

NAME OF THE ISSUER: CRAYONS ADVERTISING LIMITED

| | | |
|----|---|-------------|
| 1. | Type of issue (IPO/FPO) | IPO |
| 2. | Issue size (Rs crore) | 41.79 |
| 3. | Grade of issue along with name of therating agency | NA |
| 4. | Subscription level (number of times). If the issue was undersubscribed, please clarify how the funds were arranged. | 96.95 Times |
| 5. | QIB holding (as a % of total outstanding capital) as disclosed to stock exchanges (See Regulation 31 of the SEBI Listing Obligations & Disclosure Requirements),2015* | |
| | i. allotment in the issue | 16.95% |
| | ii. at the end of the 1st Quarter immediately after the listing of the issue | 10.59% |
| | iii. at the end of 1st FY | N.A. |
| | iv. at the end of 2nd FY | N.A. |
| | v. at the end of 3rd FY | N.A. |
| 6. | Financials of the issuer (as per the annual financial results submitted to stockexchanges under Clause 41 of the listing agreement) | : |

(Rs. in Lacs)

| Parameters | 1 st F.Y. (F.Y. 2023-24) | 2 nd F.Y. (2024-25) | 3 rd F.Y. (2025-26) |
|---|-------------------------------------|--------------------------------|--------------------------------|
| Income from operations | Not Available | Not Available | Not Available |
| Net Profit for the period | Not Available | Not Available | Not Available |
| Paid-up equity share capital | Not Available | Not Available | Not Available |
| Reserves excluding revaluationreserves | Not Available | Not Available | Not Available |

| | | |
|----|--|--|
| 7. | Trading status in the scrip of the issuer (whether frequently traded (as defined under Regulation 2 (j) of SEBI (SAST) Regulations, 2011) or infrequently traded/ delisted/ suspended by any stock | |
|----|--|--|

| | | | |
|-----|---|--|-------------|
| | exchange, etc.) | | |
| | i. at the end of 1st FY | NA | |
| | ii. at the end of 2nd FY | | |
| | iii. at the end of 3rd FY | | |
| 8. | Change, if any, in directors of issuer from the disclosures in the offer document (See Regulation 68 and Schedule III of the SEBI (Listing Obligations & Disclosure Requirements) , 2015) | | |
| | i. at the end of 1st FY | NA | |
| | ii. at the end of 2nd FY | | |
| | iii. at the end of 3rd FY | | |
| 9. | Status of implementation of project/ commencement of commercial production(as submitted to stock exchanges under Regulation 32 of the SEBI (Listing Obligations & Disclosure Requirements) , 2015) | NA | |
| | i. as disclosed in the offer document | | |
| | ii. Actual implementation | | |
| | iii. Reasons for delay in implementation, if any | | |
| 10. | Status of utilization of issue proceeds (as submitted to stock exchanges under (as submitted to stock exchanges under Regulation 32 of the SEBI (Listing Obligations & Disclosure Requirements) , 2015) | | |
| | i. as disclosed in the offer document | Particulars | Amt in Lakh |
| | | Funding of working capital requirements of the Company | 1682.17 |
| | | Capital expenditure on infrastructure and cutting-edge technology for expansion | 1529.50 |
| | | General Corporate Purpose | 967.83 |
| | | Total | 4179.50 |
| | ii. Actual utilization | The Company has filled necessary updates with stock exchange Wherein it has disclosed that the actual utilization of the funds has been done as per the disclosuresmade in offer document. | |

| | | |
|-----|---|----|
| | iii. Reasons for deviation, if any | NA |
| 11. | Comments of monitoring agency, if applicable (See Regulation 16 of SEBI (ICDR) Regulations, 2009 read with Clause 43A of the listing agreement) | NA |
| | i. Comments on use of funds | |
| | ii. Comments on deviation, if any, in the use of proceeds of the issue from the objects stated in the offer document | |
| | iii. Any other reservations expressed by the monitoring agency about the end use of funds | |

**The data of QIBs who were allotted shares in the IPO are taken into consideration.*

12. Price- related data
Issue Price (Rs.): 65 per share

[illegible]

| | | |
|-----|---|---|
| 13. | Basis for Issue Price and Comparison with Peer Group & Industry Average (Source of accounting ratios of peergroup and industry average may be indicated; source of the accounting ratios may generally be the same, however in case of different sources, reasons for the same may be indicated) | : |
|-----|---|---|

| Accounting ratio | Name of company | As disclosed in the offer document | At the end of 1st FY (31/03/2024) | At the end of 2nd FY (31/03/2025) | At the end of 3rd FY (31/03/2025) |
|---|------------------------------|------------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| EPS | Issuer: | 0.9 | N.A. | N.A. | N.A. |
| | Peer Group: | | | | |
| | Affle (India) Limited | 16.18 | N.A. | N.A. | N.A. |
| | Vertoz Advertising Limited | 5.10 | N.A. | N.A. | N.A. |
| | Pressman Advertising Limited | 1.92 | N.A. | N.A. | N.A. |
| P/E | Issuer: | - | N.A. | N.A. | N.A. |
| | Peer Group: | | | | |
| | Affle (India) Limited | 77.88 | N.A. | N.A. | N.A. |
| | Vertoz Advertising Limited | 17.30 | N.A. | N.A. | N.A. |
| | Pressman Advertising Limited | 21.41 | N.A. | N.A. | N.A. |
| RoNW | Issuer: | 4.33 | N.A. | N.A. | N.A. |
| | Peer Group: | | | | |
| | Affle (India) Limited | 18.22 | N.A. | N.A. | N.A. |
| | Vertoz Advertising Limited | 9.21 | N.A. | N.A. | N.A. |
| | Pressman Advertising Limited | 10.03 | N.A. | N.A. | N.A. |
| NAV per share based on balance sheet | Issuer: | 20.69 | N.A. | N.A. | N.A. |
| | Peer Group: | | | | |
| | Affle (India) Limited | 88.14 | N.A. | N.A. | N.A. |

| | | | | | |
|--|------------------------------|-------|------|------|------|
| | Vertoz Advertising Limited | 55.40 | N.A. | N.A. | N.A. |
| | Pressman Advertising Limited | 19.14 | N.A. | N.A. | N.A. |

14. Any Other Information:

| Announcements |
|---|
| For updates and further information on the material information. Please visit stock exchange website www.nseindia.com |