THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT. THIS DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. THIS PUBLIC ANNOUNCEMENT IS NOT INTENDED FOR PUBLICATION OR DISTRIBUTION, DIRECTLY OR NOIRECTLY OUTSIDE INDIA.



# **CRAYONS ADVERTISING LIMITED**

Our Company was originally incorporated on July 03, 1986 as a Philate Limited Company as "Chayons Advertising and Marketing Philate Limited" vide Registration No. 24111 under the provisions of the Companies Act, 1966 with the Registrar of Companies, Death and Hargans. Subsequently, pursuant to a special resolution passed by the Shareholders at their Extraordinary General Meeting peli on September 16, 2022, our Company was convenient form a Private Limited Company to Public Limited Company to Public Limited Company (or Death Companies). To Company was contaged to Companies, NOT of the Death and Aspears. The Company is under the Companies and the Companies and Companies, NOT of the Death and Hargans. The Companies (NOT of the Death and Hargans.) The Companies (NOT of the Death and Hargans) and Hargans (NOT of the Deat



### OUR PROMOTERS: MR. KUNAL LALANI, MRS. VIMI LALANI AND M/S VIMI INVESTMENTS AND FINANCE PVT LTD

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- QIB PORTION: NOT MORE THAN 50% OF THE NET ISSUE
- RETAIL PORTION: NOT LESS THAN 35% OF THE NET ISSUE
   NON-INSTITUTIONAL PORTION: NOT LESS THAN 15% OF THE NET ISSUE
   MARKET MAKER PORTION: UPTO 3,22,000 EQUITY SHARES OR 5% OF THE ISSUE

PROPOSED LISTING:

Ny States offered through the Red Hering Prospectus are proposed to be listed on the Emerge platform of National Stock Euchange India Limited (VISE Emerge). In the Chapter KY of this SEBI (CDR) Regulations: 2018, as amended from the to fine. Our Company has received an in-Principle approval litter dated April 18, 2023 from eage for using its name in this cliffer document for listing of our shares on the NSE Emerge. For the purpose of this issue, the Designated Stock Exchange will be the Stock Exchange for the Limited.

National Shork Earthwage India Limited.

DISCLAMBER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF MOIA (SEBI). Since the issue is being made in items of Chapter K of the SEBI (ICDR) Regulations, 2018, the Red Hering Prospection has been filled with SEBI In items of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hereor there is no such specific disclaimed clause of SEBI In the Western (Prospection of the SEBI In items of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hereor there is no such specific disclaimed clause of SEBI In the Western (Prospection of the SEBI In items of SEBI In items of the SEBI In items of the SEBI In items of SEBI In items of the SEBI In

ANALABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company Crayons Advertising Limited, Feliophore -91 - 965493221; Registered Office of the Company at NSIC Complex, Man Anardmayee Many Other Industrial Estate. Phase -III Navo Dehi 110023. BBLIM. Coopnal pacial Variations Phase -III Institute Telephore -1 -1 -1 -1 425406 and at the selected bottom of Registered Poters (TRX and CDPs participating the telesce Belliam) Forms will also be available on the websites of NSE and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

В	ID.	ISSUE
P	RO	GRAM

ANCHOR INVESTOR BIDDING DATE\*: Friday, May 19,2023 BID/ISSUE OPENS ON: Monday, May 22,2023 BID/ISSUE CLOSES ON: Thursday, May 25,2023

Company may, in consultation with the BRLM, consider participation by Anchor Investors in accordance with the SEEI ICDR Regulations. The Anchor Investor Biddseue Period dhalf be one Work not to the Biddseue Opening Date.

by yord to the Bollstean Opening Date.

Accompany may, in requisition in the British accordance with the SEB COR Regulations.

Accordance year, in revision in the Price Band, the Boll Issue Period for GBs on Working Day yord to the Bollstean Closing Date in accordance with the SEB COR Regulations.

