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Our Company was originally incorporated on July 03, 1986 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, 2022, 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, 2022 by the Registrar of Companies, NCT of Delhi and Haryana. The Corporate Identification Number of our Company is U52109DL1986PLC024711. 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 109 of the Prospectus.



## CRAYONS ADVERTISING LIMITED

Registered Office: NSIC Complex, Maanandmayee Marg, Okhla Industrial Estate, Phase- III New Delhi 110020  
Tel: +91 - 9654993221; E-mail: cs@thecrayonsnetwork.com; Website: www.thecrayonsnetwork.com; CIN: U52109DL1986PLC024711  
Contact Person: Mr. Gagan Mahajan, Company Secretary and Compliance Officer;

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

Our Company has filed the Prospectus dated May 30, 2023, (the "Prospectus") with the Registrar of Companies, Delhi, Haryana (ROC), and the equity shares (as defined hereinafter) are proposed to be listed on the Emerge platform of National Stock Exchange of India Limited ("NSE Emerge") and the listing and trading of the Equity Shares (as defined hereinafter) expected to commence on June 02, 2023

#### BASIS OF ALLOTMENT

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 ₹ 65.00 PER EQUITY SHARE (THE "ISSUE PRICE") AGGREGATING TO ₹ 4179.50 LAKH ("THE ISSUE") OF WHICH 3,22,000 EQUITY SHARES AGGREGATING TO ₹ 209.30 LAKH WERE 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 ₹ 3970.20 LAKH (THE "NET ISSUE"). THE ISSUE AND THE NET ISSUE CONSTITUTES 26.32% AND 25.00% RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

ISSUE PRICE: RS. 65/- PER EQUITY SHARE OF FACE VALUE OF RS.10 EACH  
THE ISSUE PRICE IS 6.5 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

#### RISKS TO INVESTORS:

- The Merchant Banker associated with the Issue has handled 6 (Six) public issue 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 i.e., Mr. Kunal Lalani is Rs. 0.81/- and Mrs. Vimi Lalani is Rs. 1.35/- and M/S Vimi Investments and Finance Pvt Ltd is Rs 1.25/- and the Issue Price is Rs. 65 per Equity Share.
- Weighted Average Return on Net worth for Fiscals 2022, 2021 and 2020 is 2.82 %

#### BID/ISSUE PERIOD

BID/ISSUE OPENED ON: MONDAY, MAY 22, 2023  
BID/ISSUE CLOSED ON: THURSDAY, MAY 25, 2023  
ANCHOR INVESTOR/ BID OFFER PERIOD WAS: FRIDAY, MAY 19, 2023

The Offer was made in terms of Rule 19(2)(b) of the Securities Contracts (Regulations) Rules 1957, as amended ("SCRR"), read with Regulation 253 of the SEBI ICDR Regulations, The Offer was made through the Book Building Process in accordance with Regulation 229(2) of the SEBI ICDR Regulations wherein, not more than 50% of the Net offer was available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") ("the QIB Portion"). Our Company in consultation with BRLMs allocate up to 60% of the QIB Portion to Anchor Investor on a discretionary basis ("Anchor Investor Portion"), out of which one third was reserved for domestic Mutual Funds, subject to valid Bids having been received from domestic Mutual Funds at or above the Anchor Investor Allocation Price, in accordance with SEBI ICDR Regulations. Further, 5% of the Net QIB Portion was made available for allocation on a proportionate basis of the Mutual Funds only, and the remainder of the Net QIB Portion was available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors), including Mutual Funds, subject to valid Bids having been received at or above the Offer Price. However, if the aggregate demand from Mutual Funds was less than 5% of the QIB Portion, the balance Equity shares available for allocation in the Mutual Funds Portion were added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Offer was available for allocation to non-institutional Bidders ("Non - Institutional Portion"), subject to valid bids being received at or above the offer price and not less than 35% of the Net Offer was made available for allocation to Retail Individual Investors ("RIs") in accordance with SEBI ICDR Regulations, subject to valid bids has been received from them at or above the offer price. All Bidders, other than the Anchor Investors, were mandatorily required to participate in the offer through the application supported by blocked amount ("ASBA") process by providing details of their respective ASBA Accounts (as defined hereinafter) including UPI ID in case of UPI Bidders in which the BID Amount were blocked by the Self Certified Syndicate Banks ("SCSB") or the sponsor Banks, as the case may be. Anchor Investors were not permitted to participate in the Anchor Investor Portion through the ASBA process. For details, see "Issue Procedure" beginning on page 234 of the Prospectus.

