



Vikas Lifecare Ltd.

(Formerly known as Vikas Multicorp Ltd.)

CIN : L25111DL1995PLC073719

Regd. Off : G-1, 34/1,
East Punjabi Bagh, New Delhi-110 026, INDIA

January 18, 2024

Listing Compliance Department
National Stock Exchange of India Limited.
Exchange Plaza, Bandra-Kurla Complex,
Bandra (E), Mumbai 400051
Fax: 022-26598235/36

Listing Compliance Department
BSE Limited.
Phirozee Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai - 400 001

NSE Symbol: VIKASLIFE

Scrip Code: 542655

Sub: Media Release

Vikas Lifecare ventures into Entertainment Industry, acquiring 50% equity of M/s Portfolio Managing Events LLC, Dubai, UAE (PME Entertainment) for Rs. 1.0 Billion.

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copy of Media Release titled "**Vikas Lifecare ventures into Entertainment Industry, acquiring 50% equity of M/s Portfolio Managing Events LLC, Dubai, UAE (PME Entertainment) for Rs. 1.0 Billion.**"

We request you to kindly take the above information on record and oblige.

Thanking you,

Yours Faithfully,
for Vikas Lifecare Limited

Sundeep Kumar Dhawan
Managing Director
DIN: 09508137



Media Release

Vikas Lifecare ventures into Entertainment Industry, acquiring 50% equity of M/s Portfolio Managing Events LLC, Dubai, UAE (PME Entertainment) for Rs. 1.0 Billion.

New Delhi, 18 January'24: Vikas Lifecare Limited in its quest to venture into newer business segment has taken the leap with venturing into the entertainment and hospitality business segment making a sizeable investment in acquisition of 50% stakes in **M/s Portfolio Managing Events LLC, Dubai, UAE (PME Entertainment)**. The acquisition is a share swap deal signed between VLL and the stakeholders at Portfolio Managing Events LLC, evaluated at the enterprise value of INR 2010 Million. This acquisition will make way for the company to explore new exciting opportunities in the entertainment and event organising industry.

Vikas Lifecare Limited in its quest to venture into new age businesses has taken the leap with venturing into the entertainment and hospitality business segment making a sizeable investment in acquiring 50% equity of M/s Portfolio Managing Events LLC, Dubai, UAE (PME Entertainment).

Vikas Lifecare will buyout the 50% Equity of PME Entertainment from its' existing shareholders through a share swap deal, negotiated at the Enterprise Value of INR 2010 million, Vikas Lifecare will be investing in excess of INR 1 billion for this strategic acquisition. This acquisition will make way for the company to explore new exciting opportunities in the entertainment and event organising industry.

About PME Entertainment:



PME is a Global Entertainment company, based in Dubai, UAE. PME has been producing concerts and events for notable figures and luminaries such as HRH King Charles, of UK, The United Nations General Assembly in New York City, the Norwegian Nobel Committee, and Nobel Peace Prize Laureates.

PME has displayed the strength in ability reaching across 6 continents with the South Asian diaspora. PME has the experience to gather audiences together and engage them with many memorable shows, whether it has been organised in Toronto, Canada; New York City, USA; London, UK; Dubai, UAE or Auckland, New Zealand. With a strong professional network, PME has gained immense experience in the field of Brand Building, Marketing and Promotions amongst the target audiences across the globe while closely associating with iconic artists and established brands to help reach their goals and eventually evolved into being experts using digital and offline media, as well as Out-of-Home displays to get the message across the target audiences.

Some of the most recent and successful live events / shows organised by PME are:

- | | | | |
|-----------------------|---------------------------------|-------------------------------|-----------------------------------|
| • Asha Bhonsle | 08 September 2023
Dubai, UAE | • Arijit Singh | 18 November
2023
Dubai, UAE |
| • Sadguru | 09 December 2023
Dubai, UAE | • Rahat Fateh Ali Khan | 29 December
2023
Dubai, UAE |

Some of the upcoming live events / shows being organised by PME are:

- **Sonu Nigam** 11 February 2024
Dubai, UAE
- **Shreya Ghoshal** 11 February 2024
Manchester, U.K.

PME holds the rights to **The Miss World competition** event for the next 3 years, while Vikas Lifecare acquires the considerable stake at PME, it will be an endeavour to bring the **Miss World'2024** event to India after a gap of about 27 Years while the last Miss World Pageant organised in India was organised by a company owned by the legendary Mr. Amitabh Bachchan in the year 1996.

For more information on PME please visit the website : <https://pmeworld.com/>

About The PME Founder & Management:

Mr. Jamil Ajmal Saidi, a distinguished entrepreneur and businessman with an outstanding educational background from the UK is at the helm of the organisation.

