

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 the rating agency	NA
4.	Subscription level (number of times). If the issue was undersubscribed, please clarify how the funds were arranged.	147.54 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	3.04%
	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 stock exchanges 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	20,154.90	NA	NA
Net Profit for the period	1,690.29	NA	NA
Paid-up equity share capital	2,443.00	NA	NA
Reserves excluding revaluation reserves	7,953.23	NA	NA

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)	
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	exchange, etc.)		
	i. at the end of 1st FY	Frequently Traded	
	ii. at the end of 2nd FY	NA	
	iii. at the end of 3rd FY	NA	
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	No Change	
	ii. at the end of 2nd FY	NA	
	iii. at the end of 3rd FY	NA	
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)		
	i. as disclosed in the offer document	NA	
	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	<ul style="list-style-type: none"> The Company has not updated its Statement of Deviation on the NSE website. We have sent an email to the Company requesting the requisite information. The Company has confirmed the following over the mail: - 	

		<ul style="list-style-type: none">• Rs. 782.72 Lakhs have been utilized towards the abovementioned purpose for which IPO funds has been raised.• The balance amount of Rs. 2540.00 Lakhs remains unutilized.• Out of this, Rs. 750.00 Lakhs are deposited as a fixed deposit.• Rs. 1790.00 Lakhs are parked as ICD (Inter-Corporate Deposit).
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	iii. Reasons for deviation, if any	N.A
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	

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

Price parameters	At close of listing day (02 nd June, 2023)	At close of 30th calendar day from listing day (30 June, 2023)	At close of 90th calendar day from listing day (31 st August, 2023)	As at the end of 1st FY after the listing of the issue (31 st March 2024)			As at the end of 2nd FY after the listing of the issue			As at the end of 3rd FY after the listing of the issue		
				Closing price	High (during the FY)	Low (during the FY)	Closing price	High (during the FY)	Low (during the FY)	Closing price	High (during the FY)	Low (during the FY)
Market Price	94.50	158.10	157.10	164.75	259.00	90	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Index (of the Designated Stock Exchange):	18,534.10	19,189.05	19,253.80	22,326.9	22,526.60	17,312.75	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Sectoral Index (mention the index that has been considered and reasons for considering the same)	N.A.											

13.	Basis for Issue Price and Comparison with Peer Group & Industry Average (Source of accounting ratios of peer group 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)	:
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Accounting ratio	Name of company	As disclosed in the offer document	At the end of 1st FY (31/03/2024) (Standalone basis)	At the end of 2nd FY (31/03/2025) (Standalone basis)	At the end of 3rd FY (31/03/2025) (Standalone basis)
EPS (Basic)	Issuer:	0.9	7.25	N.A.	N.A.
	Peer Group:				
	Affle (India) Limited	16.18	5.60	N.A.	N.A.
	Vertoz Advertising Limited	5.10	1.61	N.A.	N.A.
	Pressman Advertising Limited	1.92	The status of the company on NSE is suspended, hence the data is not available	N.A.	N.A.
P/E	Issuer:	72.22	22.72	N.A.	N.A.
	Peer Group:				
	Affle (India) Limited	77.88	186.02	N.A.	N.A.
	Vertoz Advertising Limited	17.30	448.32	N.A.	N.A.
	Pressman Advertising Limited	21.41	The status of the company on NSE is suspended, hence the data is not available	N.A.	N.A.
RoNW	Issuer:	4.33	15.96	N.A.	N.A.
	Peer Group:				
	Affle (India) Limited	18.22	4.38	N.A.	N.A.
	Vertoz Advertising Limited	9.21	2.16	N.A.	N.A.

	Pressman Advertising Limited	10.03	The status of the company on NSE is suspended, hence the data is not available	N.A.	N.A.
NAV per share based on balance sheet	Issuer:	20.69	43.35	N.A.	N.A.
	Peer Group:				
	Affle (India) Limited	88.14	123.56	N.A.	N.A.
	Vertoz Advertising Limited	55.40	68.06	N.A.	N.A.
	Pressman Advertising Limited	19.14	The status of the company on NSE is suspended, hence the data is not available	N.A.	N.A.

*Data extracted from Money Control/NSE/BSE

14. Any Other Information:

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