

Date: December 7, 2021

To,
The Listing Department
National Stock Exchange of India Limited,
Exchange Plaza, 5th Floor, Plot No. C-1,
Block G, Bandra-Kurla Complex, Bandra (E)
Mumbai – 400 051

Symbol: BSE

ISIN: INE118H01025

Subject: Submission of Media Release

Dear Sir/ Madam,

We are enclosing herewith the Media Release dated December 7, 2021, titled: **“BSE and HBF Direct Limited sign MoU to promote listing of SMEs and Start-ups.”**

This is for your information and record.

Thanking you,

Yours faithfully,
For BSE Limited



Prajakta Powle
Company Secretary and Compliance Officer

Encl.: a/a



Media Release

BSE and HBF Direct Limited sign MoU to promote listing of SMEs and Start-ups

Mumbai, December 07, 2021: BSE, India's premier exchange and the world's fastest Stock Exchange with a speed of 6 microseconds, today signed a MoU with HBF Direct Ltd, to encourage and promote listing of MSMEs and Start-ups across India. HBF Direct Limited is a management consultancy company and offers advisory services to SMEs and corporates in the areas of Corporate Finance & Legal Advisory, Fundraising and IPO Advisory, HR Management and Business consultancy.

Through this MoU, HBF Direct Ltd shall assist BSE in evaluating SMEs and Start-ups for listing on BSE SME and Start-ups Platform and shall also refer curated SMEs and Start-ups to BSE for listing on BSE SME and Start-ups Platform. Further, HBF Direct Ltd and BSE shall host joint road shows and events across India for creating awareness and to promote listing of SMEs and Start-ups on BSE SME and BSE Start-ups platform.

Commenting on the association, **Shri Ajay Thakur, Head - BSE SME & Startups**, said, "At a time when small businesses are slowly recovering from the economic impact of Covid-19, equity funding can be of paramount importance. By leveraging existing client base of HBF Direct Ltd, this MoU will help us in reaching out to SMEs and Start-ups across diverse sectors and shall also open up future possibilities of collaborative effort to increase the awareness around benefits of listing amongst SMEs and Start-ups spread across India, thereby enabling more and more businesses to avail benefits of equity financing."

Shri Sachin Sheoran, CEO, HBF Direct Limited, said, "With businesses becoming more connected and more Companies willing to expand and grow exponentially to meet the demand of time and to keep up in this race of globalization, BSE Ltd and HBF Direct Ltd partnership will bring together deep knowledge and expertise along with years of experience in IPO listing and business consulting to support Startups and SMEs across the country to educate and encourage in becoming a listed company without any hassle. My vision and mission is to get maximum number of Startups and SMEs to be listed on the platform in coming years and support the whole business ecosystem".

BSE was the first stock exchange to get the approval from SEBI and had launched its SME platform on 13th March 2012. So far 356 companies listed on BSE SME Platform have raised Rs. 3782.30 crores from the market and total market capitalization of 356 companies as on December 07, 2021 is Rs. 41,758 crores, out of which 125 companies have migrated to BSE Main Board. BSE is the market leader in this segment with a market share of 61 percent.

About BSE

BSE (formerly Bombay Stock Exchange) established in 1875, is Asia's first & now the world's fastest Stock Exchange with a speed of 6 microseconds. BSE is India's leading exchange group and has played a prominent role in developing the Indian capital market. BSE is a corporatized and demutualized entity, with a broad shareholder base that includes the leading global exchange- Deutsche Bourse, as a strategic partner. BSE provides an efficient and transparent market for trading in equity, debt instruments, equity derivatives, currency derivatives, commodity derivatives, interest rate derivatives, mutual funds and stock lending and borrowing.

BSE also has a dedicated platform for trading in equities of small and medium enterprises (SMEs) that has been highly successful. BSE also has a dedicated MF distribution platform BSE StAR MF which is India Largest Mutual Funds Distribution Infrastructure. On October 1, 2018, BSE launched commodity derivatives trading in Gold, Silver, Copper, Oman Crude Oil Guar Gum, Guar Seeds & Turmeric.

BSE provides a host of other services to capital market participants including risk management, clearing, settlement, market data services and education. It has a global reach with customers around the world and a nation-wide presence. BSE's systems and processes are designed to safeguard market integrity, drive the growth of the Indian capital market and stimulate innovation and competition across all market segments.

Indian Clearing Corporation Limited, a wholly owned subsidiary of BSE, acts as the central counterparty to all trades executed on the BSE trading platform and provides full novation, guaranteeing the settlement of all bonafide trades executed. BSE Institute Ltd, another fully owned subsidiary of BSE runs one of the most respected capital market educational institutes in the country. Central Depository Services Ltd. (CDSL), associate company of BSE, is one of the two Depositories in India.

BSE has set up an Investor Protection Fund (IPF) on July 10, 1986 to meet the claims of investors against defaulter Members, in accordance with the Guidelines issued by the Ministry of Finance, Government of India. BSE Investor Protection Fund is responsible for creating Capital markets related awareness among the investor community in India.

About HBF Direct Limited:

HBF Direct Limited is pioneering its way in India through the growth partner model to encourage and guide Startup and SME to reach from Idea to IPO stage. HBF Direct Limited is a management consultancy company having expertise in Corporate Finance & Legal Advisory, Fundraising and IPO Advisory, HR Management and Business consultancy. HBF help organizations solve problems, create value, accelerate growth and improve their performance.

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