Mr. Jamil Ajmal Saidi's remarkable journey is fuelled by an unwavering ambition, sharp business acumen, and foresight elevating him to the status of one of the most renowned names amongst the UAE Business world.

As the Chairman of PME Entertainment, Jamil Saidi spearheads our organization on a global scale, leaving an indelible mark on the live entertainment landscape.

Jamil's passion for music and entertainment has manifested into a series of successful business ventures.

Mr. Salman Ahmad the man behind the success of PME is a marketing expert with an exhaustive list of successful ventures up his sleeves, starting in London, UK, where he was trained in the trade of music and events.

For nearly three decades, Mr. Salman Ahmed has been a mainstay in the music and entertainment world. He has created, organised and produced 1000+ events.

About Vikas Lifecare Limited:

Vikas Lifecare Limited (VLL) is an ISO 9001:2015 certified company, conventionally engaged in manufacturing and trading of Polymer and Rubber compounds and Specialty Additives for Plastics, Synthetic & Natural Rubber. Polymer & Rubber Commodity (bulk consumption) Compounds and Master-Batches (Manufacturing up- cycled compounds from industrial and post-consumer waste materials like EVA, PVC, PP, PE etc.), contributing to the Environment Protection initiatives from the Government of India and fulfilling the mandated EPR obligations for the conglomerates consuming hundreds of thousands of tons of plastic products and packaging materials.

VLL is also a Del-Credere agent of ONGC (Oil and Natural Gas Corporation Ltd.) Petro Additions Limited, a public sector undertaking producing a wide variety of base Polymers and Commodity Plastic Raw Materials.

VLL's subsidiary M/s Genesis Gas Solutions Pvt. Ltd. is engaged in the business of Smart Gas Meters being supplied to all the major Gas Distribution Companies for domestic and commercial consumers. Genesis pioneers in Smart Gas and Water Metering and commands about 20% of the Domestic Gas Metering business share in India.

As a long-term business strategy, the company has most recently diversified its business interests beyond raw materials (B2B businesses) and forayed into the B2C segment with a host of consumer products including FMCG, Agro, and Infrastructure Products; paving way for an aggressive business growth with intricately planned and making continuous additions to the products & services portfolios via acquisitions, joint ventures and tie-ups.

The Company in order to fuel the business growth, has been very open minded and is aggressively exploring various Industrial and Services Business Markets including Tourism, Hospitality and Entertainment. VLL intends establishing / acquiring businesses in these business segments thereby expanding its footprint in the country and beyond.

The securities of the Company are listed on both the Stock Exchanges, BSE (Scrip Code: 542655) and NSE (Symbol: VIKASLIFE).

Disclaimer: Certain statements, words in this document that are not historical facts are forward looking statements. Such forward looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks and many other factors that could cause actual result to differ materially from those contemplated by these forward-looking statements. Vikas Lifecare Limited its subsidiaries and associates shall not be in any way responsible for any action taken based on such statements.

Annexure -1

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015 are as under:

a)	Name of the target entity, details in brief such as size, turnover etc.;	M/s Portfolio Managing Events LLC, Dubai, UAE, Company existing under the Law of the Government of Dubai/Dubai Development Authority under trade license Number 684157 having its address at Suite 1809, 18th Floor International Business Tower Business Bay PO Box 487855 Dubai, United Arab Emirates. Turnover for December 31, 2022 was 1,45,52,89
b)	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";	Not Applicable
c)	Industry to which the entity being acquired belongs;	PME Entertainment is a company Global Entertainment company, based in Dubai, UAE.
d)	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 acquisition will make way for the company to explore new exciting opportunities in the entertainment and event organising industry
e)	Brief details of any governmental or regulatory approvals required for the acquisition;	NA
f)	Indicative time period for completion of the acquisition;	The acquisition process shall be completed within this Fiscal Year
g)	Nature of consideration - whether cash consideration or share swap and details of the same;	Share swap deal
h)	Cost of acquisition or the price at which the shares are acquired;	2010 Million
i)	Percentage of shareholding / control acquired and / or number of shares acquired;	50%
j)	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);	PME Entertainment is a company Global Entertainment company, based in Dubai, UAE. PME has been producing concerts and events for notable figures and luminaries such as HRH Prince Charles, Prince of Wales, The United Nations General Assembly in New York City, the Norwegian Nobel Committee, and Nobel Peace Prize Laureates. The Company was incorporated on February 24, 2013. Turnover for December 2022 was 1,45,52,897 AED, December 2021 1,09,94,272 AED and December 2020- Nil