The bidding for Anchor Investors Opened and Closed on Friday, May 19, 2023. The Company received 7 applications from 7 anchor investors for 23,10,000 equity shares. The Anchor investor price was finalized at Rs. 65/- per Equity Share. A total of 18,30,000 equity shares allocated under Anchor Investor Portion aggregating to Rs. 1,189.50 Lakh.

The Offer (excluding Anchor Investor Portion) received 1,88,307 Applications for 63,15,96,000 Equity Shares (before technical rejections) resulting in 112.32 times subscription. The details of the Applications received in the Issue from various categories are as under (before technical rejections):

#### Detail of the Applications Received:

Sr. No.	Category	No. of Applications	No. of Equity Shares applied	Equity Shares Reserved as per Prospectus	No. of times Subscribed
1	Retail Individual Investors	1,81,726	36,34,62,000	21,38,000	167.07
2	Non - Institutional Investors	6,550	21,40,50,000	9,18,000	231.05
3	Market Makers	1	3,22,000	3,22,000	1
4	Qualified Institutional Buyers	30	5,37,62,000	12,22,000	44.00
5	Anchor Investors	7	23,10,000	18,30,000	1.26
	<b>Total</b>	<b>188,314</b>	<b>63,39,06,000</b>	<b>64,30,000</b>	<b>98.58</b>

#### Final Demand:

A summary of the final demand as at different Bid price is as under:

Bid Price	No. Of Equity Shares	% of Total	Cumulative Total	Cumulative % to Total
62	280000	0.04	280000	0.04
63	162000	0.03	442000	0.07
64	470000	0.07	912000	0.14
65	470526000	74.23	471438000	74.37
Cut Off	162468000	25.63	633906000	100.00%
<b>Total</b>	<b>633906000</b>	<b>100.00</b>		

The Basis of Allotment was finalised in consultation with the Designated Stock Exchange, being National Stock Exchange of India Limited on 30.05.2023.

#### 1) Allotment to Retail Individual Investors (After Technical Rejections)

The Basis of Allotment to the Retail Individual Investors, who have Bid at cut-off / Issue Price of Rs. 65/- per Equity Share, was finalized in consultation with NSE Emerge. The category has been subscribed to the extent of 167.07 times. The total number of Equity Shares Allotted in this category is 21,38,000 Equity Shares to 1069 successful applicants. The category-wise details of the Basis of Allotment are as under:

No. of Shares Applied for (Category wise)	No. of Applications Received	% of Total	Total No. of Shares Applied in Each Category	% of Total	No. of Equity Shares Allotted per Applicant	Ratio	Total No. of Shares Allotted
2000	1,78,602	100	35,72,04,000	100	2000	1,069:1,78,602	21,38,000
<b>Total</b>	<b>1,78,602</b>	<b>100</b>	<b>35,72,04,000</b>	<b>100</b>			<b>21,38,000</b>

#### 2) Allotment to Non-Institutional Bidders / Investors (After Technical Rejections)

The Basis of Allotment to the Non-Institutional Bidders / Investors, who have bid at the Issue Price of Rs. 65/- per Equity Share was finalized in consultation with NSE Limited. The category has been subscribed to the extent of 231.05 times. The total number of Equity Shares Allotted in this category is 9,18,000 Equity Shares to 371 successful applicants. The category-wise details of the Basis of Allotment are as under (Sample basis):

No. of Shares Applied for (Category wise)	No. of Applications Received	% of Total	Total No. of Shares Applied in Each Category	% of Total	No. of Equity Shares Allotted per Applicant	Ratio of allottees to applicants	Total No. of Shares Allotted
4000	3412	53.01	13648000	6.43	2000	15	1706
6000	511	7.93	3066000	1.45	2000	1	73
8000	243	3.77	1944000	0.92	2000	4	243
10000	199	3.09	1990000	0.94	2000	4	199
12000	164	2.54	1968000	0.93	2000	1	41
14000	146	2.26	2044000	0.96	2000	2	73
16000	503	7.61	8048000	3.8	2000	17	503
18000	108	1.67	1944000	0.92	2000	1	27
20000	156	2.42	3120000	1.47	2000	7	156
22000	43	0.66	946000	0.45	2000	2	43
24000	44	0.68	1056000	0.5	2000	1	22
26000	28	0.43	728000	0.34	2000	1	14
28000	31	0.48	868000	0.41	2000	2	31
30000	56	0.87	1680000	0.79	2000	1	14
32000	25	0.38	800000	0.38	2000	2	25
34000	15	0.23	510000	0.24	2000	1	15
36000	27	0.41	972000	0.46	2000	2	27
38000	22	0.34	836000	0.39	2000	1	11
40000	35	0.54	1400000	0.66	2000	3	35
42000	18	0.27	756000	0.36	2000	1	9
44000	7	0.1	308000	0.15	2000	1	7
46000	30	0.46	1380000	0.65	2000	1	10
48000	6	0.09	288000	0.14	2000	1	6
50000	27	0.41	1350000	0.64	2000	1	9
52000	7	0.1	364000	0.17	2000	1	7
54000	1	0.01	54000	0.03	0	0	1
56000	8	0.12	448000	0.21	2000	1	8
58000	1	0.01	58000	0.03	0	0	1
60000	20	0.31	1200000	0.57	2000	3	20
62000	14	0.22	868000	0.41	2000	1	7
64000	5	0.07	330000	0.16	2000	1	5
66000	4	0.06	272000	0.13	2000	1	4
70000	12	0.18	840000	0.4	2000	1	6
72000	3	0.04	216000	0.1	0	0	1
74000	2	0.03	148000	0.07	0	0	1
76000	11	0.17	836000	0.39	2000	2	11
78000	8	0.12	624000	0.29	2000	1	8