Bollstean Period on the Price Band, the Boll Issue Period for Bollstean Period of the Institute of Bollstean Period or GB dissue Period of the Price Band, subject to Bollstean Period or GB dissue Period of a Septiment of the SEB COR Regulations (Assistance and Conference of the CREAT and and at level themselved, statistic breakly dissummand or working that the service of the ERMAI and at level themselved, and the price Bollstean Period or Septiment (Assistance and Septiment Conference and Se

RISKS TO INVESTORS:

The Marchant Barrier associated with the issue has handed 6 (Sui) public issue in the past three years out of which 1 of the Issues dosed below the Issue Price on Listing date Average cost of acquisition of Equily Shares for the Promoters as at the date of the Red Harmy Propopertus is:

Name of the Promoter	No. of Shares held	Average cost of Acquisition (in₹.)
Mr. Kunal Lalani	43,90,160	Rs. 0.81
Mrs. Vimi Lalani	22,25,250	Rs. 1.35
NAME OF TAXABLE PARTY OF TAXABLE PARTY.	4 40 00 000	D- 405

ly the shares acquired are considered. Neighted Average Return on Net worth for Fiscals 2022, 2021 and 2020 is 2.82

The Issue Price will be determined by our Company in consultation with the BRLM, on the basis of the Book Building Process and the quantitative and qualitative factors as described below. The lines value of the Equity Shares is 410 each and the Issue Price is 62 times the face value at the lower and of the Price Band, made of 5 times the face value at the higher and of the Price Band, made should refer to "Sink-Factors". Our Bandson's "Financial formation" and "Management" Discussion and Analysis of Financial Condition and Results of Operations" on pages 21, 68, 145 and 193, respectively, to have an informed view before making an investment decision.

- usultative Factors

  mer of the qualitative factors which form the basis for computing the issue Price are:
  High-and clients.
  Long term relationship with eitents and repeat & divorated businesse.
  Experienced Promotes (experience of over 88 years)
  Versatile, Technically Sound and young operation Team, which understands creativity at its excellence.
  Well versed and equipped with advance technology.
  Track record of growth and profitability:
  or further details, see "Risk Factors" and "Our Business" on pages 21 and 86, respectively.

he Issue price are as fol

Basic and Diluted Earnings per Share (EPS), as adjusted for changes in capital

Year ended	Basic EPS (in ₹)	Diluted EPS (in ₹)	Weight
FY 2019-20	0.65	0.65	1
FY 2020-21	0.07	0.07	2
FY 2021-22	0.90	0.9	3
Weighted Average	0.58	9.58	
December 31,2022	7.04	7.04	9

o equity shareholders of the Company divided by total weighted average number of equity or mings per share post the bonus issue in current financial year. EPS divided by the aggregate of weights i.e. (EPS x Weight) for each year/Total of weights ad December 31 2022 are not annualised

Particulars	P/E at the lower end of the price band (no. of times)	P/E at the higher end of the price band (no. of times)
a) P/E ratio based on Basic and Diluted EPS of ₹ 0.9 as at March 31, 2022	68.89	72.22
b) P/E ratio based on Weighted Average EPS of ₹ 0.58	106.90	112.07

Particulars	P/E Ratio
Highest	77.88
Lowest	17.30
Average Industry P/E	17.19

atify taglis and low has been considered from the industry pairs of previoled later in this chapter. The industry composite has been calculated as the as account or that industry care.

Benezied in this subscine for further details, see "Composition with lateral dividually power?

Benezied madels detailed on the Company is anothered lateral or "DZ", Information on industry peer is on a standalone basis for the foreign of an INZP, Information of industry peer is on a standalone basis. There listed examines also for the company namely Affilia (Intital) Limited, Menta Andersing Limited, and That and an INZP, Information of the Company is an admitted to the company namely Affilia (Intital) Limited, Menta Andersing Limited, and Limited and Pressume Admitting Limited, That, there dies are usual manufactures of the consideration of the company namely affiliated in the company namely namely affiliated in the company namely affiliated in the company namely affiliated in the company namely na

### BOOK RUNNING LEAD MANAGER TO THE ISSUE

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E-mail: jpo@skylinerta.com nvestor Grievances Email id: grievances@skylinerta.com Website: http://www.skylinerta.com/ SEBI Registration No.: INR000003241 Contact Person: Mr. Anuj Rana

### COMPANY SECRETARY AND COMPLIANCE OFFICER CRAYONS ADVERTISING LIMITED



CHATOTA AUTENT TENTON
M. Cagan Mahajin
NSIC Complex, Mas Anandmyee Marg Okhis Industrial Estate,
Phase-III New Dehl 110020
Telephone: +91 - 9654993221
Femali: cs@Bersorysnehodni.com
Investor grievance Id: cs@Binderagnonsehodn.com
Webalite: www. herogysnehodni.com
CIN: US21000L1998PLC024711

