



Crayons Advertising Limited

Formerly known as Crayons Advertising Pvt. Ltd.

Regd. & Corporate Office:

NSIC Complex, Maa Anandmayee Marg,

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E-mail: del@crayonad.com

www.thecrayonsnetwork.com

CIN: L52109DL1986PLC024711

Dated: 28th May, 2025

**National Stock Exchange of India Limited
Listing Department
Exchange Plaza, Plot no. C-1, G Block,
Bandra –Kurla Complex,
Bandra (East), Mumbai – 400051
Scrip code/ ID: CRAYONS**

**Ref. Regulation-30 of SEBI (Listing Obligations and Disclosure Requirements)
Regulation, 2015
Sub.: Intimation of Board approval for acquisition of 100% Equity in Wholly Owned
Subsidiary Company in Dubai**

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ["SEBI (LODR) Regulations"], it is hereby informed that the Board of Directors of Crayons Advertising Limited at its meeting held today i.e., Wednesday, 28th May, 2025 has approved the proposal for acquisition (investment) of 100% equity shares in the New Wholly Owned Subsidiary Company in Dubai, United Arab Emirates.

The requisite details pertaining to the above acquisition, pursuant to Regulation 30 of the SEBI (LODR) Regulations read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11th November, 2024, are enclosed as **Annexure**.

Submitted for your record.

Thanking you,
Yours Faithfully,

For Crayons Advertising Limited,

**(Kunal Lalani)
Managing Director
DIN:00002756**

Acquisition (including agreement to acquire): Intimation of Board approval for acquisition of 100% Equity Shares in Wholly Owned Subsidiary Company in Dubai

S. No.	Particular	Details
1.	Name of the target entity, details in brief such as size, turnover etc.;	Name: Crayon Global Media LLC Authorized Capital; 1,00,000/- Capital: one hundred thousand cash shares divided into one hundred (100) equal cash shares of AED1000 each Turnover: Not Applicable Details of business: Advertising, designing and producing including carrying out all activities related to it or ancillary thereto.
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"	1. Whether the acquisition would fall within related party transaction(s): Yes 2. 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" Promoter group i.e., immediate relative of promoter shall be responsible for the management of the affairs of the wholly Owned subsidiary company. All transaction shall be undertaken on arms length basis.
3.	Industry to which the entity being acquired belongs	Media and advertisement
4.	Objects and impact 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 acquisition is being made with the objective to explore media and advertising business in Dubai, UAE. The objective of the acquisition is in line with the objective of listed entity i.e., Crayons Advertising Limited
5.	Brief details of any governmental or regulatory approvals required for the acquisition	Approval of Reserve Bank of India (RBI) shall be required for making investment outside India.
6.	Indicative time period for completion of the acquisition	3 months
7.	Consideration - whether cash consideration or share swap or any other form and details of the same	100% subscription to the equity share capital in cash
8.	Cost of acquisition and/ or the price at which the shares are acquired	100% subscription to the equity share at face value amounting to 1,00,000 AED
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);	The acquisition is being made with the objective to explore media and advertising business in Dubai, UAE. The objective of the acquisition is in line with the objective of listed entity i.e., Crayons Advertising Limited.