



Veefin Solutions Limited

(Formerly Known as Veefin Solutions Pvt. Ltd.)

CIN: L72900MH2020PLC347893

Date: July 02, 2025

To,
BSE Limited
The Corporate Relationship Department
Phiroze Jeejeebhoy Towers, 1st Floor,
Dalal Street, Mumbai – 400 001

Ref: Scrip Code: 543931

ISIN: INE0Q0M01015

Sub: Disclosure pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Ma'am,

With reference to above mentioned subject matter, and in continuation to our letter dated 10.02.2025, we hereby inform that Veefin Solutions Limited has through its subsidiary Infini Systems Limited acquired 26.55% consisting of 3,932 Equity shares along with majority Board control of White Rivers Media Solutions Private Limited on 2nd July, 2025.

The details required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July, 2023 are given in Annexure A.

This is for your information and records.

Thanking you,

For VEEFIN SOLUTIONS LIMITED

(Formerly known as VEEFIN SOLUTIONS PRIVATE LIMITED)

URJA HARSH THAKKAR
COMPANY SECRETARY & COMPLIANCE OFFICER
(ACS 42925)



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ANNEXURE A

Sr. No	Particulars	Details
1.	Name of target entity, details in brief such as size, turnover etc	White Rivers Media Solutions Private Limited Corporate Identity Number: U72200MH2016PTC283692 Authorised Capital: 11,00,00,000 Paid up Capital: 1,30,020 - Equity Share Capital 73,95,000 – Equity Share Capital with DVR Turnover as on 31.03.2025 (last provisional/unaudited balance sheet): INR 180 crore
2.	Whether the acquisition would fall within related party transaction (s) and owned subsidiary (WOS) 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'?	No. The acquisition will not fall within related party transaction and the promoter/ promoter group/ group companies have no interest in the entity being acquired
3.	Industry to which the entity being Belongs	Digital Marketing and Advertising Solutions
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 objects of acquisition are: We aim to increase revenue and efficiency by consolidating client relationships.
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 or share swap and details of the same	Transfer of shares for cash consideration
8.	Cost of acquisition or the price at which the shares are acquired	INR 87 crores (3,932 equity shares of INR 2,21,270 each)

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9.	Percentage of shareholding/ control acquired and / or number of shares acquired	26.55% Shareholding and majority board control
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>White Rivers Media Solutions Private Limited is a private limited Company incorporated in India on 15/07/2016. It is primarily involved in the business of Digital Marketing and Advertising Solutions</p> <p>Turnover of last 3 Years:</p> <p>As on 31.03.2025 – INR 180 crores</p> <p>As on 31.03.2024 – INR 113.85 crores</p> <p>As on 31.03.2023 – INR 97.57 crores</p> <p>As on 31.03.2022 – INR 95.14 crores</p>