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Our Company was originally incorporated on July 03, 1998 as a Private Limited Company as "Crayons Advertising and Marketing Private Limited" vide Registration No. 24711 under the provisions of the Companies Act, 1956 with the Registrar of Companies, Delhi and Haryana. Subsequently, pursuant to a special resolution passed by the Shareholders at their Extraordinary General Meeting held on September 16, 2002, our Company was converted from a Private Limited Company to Public Limited Company and consequently, the name of our Company was changed to "Crayons Advertising Limited" and a Fresh Certificate of Incorporation consequent to Conversion was issued on November 22, 2002 by the Registrar of Companies, NCT of Delhi and Haryana. The Corporate Identification Number of our Company is U52109DL1998PLC024711. For further details of change in name and change in Registered Office of our Company, please refer to section titled "Our History and Certain Other Corporate Matters" beginning on page 103 of the Red Herring Prospectus.

**Registered Office:** NSIC Complex, Maas Anandmaye Marg, Okhla Industrial Estate, Phase-III New Delhi 110020  
**Tel:** +91 - 9654992221; **E-mail:** cs@thecrayonsnetwork.com; **Website:** www.thecrayonsnetwork.com; **CIN:** U52109DL1998PLC024711  
**Contact Person:** Mr. Gagan Mahajan, Company Secretary and Compliance Officer;



(Please scan the QR code to view the Red Herring Prospectus)

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

### THE ISSUE

**PUBLIC ISSUE OF 64,30,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF CRAYONS ADVERTISING LIMITED (THE "COMPANY") OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [•] PER EQUITY (THE "ISSUE PRICE") AGGREGATING TO ₹ [•] LAKH (THE "ISSUE") COMPRISING OF A FRESH ISSUE OF 64,30,000 EQUITY SHARES AGGREGATING TO ₹ [•] LAKH (THE "FRESH ISSUE") OF WHICH 3,22,000 EQUITY SHARES AGGREGATING TO ₹ [•] LAKH WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. NET ISSUE OF 61,08,000 EQUITY SHARES AGGREGATING TO ₹ [•] LAKH (THE "NET ISSUE"). THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 26.32% AND 25.00% RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.**

- QIB PORTION: NOT MORE THAN 50% OF THE NET ISSUE
- RETAIL PORTION: NOT LESS THAN 3% 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:

The Equity Shares offered through the Red Herring Prospectus are proposed to be listed on the Emerging platform of National Stock Exchange India Limited (NSE 'Emerge'), in terms of the Chapter IX of the SEBI (ICDR) Regulations, 2018, as amended from time to time. Our Company has received an In-Principle approval letter dated April 18, 2023 from NSE Emerge for using its name in this offer document for listing of our shares on the NSE Emerge. For the purpose of this Issue, the Designated Stock Exchange will be the National Stock Exchange India Limited.

**DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI):** Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 215 of the Red Herring Prospectus.

**DISCLAIMER CLAUSE OF NSE EMERGE (THE DESIGNATED STOCK EXCHANGE):** "It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the Disclaimer Clause of NSE."

**CREDIT RATINGS:** This being the Issue of Equity Shares, no credit rating is required.

**DEBENTURE TRUSTEES:** As this is an Issue of Equity Shares, the appointment of Trustees is not required.

**PGD GRADING:** Since this Issue is made in terms of Chapter IX of the SEBI (ICDR) Regulations, there is no requirement of appointing an PGD Grading Agency.

**AVAILABILITY OF RED HERRING PROSPECTUS:** Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of Company at <http://thecrayonsnetwork.com/investors.html> or at website of the BRLM at [www.brlm.co.in](http://www.brlm.co.in) or NSE at <https://www.nseindia.com> and is expected to be available on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in).

**AVAILABILITY OF BID-CUM-APPLICATION FORMS:** Bid-Cum-Application forms can be obtained from the Registrar Office of the Company, Crayons Advertising Limited, Telephone: +91 - 9654992221; Registered Office of the Company at NSIC Complex, Maas Anandmaye Marg Okhla Industrial Estate, Phase-III New Delhi 110020; BRLM Corporation, Capital Ventures Private Limited, Telephone: +91 - 11-41824065 and at the selected locations of Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application Forms will also be available on the websites of NSE and the designated branches of SCSSBs, the list of which is available at websites of stock exchanges and SEBI.

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

\*Our Company may, in consultation with the BRLM, consider participation by Anchor Investors in accordance with the SEBI (ICDR) Regulations. The Anchor Investor Bidding Period shall be as per Working Day prior to the Bidding Opening Date.

