

# VASHU BHAGNANI INDUSTRIES LIMITED

(Formerly known as Pooja Entertainment and Films Limited)

August 14, 2025

To,

**BSE Limited**

Phiroze Jeejeebhoy Towers,  
Rotunda Bldg, Dalal Street,  
Fort, Mumbai- 400 001

**Scrip ID: POOJAENT**

**Scrip Code: 532011**

**ISIN: INE147C01017**

**Subject: Press Release**

Dear Sir/Madam,

Dear Sir/Madam,

With reference to the captioned subject, please find enclosed herewith the press release by the Company titled "**Vashu Bhagnani Industries Limited announces strategic alliance with M/s Esay Trips Planners Limited**".

The above information will also be made available on the Company's website.

Request you to kindly take the same on record.

Thanking you,

Yours Faithfully,

**For Vashu Bhagnani Industries Limited**

**(Formerly Known as Pooja Entertainment and Films Limited)**

**Shweta Ramesh Soni**

**Company Secretary and Compliance Officer**

**M. No. A65292**

CIN: L68100MH1986PLC040559

Regd. Off. : Flat No 1 Coelho House No 2 JuhuVasantBaha CHS LTD Juhu Tara Road, Juhu, Near Sea  
Princes Hotel, Mumbai 400049

Email: [cs@poojaentertainment.in](mailto:cs@poojaentertainment.in) | Tel. No.: 022-2612 1613/14 | Fax: 2663 1275

Website: [vashubhagnaniindustries.com](http://vashubhagnaniindustries.com)

# VASHU BHAGNANI INDUSTRIES LIMITED

(Formerly known as Pooja Entertainment and Films Limited)

## **Vashu Bhagnani Industries Limited announces strategic alliance with M/s Esay Trips Planners Limited**

**August 14, 2025**

Vashu Bhagnani Industries Limited (BSE:POOJAENT)(hereinafter 'VBIL'), a publicly listed company engaged in film production, distribution, and recently expanded into real estate development, is pleased to announce that the Board of Directors has considered and in-principally approved to receive potential investment in the paid-up equity share capital of the Company from M/s Easy Trip Planners Limited ("ETPL"), a public limited company engaged in the business of online travel agency services, for entering into a strategic alliance through a share swap arrangement.

The transaction is subject to necessary regulatory approvals from the Securities and Exchange Board of India (SEBI), stock exchanges, shareholders of the companies, and other statutory authorities.

**Mr. Vashu Bhagnani**, Promoter and Director of VBIL, stated:

*"This strategic alliance reinforces our commitment to building a future-ready, diversified business. ETPL's expertise in digital travel services complements our strengths in content and real estate. Together, we envision creating an integrated lifestyle ecosystem offering entertainment, experiences, and infrastructure to a wide consumer base."*

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