



July 9, 2025

To

National Stock Exchange of India Limited
Exchange Plaza, 5th 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 the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Update on Incorporation

Dear Sir/Madam,

In furtherance to our earlier communication dated May 15, 2025 and pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”), we wish to inform you that a new step down subsidiary of the Company by the name of “Paisabazaar Middle East Marketing LLC” has been incorporated in Dubai, UAE.

The disclosure as required under Regulation 30 read with the Schedule III of SEBI Listing Regulations and SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023 is as under:

SL No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	Name of the entity: Paisabazaar Middle East Marketing LLC (“Paisabazaar Middle East”) Turnover: Not applicable
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”	Paisabazaar Middle East is a wholly owned subsidiary (WOS) of PB Fintech FZ-LLC and a step down subsidiary of PB Fintech Limited (“the Company”). Accordingly, it is a related party of the Company. Further, PB Fintech Limited is a professionally managed Company with no identifiable promoter, hence, promoter/ promoter group interest is not involved.
3.	Industry to which the entity being acquired belongs	Marketing and Fintech Services
4.	Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is	Paisabazaar Middle East will carry on the business of Marketing Management, Fintech and Commercial Information Services.

policybazaar.com

paisabazaar.com

QuickFIXcars

doc: prime

PB FINTECH 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.pbfintech.in CIN : L51909HR2008PLC037998



	outside the main line of business of the listed entity)	
5.	Brief details of any governmental or regulatory approvals required for the acquisition	Department of Economic Development, Dubai, UAE
6.	indicative time period for completion of the acquisition	Completed
7.	consideration - whether cash consideration or share swap or any other form and details of the same	Cash Consideration
8.	cost of acquisition or the price at which the shares are acquired	Investment of AED 1 Million (approx. ₹ 2.40 Cr) by PB Fintech FZ LLC in the share capital of Paisabazaar Middle East
9.	percentage of shareholding / control acquired and / or number of shares acquired	100%
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)	Not applicable

The abovesaid disclosure will also be hosted on the website of the Company at www.pbfinetech.in.

You are requested to kindly take the same in your records.

Thanking you

Yours Sincerely

For PB Fintech Limited

Bhasker Joshi

Company Secretary and Compliance Officer



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