\*Our Company may, in consultation with the BRLM, consider closing the Bidding Period for QIBs on any Working Day prior to the Bidding Closing Date in accordance with the SEBI (ICDR) Regulations. In case of any revision in the Price Band, the Bid Issue Period shall be extended for at least three (3) additional Working Days after such revision of the Price Band, subject to the Bidding Period not exceeding a total of ten (10) Working Days. Any revision in the Price Band, and the revised Bid Issue Period, if applicable, shall be widely disseminated by notification to the Stock Exchange by issuing a press release and also by indicating the change on the website of the BRLM and at the terminals of the Syndicate Members, and by intimation to Self-Certified Syndicate Banks (SCSBs), the Sponsor Banks and other Designated Intermediaries, as applicable, in case of force majeure, banking strike or similar circumstances, the Company may for reasons recorded in writing, extend the Bid Issue Period by at least three (3) additional working days subject to the total Bid Issue Period not exceeding ten (10) Working Days.

The Issue is being made in terms of Rule 19(2)(b)(i) of the Securities Contract (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 31 of the SEBI (ICDR) Regulations. The issue is being made for at least 25% of the post-Issue paid-up Equity Share capital of our Company. The Issue is being made through the Book Building Process in accordance with Regulation 23(1) of the SEBI (ICDR) Regulations, wherein not more than 50% of the Net Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") and such portion of the QIB Portion ("QIB Portion") provided that our Company in consultation with the BRLM may allocate up to 80% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with SEBI (ICDR) Regulations ("Anchor Investor Portion"). One-third of the Anchor Investor Portion shall be reserved for domestic Mutual Funds, subject to valid bids being received from the domestic Mutual Funds at or above the Anchor Investor Allocation Price. Further, 5% of the QIB Portion (excluding the Anchor Investor Portion) shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors), including Mutual Funds, subject to valid bids being received at or above the Issue Price. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI (ICDR) Regulations subject to valid bids being received at or above the Issue Price. All potential Bidders, other than Anchor Investors, are requested to mandatorily utilize the Application Supported by Blocked Amount ("ASBA") process providing details of their respective bank account (including UPI ID in case of RHPs) which will be blocked by the SCSSBs, or the bank accounts linked with the UPI ID, as applicable, to participate in the Issue. Anchor Investors are not permitted to participate in the Anchor Investor Portion through the ASBA process. For details, please see the section entitled "Issue Procedures" on page 235.

### RISKS TO INVESTORS:

- The Merchant Banker associated with the Issue has handled 6 (Six) public issues in the past three years out of which 1 of the Issues closed below the Issue Price on Listing date.
- Average cost of acquisition of Equity Shares for the Promoters as at the date of the Red Herring Prospectus is:

Name of the Promoter	No. of Shares held	Average cost of Acquisition (INR)
Mr. Kunal Lalani	43,90,160	Rs. 0.81
Mrs. Vimi Lalani	22,25,250	Rs. 1.33
M/s Vimi Investment and Finance Private Limited	1,13,60,000	Rs. 1.25

\*Only the shares acquired are considered.

- Weighted Average Return on Net worth for Fiscals 2022, 2021 and 2020 is 2.82.

### BASIS FOR ISSUE PRICE

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 face value of the Equity Shares is ₹10 each and the Issue Price is 52 times the face value at the lower end of the Price Band and 6.5 times the face value at the higher end of the Price Band. Investors should refer to "Risk Factors", "Our Business", "Financial Information" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" on pages 21, 86, 145 and 153, respectively, to have an informed view before making an investment decision.

#### Qualitative Factors

Some of the qualitative factors which form the basis for computing the Issue Price are:

- High-end clients
- Long term relationship with clients and repeat & diversified business.
- Experienced Promoters (experience of over 38 years)
- Versatile, Technically Sound and young operation Team, which understands creativity at its excellence.
- Well versed and equipped with advanced technology.
- Track record of growth and profitability.

For further details, see "Risk Factors" and "Our Business" on pages 21 and 86, respectively.

