



June 13, 2016

To,
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

Company Symbol: INFIBEAM

Dear Sir/Madam,

Re: Clarification on News Items appeared in The Business Standard dated June 11, 2016 captioned "Infibeam Plans to revamp its Logistics Biz with Shipdroid"

Please refer to the above caption subject vide your letter dated June 13, 2016 bearing Ref. No. NSE/CM/Surveillance/6290 requesting confirmation/ clarification on News Items appeared in The Business Standard dated June 11, 2016.

We would like to inform you that the "Shipdroid" Product was launched in the year 2014 and is already a part of our expansion plan of setting up of further new 75 logistics centres. The same has been adequately disclosed in the Offer Document of Public Issue. We request you to kindly refer to page no. 24, 132, 144, 150, F-115, F - 116 and F - 117 of the Red Herring Prospectus dated March 11, 2016.

As per the 2nd objects of the Issue i.e. Setting up of 75 logistics centres - *"the Company, as a part of its strategy of increasing average revenue per vendor by introducing additional VAS offerings through our service infrastructure, we intend to expand our warehousing and logistics infrastructure, network and service offerings in various region of India, to provide additional logistics and operational support and solutions to our expansive vendor network across India."*

The establishment of additional logistics centres will enable us to implement superior operational control and increase cost efficiencies through use of own fleet of delivery vehicles and implementation of centralized logistics and delivery control processes. We believe this will also enable us to further integrate our fulfilment operations, rationalize delivery routes, optimize load factors, ensure delivery schedules and increase cost efficiencies. Growing our own logistics capabilities will also enable us to better plan future expansion of our integrated e-commerce ecosystem and merchant and customer network.

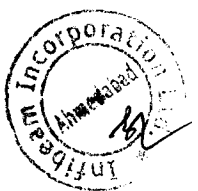
We provide logistics services primarily through wholly owned Subsidiary of our Company, ILPL. We propose to invest Rs. 375 million from the Net Proceeds by way of subscription to equity shares for setting up of additional 75 logistics centres in 70 cities in India. Our Company will invest in ILPL through equity." (Source Offer Document - RHP dated March 11, 2016). For that, we have obtained quotations from proposed suppliers and the same has been disclosed in the Offer Document.

Post IPO in our media interviews, we have discussed and disclosed the object clause of the IPO proceeds and even during annual result disclosures with the media, the same has been shared in PRESS RELEASE which is also uploaded on Company website, BSE and NSE. We believe that the recent news items which appeared on June 11, 2016 is nothing but a part of our object implementation plan.

INFIBEAM INCORPORATION LIMITED

Corporate & Regd. Office: 9th Floor, "A" Wing, Gopal Palace, Opp. Ocean Park, Nr. Nehrunagar,
Satellite Road, Ahmedabad - 380015, Gujarat, India. Ph.: +91-79-40403600

CIN:L64203GJ2010PLC061366





For your ease of reference, the relevant text of the Press Release has been reproduced herein below:

As a part of Issue Object Clause:

2. Setting up of Logistics Centres

The capex required for setting up the logistics centre is Rs. 375 Mn. The company will be reporting the progress on Capex as and when they are incurred on quarterly basis under the terms stated in prospectus.

In case of further information/ clarifications required, do let us know. We would be happy to provide the same.

Further, we wish to inform you that our company has been promptly disseminating information pursuant to our policy for fair disclosure of Unpublished Price Sensitive Information, which is also available on the website of the company www.infibeam.ooo. In accordance with its policy, the Company will inform the stock exchanges promptly if and when it becomes aware that a disclosable event has occurred in respect of this or any other matter.

You are request to take the same on your record.

Thanking you,

Yours faithfully,

For, Infibeam Incorporation Limited

Shyamal Trivedi
Co. Secretary & Compliance Officer



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