



KESAR ENTERPRISES LIMITED

Regd. Off. Oriental House, 7 Jamshedji Tata Road, Churchgate, Mumbai-400 020, India. Website : <http://www.kesarindia.com>
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CIN : L24116MH1933PLC001996

17th September, 2020

To,

Corporate Relationship Department
BSE Ltd.
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001
Scrip Code: 507180

Dear Sir / Madam,

Sub: Change of name of Registrar and Transfer Agent ("RTA") from M/s. Sharex Dynamic (India) Private Limited to M/s. Link Intime India Private Limited

This is to inform you that we have been informed by our Registrar and Transfer Agent (RTA) i.e. Sharex Dynamic (India) Private Limited that pursuant to order dated 16th July 2020 passed by the Competent Authority, the merger of Sharex Dynamic (India) Private Limited into Link Intime India Private Limited has been approved and that Sharex Dynamic (India) Private Limited has ceased to exist as a separate entity and hereafter, post-merger is known as "Link Intime India Pvt Ltd". *(Copy of letter received from Sharex Dynamic (India) Private Limited is enclosed)*

Details of Link Intime India Pvt. Limited are as follows:

Registered Office	Link Intime India Pvt. Limited, C-101, 247 Park, LBS Marg, Vikhroli West, Mumbai 400083
SEBI Registration No.	INR000004058
Telephone Number	022-4918 6270
Fax Number	022-4918 6060
Email ID	rnt.helpdesk@linkintime.co.in
Website	www.linkintime.co.in

In view of the above, you are requested to update the name and details of Link Intime India Private Limited as RTA of the Company in place of Sharex Dynamic (India) Private Limited, in your records.

Thanking you,

Yours faithfully,

For Kesar Enterprises Limited

D J Shah
Sr. Vice President (Legal) &
Company Secretary

Encl: As above



Dear Well-Wisher,

As is known to you, Sharex is a 100% subsidiary of the market leader registry company Link Intime India Pvt Ltd. We have been providing services to you under the brand name "Sharex" for the past few decades and we continued doing so even after change of ownership. We have already integrated our operations with Link Intime to derive benefits of better technology and infrastructure for our clients and their investors. As such Sharex moved in to the existing premises of Link Intime at 247 Park in May 2019, and ever since the migration of data, sharex has been using the software resources of Link Intime – "Insta".

Having benefited from the integration so far, we believed it would be appropriate to totally merge the operations of Sharex into Link Intime. Accordingly, we approached Regional Director(RD) and ROC of Maharashtra with an application for merger of Sharex into Link Intime.

We are happy to inform you that as per order dated 16th July 2020, RD has approved merger of Sharex into Link Intime. Pursuant to the order, and the remaining ROC formalities being just completed, Sharex has now ceased to exist as a separate entity and hereafter post merger is known as "Link Intime India Pvt Ltd". We are in the process of submitting the necessary intimation to SEBI. We shall shortly inform the Stock Exchanges and Depositories about the merger order and are taking necessary steps to effect the necessary changes in their records and database to replace "Sharex" with "Link Intime".

Since the merger order provides for transfer of all assets, liabilities and contracts from Sharex to Link Intime, no further formalities are required to be carried out by you, except writing a letter to Stock Exchanges informing them about the change in name of Registrar and Share Transfer Agent from Sharex to Link Intime India Pvt Ltd. Please ensure that you mention the name of Link Intime as your registrar and share transfer agents, in all future communication with your shareholders and regulatory bodies.

The existing team of Sharex is merged with Link Intime, hence your point of contact would remain the same. We would like to assure you that our joint commitment to serve you and your investors remains a priority and the service standards would remain unchanged.

Please note that you will henceforth receive invoices for registry and other services in the name of Link Intime India Pvt Ltd. We are providing you the GST registration number [27AAACI4998N1ZS] of Link Intime, which we request you to update in your systems. You are further requested to make the payments favouring Link Intime in future. The complete bank details shall be reflected in the forthcoming invoices.

We thank you for your association with us at Sharex and look forward to maintaining and strengthening our relationship further, under the new brand – Link Intime.

Best Regards,

K.C.Ajitkumar.

LINK INTIME INDIA PVT LTD.

Address : C-101, 247 Park, LBS Marg, Vikhroli West, Mumbai, Maharashtra 400083

GSTN : 27AAACI4998N1ZS

Web : linkintime.co.in