#### Quantitative Factors

The information presented in this section is derived from our Restated Financial Statements. For details, see "Financial Information" on page 145. Investors should evaluate our Company and form their decisions taking into consideration its earnings, and based on its growth strategy. Some of the quantitative factors which may form the basis for computing the Issue Price are as follows:

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

Year ended	Basic EPS (INR)	Diluted EPS (INR)	Weight
FY 2019-20	0.85	0.85	
FY 2020-21	0.07	0.07	2
FY 2021-22	0.90	0.9	3
<b>Weighted Average</b>	<b>0.58</b>	<b>0.58</b>	
December 31, 2022	7.04	7.04	-

Note:

The ratios have been computed as under:

- Basic and diluted EPS for the Issue price is calculated on the basis of the total weighted average number of equity shares outstanding during the period. Basic and diluted EPS are computed in accordance with IAS 33 - Earnings per share but the bonus issue is current financial year.
- Weighted average = Aggregate of year-wise weighted EPS divided by the aggregate of weights i.e. (EPS x Weight) for each year/total of weights
- Basic and diluted EPS for the Nine months period ended December 31, 2022 is not estimated.

#### 2. Price / Earning (P/E) Ratio in relation to Issue Price of ₹ 62 to ₹ 65 per Equity Share

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

#### 3. Industry Price / Earning (P/E) Ratio

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

(1) The industry high and low has been considered from the industry peer set provided under this information. The industry average P/E of the industry peer set is determined in this way. For further details, see "Comparison with industry peers".

(2) Source: Respective audited financials of the Companies, as available, for the Financial Year 2022. Information on industry peer is on a stand-alone basis.

(3) There is three listed peer Company namely Affix (India) Limited, Vertoz Advertising Limited and Pressman Advertising Limited, thus, their data are used for comparison.

Net worth = Equity share capital + Reserves and surplus (including, Securities Premium, General Reserve and surplus in statement of profit and loss).

Basic earnings per share (EPS) = Net profit after tax as restated, attributable to the owners of the company

Weighted average number of equity shares outstanding at the end of the period or year

BOOK RUNNING LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE
<b>GO</b> CORPORATE CAPITALVENTURES PRIVATE LIMITED B/16/13, First Floor, Mohan Co-operative Industrial Estate, Mathura Road, New Delhi - 110044. Tel: No. +91 - 11-41824066 Email: <a href="mailto:corporate@corvda.com">corporate@corvda.com</a> Investor Grievance Email id: <a href="mailto:investor@corvda.com">investor@corvda.com</a> Website: <a href="http://www.corvda.com">www.corvda.com</a> SEBI Registration No.: INM00012276 Validity: Permanent Contact Person: Mrs. Harpreet Parshar	<b>Skyline</b> SKYLINE FINANCIAL SERVICES PRIVATE LIMITED D-153 A, 1st Floor, Okhla Industrial Area, Phase-I, New Delhi-110020 Tel: No. +91 - 11-4045193/97; Fax No. +91 - 11-26812983 Email: <a href="mailto:info@skylinefin.com">info@skylinefin.com</a> Investor Grievance Email id: <a href="mailto:corporate@skylinefin.com">corporate@skylinefin.com</a> Website: <a href="http://www.skylinefin.com">www.skylinefin.com</a> SEBI Registration No.: INR000003241 Contact Person: Mr. Anuj Rana

COMPANY SECRETARY AND COMPLIANCE OFFICER
<b>THE</b> <b>crayons</b> NETWORK CRAYONS ADVERTISING LIMITED NSIC Complex, Maas Anandmaye Marg Okhla Industrial Estate, Phase-III New Delhi 110020 Telephone: +91 - 9654992221 E-mail: <a href="mailto:cs@thecrayonsnetwork.com">cs@thecrayonsnetwork.com</a> Investor grievance id: <a href="mailto:cs@thecrayonsnetwork.com">cs@thecrayonsnetwork.com</a> Website: <a href="http://www.thecrayonsnetwork.com">www.thecrayonsnetwork.com</a> CIN: U52109DL1998PLC024711

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

#### 4. Return on Net Worth (RoNW):

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

Net profit after tax as restated, attributable to the owners of the company

Return on 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, Securities Premium, General Reserve and surplus in statement of profit and loss).