Bidders are advised to contact the Company Secretary and Compliance Officer, the BRLM and/or the Registrar to the Issue in case of any pre-issue or post-issue related problems such as non-receipt of letters of Allotment, credit of Allotted Equity Shares in the respective beneficiary account, non-receipt of funds by electronic mode etc. PRICE BAND: ₹ 62.00 to ₹ 65.00 PER EQUITY SHARE OF FACE VALUE ₹ 10/- EACH

THE FLOOR PRICE IS 6.2 TIMES OF THE FACE VALUE AND
THE FLOOR PRICE IS 6.2 TIMES OF THE FACE VALUE AND
THE CAP PRICE IS 6.5 TIMES OF THE FACE VALUE AND
THE CAP PRICE IS 6.5 TIMES OF THE FACE VALUE OF THE GATE
BIDS CAM BE MADE FOR A MINIMUM OF 2,000 EQUITY SHARES AND IN MULTIPLES OF 2,000 EQUITY SHARES THEREAFTER

Year ended	RoNW (%)	Weight	
FY 2019-20	3.28	1	
FY 2020-21	0.36	2	
FY 2021-22	4.33	3	
Weighted Average	2.82		
December 31 2022	25.39		

Return on net worth (%)

Net worth as restated, attributable to the owners of the company
Net worth

Net worth as restated, including share capital and reserves and surplus, as stated at the end of the year

Equity share capital + Reserves and surplus (including, Seathers) Pennium, General Reserve and surplus in justiement of profit and loss).

notics period ended Recember 31 2022 are not appua

Particulars	Rs.
December 31, 2022	27.73
As of March 31, 2022	20.69
As of March 31, 2021	19.79
As of March 31, 2020	19.72
NAV post issue:	
At the lower end of the price band of ₹ 62/-	36.75*
At the higher end of the price band of ₹ 65/-	37.54
Issue price per share	[•]
AV our Positiv States is calculated on the basis of resisted flourists for the 9 months embed on Decembe	w 31, 2022

Net asset value per equity share

Net worth as restated, including share capital and reserves and surplus, as restated at the end of the year

No. of equity shares outstanding at the end of the year

Basic earnings per share (Rs.) Net profit after tax as restated for calculating basic EP3 Weighted average number of equity shares outstanding at the end of the period or year

6. Comparison of Accounting Ratios with Industry Peers

				1,1000,000				
Sr. No.	Name of Company	Face Value (₹)	Total income (₹ in Lakhs)	Basic EPS (₹)	Diluted EPS (?)	P/E (based on Diluted EPS) (₹)	RoNW (%)	NAV per share (₹)
1,	Crayons Advertising Limited	yons Advertising Limited 10 19,404.5	19,404.97	0.9 0.9	*7.	4.33	20.69	
	Peer Group							
2.	Affie (India) Limited	2	115333.1	16.18	16.18	77.88	18,22	88.14
3.	Vertoz Advertising Limited	10	4260.99	5.10	5.10	17.30	9.21	55.40
4.	Pressman Advertising Limited	2	1636.76	1.92	1.92	21.41	10.03	19.14

source or compose Assembly Limited Based on the resized femolal statements of the Corpusy for your entied \$7.5022

7. The Issue Floor Price is 762.004 which is 8.20 times of the Face Value of the Equity Shares and the Issue Cap Price is 765.004- which is 6.50 times of the face value. The price bandfoor price/issue price will be determined by the Issuer in consultation with the BRULL, on the basis of book-building on the basis of assessment of the market demand from investors for the Equity Shares and shall be justified in view of the above qualitative and quantitative parameters increased. The Equity Shares are shall be parameters and particularly parameters and the above-mentioned information of one pages 21, 86 and 145, respectively, to have a more informed view. The trading price of the Equity Shares of our Company could decline due to the factors mentioned in "Risk Factors" and you may lose all or part of your investments.

