

Ref. No.: SE/2021-22/330

March 17, 2022

 BSE Limited
 P. J. Towers
 Dalal Street
 Mumbai 400 001

 National Stock Exchange of India Limited
 Exchange Plaza, Plot No. C/1, G Block
 Bandra-Kurla Complex
 Bandra (East), Mumbai 400 051

Kind Attn: Sr. General Manager
 DCS - Listing Department

Kind Attn: Head – Listing

Dear Sirs,

Sub: Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Acquisition of equity shares in Loyalie IT-Solutions Private Limited (Loyalie)

With reference to the captioned subject, we would like to inform you that HDFC Capital Advisors Limited (HCAL), a wholly-owned subsidiary of the Corporation, has entered into a Share Subscription Agreement for acquisition of 3,90,666 equity shares of Loyalie which post allotment, would entitle HCAL to approximately 7.20% of the equity share capital of Loyalie as on date, on a fully diluted basis.

The details required to be disclosed under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, are as below:

Particulars	Details
Name of the target entity, details in brief such as size, turnover etc.	Loyalie IT-Solutions Private Limited (“Loyalie”) Turnover of Loyalie: FY 19-20 – ₹ 1,33,76,247.10 FY 20-21 – ₹ 2,02,67,505.69
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 “arms length”	This is not a related party transaction for the HCAL or Corporation. The sale is made on “arms length basis”. The Corporation is a promoter of HCAL and does not have any interest in Loyalie.
Industry to which the entity being acquired belongs	Real Estate Brokerage Services
Objects and effects of the acquisition (including but not limited to, disclosure of	Investment in Loyalie is proposed to be made by HCAL under its H@ART initiative

Corporate Office: HDFC House, H T Parekh Marg, 165-166, Backbay Reclamation, Churchgate, Mumbai 400 020.
 Tel.: 66316000, 22820282. Fax: 022-22046834, 22046758.

Regd. Office: Ramon House, H T Parekh Marg, 169, Backbay Reclamation, Churchgate, Mumbai 400 020. INDIA.
 Corporate Identity Number: L70100MH1977PLC019916



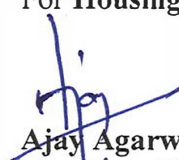
reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	programme to invest in technology companies for the benefit of the real estate ecosystem. A binding share subscription agreement in relation to such proposed investment has been entered into by HCAL.
Brief details of any governmental or regulatory approvals required for the acquisition	Not applicable
Indicative time period for completion of the acquisition	March 31, 2022
Nature of consideration - whether cash consideration or share swap and details of the same	Cash
The price at which the shares are being acquired	₹ 28.16 per equity share
Percentage of shareholding/ control invested and/ or number of shares acquired	Upon completion, shareholding of HCAL in Loyalie shall be as follows on a fully diluted basis (assuming no other investments/ changes to share capital of Loyalie or other corporate action in the interim): <ul style="list-style-type: none"> • No. of shares – 3,90,666 equity shares • Percentage (%) – ~7.20%
Brief background about the entity being 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)	Loyalie is engaged in the business of offering marketing schemes proposed by its clients, offering loyalty/reward bonuses proposed by its clients and providing real estate brokerage services as per its clients' requirements.

You are requested to take note of the above and arrange to bring this to the notice of all concerned.

Thank you,

Yours faithfully,

For **Housing Development Finance Corporation Ltd.**


Ajay Agarwal
Company Secretary

