



PROUD TO BE INDIAN  
PRIVILEGED TO BE GLOBAL

HEG/SECTT/2019

2<sup>nd</sup> December, 2019

|   |                                                                                                                             |   |                                                                                                                                                                                             |
|---|-----------------------------------------------------------------------------------------------------------------------------|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>BSE Limited</b><br>25 <sup>th</sup> Floor, P J Towers<br>Dalal Street<br>MUMBAI - 400 001.<br><b>Scrip Code : 509631</b> | 2 | <b>National Stock Exchange of India Limited</b><br>Exchange Plaza, 5th Floor<br>Plot No.C/1, G Block, Bandra - Kurla Complex<br>Bandra (E),<br>MUMBAI - 400 051.<br><b>Scrip Code : HEG</b> |
|---|-----------------------------------------------------------------------------------------------------------------------------|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations) pertaining to agreement with Media Company**

Dear Sirs,

This is in continuation to our earlier letter dated 4<sup>th</sup> July, 2018 informing about the requisite details under Regulation 30 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015 with regard to entering of service provider agreement with Adfactors PR Private Limited ("Adfactors PR") for providing Public Relations Services to the Company.

We wish to inform you that the Company had today entered in to Addendum to the service provider agreement inter-alia modifying the existing scope of services to be provided by them, which in brief are as under:

- Work around Quarterly Results for Investor Relations and Media Relations
- Reactive Media relations
- Reporting mechanism.

We are also providing the following details as required under Regulation 30 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015:

| S.No. | Particulars                                 | Information as required under Regulation 30                                           |
|-------|---------------------------------------------|---------------------------------------------------------------------------------------|
| a     | Name of parties to the agreement (Addendum) | Adfactors PR Private Limited and the Company "HEG Limited"                            |
| b     | Nature of Agreement (Addendum)              | For providing Public Relations Services to the Company                                |
| c     | Date of execution of Agreement (Addendum)   | Addendum to the service provider Agreement executed on 2 <sup>nd</sup> December, 2019 |

## HEG LIMITED

### Corporate Office :

Bhilwara Towers, A-12, Sector-1  
Noida - 201 301 (NCR-Delhi), India  
Tel.: +91-120-4390300 (EPABX)  
Fax: +91-120-4277841  
Website: www.lnjbhilwara.com

### Regd. Office :

Mandideep (Near Bhopal) Distt. Raisen - 462046  
(Madhya Pradesh), India  
Tel.: +91-7480-405500, 233524 to 233527  
Fax: +91-7480-233522  
Website: www.hegltd.com



Corporate Identification No.: L23109MP1972PLC008290



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|   |                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| d | Details of amendment and impact thereof | <p>Modification in the existing scope of services as mentioned above.</p> <p>The Investor Relations program will achieve the following objectives:</p> <p>a) Build a distinct corporate identity for HEG Ltd commensurate with its size, scale, strengths and performance amongst media companies and investors;</p> <p>b) Showcase HEG's leadership and management team as visionaries and thought leaders within the industry;</p> |
|---|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

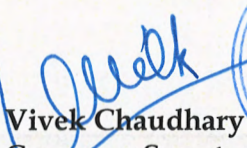
Further, we would like to inform you that-

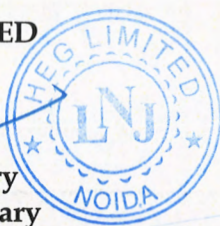
- The Company do not have any shareholding in Adfactors PR.
- The above addendum agreement does not contain any clause of special rights like right to appoint Directors, first right to share subscription in case of issuance of shares, right to restrict any change in capital structures etc.
- The Adfactors PR is not related to Promoter/Promoter Group of the Company.
- The transaction with Adfactors PR is not a Related Party Transaction, since Adfactors PR is not a Related Party.
- The above addendum agreement does not contain any clause with regard to appointment of any Nominee Directors on the Board of the HEG Limited and there is no any potential conflict of interest arising out of such agreement.

This is submitted for your information and records.

Thanking you,

Yours faithfully,  
For **HEG LIMITED**

  
**Vivek Chaudhary**  
Company Secretary  
[heg.investor@lnjbhilwara.com](mailto:heg.investor@lnjbhilwara.com)



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Certification



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