RoNW for the Nine months period ended December 31, 2022 is not estimated

#### 5. Net Asset Value (NAV) per Equity Share

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
<b>NAV post issue:</b> At the lower end of the price band of ₹ 62/- At the higher end of the price band of ₹ 65/- Issue price per share	36.75% 37.54 [•]

\*NAV per Equity Share is calculated on the basis of restated financials for the 9 months ended on December 31, 2022

Net asset value per equity share = Net worth as restated, including share capital and reserves and surplus, as stated 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 EPS

Weighted average number of equity shares outstanding at the end of the period or year

#### 6. Comparison of Accounting Ratios with Industry Peers

Sr. No.	Name of Company	Face Value (₹)	Total Income (₹ in Lakhs)	Fiscal 2022		PIE (based on Diluted EPS) (₹)	RoNW (%)	NAV per share (₹)
				Basic EPS (₹)	Diluted EPS (₹)			
1.	Crayons Advertising Limited	10	19,404.97	0.9	0.9	-	4.33	20.69
<b>Peer Group</b>								
2.	Affix (India) Limited	2	11533.1	16.18	16.18	77.88	18.22	88.14
3.	Vertoz Advertising Limited	10	4280.99	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: All the financial information for listed industry peer mentioned above is on a consolidated basis and is sourced from the filings made with stock exchanges available on [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com) for the Financial Year ending March 2022

Source: For Crayons Advertising Limited, based on the restated financial statements of the Company for year ended FY 2022

**7. The Issue Floor Price is ₹62.00/-, which is 6.20 times of the Face Value of the Equity Shares and the Issue Cap Price is ₹65.00/-, which is 6.50 times of the face value.**  
The price band/floor/premium price will be determined by the issuer in consultation with the BRLM, 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.  
Investors should read the above-mentioned information along with "Risk Factors", "Our Business" and "Financial Information" on pages 21, 86 and 145, respectively, to have a more informed view. The Issuing 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

Bidders / Applicants should note that on the basis 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 Registrar to 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 ASBA Account or for other correspondence(s) related to an Issue. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active.

**CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS:** For information on the main objects and other objects of our Company, see "History and Certain Corporate Matters" on page 108 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" 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 Authorized share capital of the Company is ₹ 25,00,00,000 divided into 2,50,00,000 Equity Shares of Rs.10 each. The issued, subscribed and paid-up share capital of the Company before the Issue is Rs. 18,00,00,000 divided into 1,80,00,000 Equity Shares of Rs.10 each. For details of the Capital Structure, see "Capital Structure" on the page 47 of the Red Herring Prospectus.

**NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM:** Given 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 time 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. Hulus Mal Lalani	10 Equity Shares

Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Certain Corporate Matters" on page 108 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 47 of the Red Herring Prospectus.

**GENERAL RISK:** Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in the Issue unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue, including the risks involved. The Equity Shares of the Issue have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the Investors is invited to the section titled "Risk Factors" on page 21 of the Red Herring Prospectus.

**Simple, Safe, Smart way of Application- Make use of it !!!**

\*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. Investors can avail the same. For details, check section on ASBA below.

**UPI-Now available in ASBA for Retail Individual Investors (RII)\***  
Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI - Now available in ASBA for RIIs applying through Registered Brokers, DP's & RTAs. RIIs also have the option to submit the application directly to the ASBA Bank (SCSSBs) or to use the facility of linked online trading, demat and bank account.

Investors have to apply through the ASBA process. ASBA is to be utilized by the investors except anchor investor. UPI may be applied by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and detailed procedure and also please refer to the section "Issue Procedure" beginning on page 234 of the RHP. The process is also available on the website of Association of Investment Bankers of India ("AIBI"), the Stock Exchanges and in the General Information Document.

\*List of banks supporting UPI is also available on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in). YES Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2016, as amended. For UPI related queries, investors can contact NPCI at the toll free number: 18001201740 and Mail to [info@npci.org.in](mailto:info@npci.org.in). For the list of UPI enabled and Banks like an IPO, please refer to the link [www.npci.org.in](http://www.npci.org.in) or for issue related grievance investors may contact: Corporate Capital Ventures Private Limited - "Ms. Harpreet Parshar" (+91 11-41824065) Email: [info@corvda.com](mailto:info@corvda.com)

**ESROW 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

Place: New Delhi

Date: May 15, 2023

**Disclaimer:** Crayons Advertising Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed the RHP with the Registrar of Companies, Delhi and Haryana on May 11, 2023 and thereafter with SEBI and the Stock Exchange. The RHP is available on the website of Company at <http://thecrayonsnetwork.com/investors.html> or at website of BRLM at [www.brlm.co.in](http://www.brlm.co.in) and at website of NSE at <https://www.nseindia.com> or expected to be available on the SEBI website at [www.sebi.gov.in](http://www.sebi.gov.in). Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the RHP including the section titled "Risk Factors" beginning on page 21 of the Red Herring Prospectus.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, they may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to