For further details, please see the chapter titled "Basis for Issue Price" beginning on page 62 of the RHP

## RISK IN RELATION TO THE FIRST ISSUE

RISK IN RELATION TO THE FIRST ISSUE

Bidders / Applicants should note that on the basic of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/Applicants may be deemed to have authorized the Depositories to provide to the Registrant for the Issue, any requested Demographic Details of the Bidders/Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of Ada Account or for other correspondence(s) related to a tissue. Bidders/Applicants are advised to update any changes to their Demographic Details as Ada Account or for other correspondence(s) related to a Issue. Bidders/Applicants are advised to update any changes to their Demographic Details available in the records of the Depository Participant to ensure accouncy of records. Any delay resulting from failure to update the Demographic Details would be at the records of the Depository Details would be at the Registrant's one file. Bidders/Applicants should ensure the Central Participant to the Demographic Details are would be at the Applicant of the Demographic Details and the Demographic Details are would be at the records of the Demographic Details and the Demographic Details are would be at the records of the Demographic Details and the Demographic Details and the records of the Demographic Details and the records of the Demographic Details and the D

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other SOCIATION OF THE COMPARY AS RESARCES IS OBJECT. For illumination on the main objects and other in Corporate Matters' on page (190 file Red Hering Prospectus and Clause III of the Memoratom of Association ion of our Company is a material document for inspection in relation to the Issue. For further details, see the section on on page 276 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MEMORANDUM OF ASSOCIATION: The Liability of the members of the Company is Limited

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorised share capital of the Company is ₹ 25,00,00,000 divided into AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorised share capital of the Company before the Issue is Rs. 18,000,000 divided into Rs. 11,000,000 (Equity Shares of Rs. 10 each. The Issued, subscribed and paid-up share capital of the Company before the Issue is Rs. 18,000,000 (Equity Shares of Rs. 10 each. The Issued is Shares of

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THE MORE (offen below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the line of signing of the Memorandum of Association of our Company:

Name of the subscriber No. of shares subscribed Mr. Kunal Lalani 10 Equity Shares Mr. Hulas Mal Lalani 10 Equity Shares

Mr. Hulas Mal. Lalani

10 Equity Shares

11 Equity Shares

12 Equity Shares

13 Equity Shares

14 Equity Shares

14 Equity Shares

15 Equity Shares

15 Equity Shares

16 Equi

ASBA Simple, Safe, Samart way of Application Supported by Blocited Amount (ASBA) as a letter was drawing by Blocetts and support story be found by the Management of the Manag



UP-Now available in ASBA for Retail individual Investors (R0)\*\*
Investors are required to ensure that the bark account used for bidding is linked to their PAN. UPI – Now available in ASBA for Rills applying
through Registered Brokers, DP's & RTAx. Rils also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the
facility of filested ordinality affects.

Investors have to apply proxyp the ASSA processor XSSA has to be assisted by the investore successor and conformation. For details on the ASSA and the UPI proxyses, please refer to the details yellow in ASSA from each designed processor and assisted please refer to the certain processor and assisted present in the ASSA designed properties and assisted present in the ASSA designed processor and assisted present internation. Consumer of the reference of the ASSA designed processor and assisted present information Consumer, and assisted present information Consumer, and assisted present information Consumer. ASSA designed to the section of SSSI at wears and good present information Consumer. ASSA designed to the assisted present information Consumer. ASSA designed present information Consumer and assisted present information Consumer and ASSA designed present in

ESCROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: YES Bank Limited.

LINK TO DOWNLOAD ABRIDGED PROSPECTUS: http://thecrayonsnetwork.com/investors.html UPI: Retail Individual Bidders can also Bid through UPI Mechanism.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus.

On behalf of Board of Directors For Crayons Advertising Limited Sd/-Mr. Gagan Mahajan Company Secretary & Compliance Officer

Disclaimer Corpora Aberdining, Limited is proceeding, subject to applicable statutiony and regulatory requirements, receipt of require approximations, and when the considerations are been initial public order of its Early Streets and has flet the RFF with the Register of Companies, Deht and Hargeston on May 11, 2023 and thereafter with EEEB and the Street of the Street of the Street of Companies and the Street of Compa

The Equity Shares have not been and will not be registered under the U.S. Sacurities Act of 1933, as amended (the "Sacurities Act") or any state securities laws in the United States, except pursuant to an exemption from, or in a transaction not subject to, the registered under managements of the Securities Act and respond to a display to the securities for the securities Act and respond to a display to the securities Act and respond and securities Act and respond and securities Act and the securities Act and the securities Act and the securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public voltage and the securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public voltage in the United States.