based on disbursements in Fiscal 2020, as per Frost & Sullivan

>> Paisabazaar has 50+ partnerships with large banks, large NBFCs and fintech lenders to offer a wide choice of lending products for consumers on its platform. These strong partnerships, built through technology and data integration with Lending Partners to provide real-time data flow and status updates, allows the Paisabazaar platform to offer quick decision making, ease of processes and faster disbursements

>> From application to disbursement, Paisabazaar accompanies the Consumer at each step, providing last-mile assistance such as document collection and assistance until disbursement and advice

>> Paisabazaar, since 2017, has also been providing consumers access to credit reports from credit bureaus, offering Consumers lifetime checking and tracking of their credit scores for free

>> Paisabazaar has been recognized at several industry platforms with awards like 'Digital Lending Award' at the Fintech India Innovation Awards, 'Excellence in Consumer Lending' at IAMAI's India Digital Awards, 'Outstanding Crisis Finance Innovation 2021 (Asia Pacific) Award' by Global Finance Magazine, 'Most Innovative Lending Startup' by India Fintech Forum and Economic Times' 'Most Promising Brand'

For further information on Paisabazaar, please refer to the website: <https://www.paisabazaar.com>

### For Further details, please contact:

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