No. of Shares Applied for (Category wise)	No. of Applications Received	% of Total	Total No. of Shares Applied in Each Category	% of Total	No. of Equity Shares Allotted per Applicant	Ratio of allottees to applicants	Total No. of Shares Allotted
80000	14	0.22	1120000	0.53	2000	1	7
82000	4	0.06	328000	0.15	2000	1	4
86000	7	0.11	602000	0.28	2000	1	7
88000	4	0.06	352000	0.17	2000	1	4
90000	8	0.12	720000	0.34	2000	1	4
92000	6	0.09	552000	0.26	2000	1	6
96000	3	0.04	288000	0.14	2000	1	3
98000	4	0.06	392000	0.18	2000	1	4
100000	11	0.17	1100000	0.52	2000	2	11
102000	1	0.02	102000	0.05	0	0	1
104000	1	0.01	104000	0.05	0	0	1
106000	5	0.07	530000	0.25	2000	1	5
108000	3	0.04	324000	0.15	2000	1	3
110000	3	0.05	330000	0.16	2000	1	3
112000	3	0.05	336000	0.16	2000	1	3
114000	2	0.03	228000	0.11	0	0	1
116000	1	0.02	116000	0.05	0	0	1
118000	1	0.02	118000	0.06	0	0	1
120000	5	0.08	600000	0.28	2000	1	5
122000	1	0.02	122000	0.06	0	0	1
124000	1	0.02	124000	0.06	0	0	1
126000	1	0.02	126000	0.06	0	0	1
128000	1	0.02	128000	0.06	0	0	1
130000	3	0.05	390000	0.18	2000	1	3
132000	2	0.03	264000	0.12	2000	1	2
134000	1	0.02	134000	0.06	0	0	1
138000	3	0.05	414000	0.2	2000	1	3
140000	2	0.03	280000	0.13	2000	1	2
142000	2	0.03	284000	0.13	2000	1	2
144000	1	0.02	144000	0.07	0	0	1
148000	3	0.05	444000	0.21	2000	1	3
150000	6	0.09	900000	0.42	2000	1	6
152000	125	1.94	1900000	8.96	2000	41	125
154000	11	0.17	1694000	0.8	2000	4	11
158000	1	0.02	158000	0.07	0	0	1
160000	7	0.11	1120000	0.53	2000	2	7
162000	2	0.03	324000	0.15	2000	1	2
164000	1	0.02	164000	0.08	0	0	1
168000	2	0.03	336000	0.16	2000	1	2
170000	2	0.03	340000	0.16	2000	1	2
172000	4	0.06	688000	0.32	2000	1	4
174000	1	0.02	174000	0.08	0	0	1
176000	3	0.05	528000	0.25	2000	1	3
178000	1	0.02	178000	0.08	0	0	1
180000	11	0.17	1980000	0.93	2000	4	11
182000	3	0.05	546000	0.26	2000	1	3
184000	1	0.02	184000	0.09	0	0	1
186000	2	0.03	372000	0.18	2000	1	2
190000	3	0.05	570000	0.27	2000	1	3
192000	1	0.02	192000	0.09	0	0	1
198000	1	0.02	198000	0.09	0	0	1
200000	5	0.08	1000000	0.47	2000	2	5
208000	1	0.02	208000	0.1	0	0	1
210000	1	0.02	210000	0.1	0	0	1
212000	1	0.02	212000	0			