November 18, 2026

Manager-Listing Compliance
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G, Bandra Kurla Complex,
Bandra (East), Mumbai-400051

Symbol: CMRSL

Sub.: **Intimation under Regulation 30 the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/Madam,

In terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), we wish to inform that the Company received an intimation from Appacus Private Limited ("APL") on November 18, 2026 regarding allotment of 2,000 Equity Shares of the face value of Rs. 10 each of APL pursuant to the conversion of Compulsorily Convertible Debentures ("CCDs") held by the Company in APL.

The relevant details as required under Regulation 30 of the Listing Regulations read with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026, are enclosed as Annexure.

Kindly take the above on your record and oblige.

Yours truly,
For Cyber Media Research & Services Limited

PREETI GUPTA
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Preeti Gupta
Company Secretary
M. No. ACS70369

Annexure

Disclosure of information pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026

<table>
<tr><th>Sr. No.</th><th>Particulars</th><th>Information</th></tr>
<tr><td>1.</td><td>Name of the target entity, details in brief such as size, turnover etc.;</td><td>Target Entity: Appacus Private Limited (“APL”).

Last 3 Years’ turnover of APL:
<table>
<tr><th>Financial Year</th><th>Turnover (Rs. in Thousands)</th></tr>
<tr><td>2025-26</td><td>14,930.72</td></tr>
<tr><td>2024-25</td><td>3,059.16</td></tr>
<tr><td>2023-24</td><td>Nil</td></tr>
</table></td></tr>
<tr><td>2.</td><td>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 “arm’s length”;</td><td>Yes, the acquisition falls within the purview of Related Party Transactions.

Mr. Pradeep Gupta and Mr. Dhaval Gupta, who are directors & promoters of the Company, are also the directors & promoters of APL.

The transaction is at arm’s length basis.</td></tr>
<tr><td>3.</td><td>Industry to which the entity being acquired belongs;</td><td>Online trading of products.</td></tr>
<tr><td>4.</td><td>Objects and impact 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);</td><td>Object of acquisition: Acquisition of equity shares pursuant to the conversion of Compulsorily Convertible Debentures (“CCDs”) into equity shares.

Impact of acquisition: Pursuant to the conversion of CCDs into equity shares, the Company's shareholding in APL became 23.80% resulting the APL an associate of the Company.</td></tr>
<tr><td>5.</td><td>Brief details of any governmental or regulatory approvals required for the acquisition;</td><td>Not Applicable</td></tr>
<tr><td>6.</td><td>Indicative time period for completion of the acquisition;</td><td>Conversion of CCDs into equity shares dated November 18, 2026.</td></tr>
<tr><td>7.</td><td>Consideration – whether cash consideration or share swap and details of the same;</td><td>Conversion of CCDs into equity shares.</td></tr>
<tr><td>8.</td><td>Cost of acquisition and/or the price at which the shares are acquired;</td><td>Conversion of 2,000 CCDs into 2,000 Equity Shares of the face value of Rs. 10 each, at a price of Rs. 1,000 per share.</td></tr>
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9.	Percentage of shareholding / control acquired and / or number of shares acquired;	Upon conversion of 2,000 CCDs into 2,000 Equity Shares, the Company's holding increased from 18.64% to 23.80% of the total paid up-capital of APL.
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).	APL was incorporated on December 27, 2023 and is presently engaged in the business of trading, online buying, selling and marketing including export of technology products focused on both personal computing as well as business-to-business requirements. For last 3 years' turnover, please refer point 1 above.

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