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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, Maa Anandmayee 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 (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 ("RIIs") 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:

Table with 6 columns: Sr. No., Category, No. of Applications, No. of Equity Shares applied, Equity Shares Reserved as per Prospectus, No. of times Subscribed. Includes data for Retail Individual Investors, Non-Institutional Investors, Market Makers, etc.

Final Demand:

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

Table with 5 columns: Bid Price, No. Of Equity Shares, % of Total, Cumulative Total, Cumulative % to Total. Shows bid price ranges from 62 to 65 and a total of 633906000 equity shares.

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:

Table with 7 columns: 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. Shows data for 2000 to 21,38,000.

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):

Table with 7 columns: 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. Shows data for 4000 to 78000.

Large table with 7 columns: 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. Shows detailed allotment data for 80000 to 450000.

Table with 7 columns: 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. Shows detailed allotment data for 454000 to 918000.

3) Allotment to Market Maker (After Technical Rejections)

The Basis of Allotment to the Market Maker, at the issue price of Rs. 65/- per Equity Share, was finalized in consultation with NSE Limited. The Category was subscribed by 1.00 times. The total number of shares allotted in this category is 3,22,000 Equity Shares in full out reserved portion of 3,22,000 Equity Shares.

4) Allotment to QIBs (After Technical Rejections)

Allotment to QIBs, who have bid at the Issue Price of Rs. 65/- per Equity Share has been done on a proportionate basis in consultation with NSE Limited. This category has been subscribed to the extent of 44.00 Times of QIB portion. The total number of Equity Shares allotted in the QIB category is 12,22,000 Equity Shares, which were allotted to 30 successful Applicants.

Table with 9 columns: CATEGORY, FIS/BANKS, MF'S, ICS, NBFC'S, AIF, FPI, OTHERS, TOTAL. Shows QIB allocation: FIS/BANKS 96,000, ICS 8,000, NBFC'S 4,98,000, AIF 2,32,000, FPI 3,88,000, TOTAL 12,22,000.

5) Allotment to Anchor Investors (After Technical Rejections)

The Company in consultation with the BRLM, has allotted 18,30,000 Equity Shares to 7 Anchor Investor at the Anchor Investor Offer Price of Rs. 65/- per Equity shares in accordance with the SEBI Regulations. This represents 59.96% of the QIBs Portion.

Table with 9 columns: CATEGORY, FIS/BANKS, MF'S, ICS, NBFC'S, AIF, FPI, OTHERS, TOTAL. Shows Anchor Investor allocation: FIS/BANKS 1,88,30,000, NBFC'S 1,54,000, AIF 16,76,000, TOTAL 18,30,000.

The Board of Director of our Company at its meeting held on May 30, 2023 has taken on record the basis of allotment of Equity Shares approved by the Designated Stock Exchange, being NSE and has allotted the Equity Shares to various successful applicants. The Allotment Advice Cum Refund Intimation has been emailed to the email id of the investors as registered with the depositories. Further, instructions to the SCBSB have been issued for unblocking of funds and transfer to the Public Issue Account by on May 30, 2023. The Equity Shares allotted to the successful allottees have been uploaded on May 31, 2023 for credit into the respective beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is in the process of obtaining the listing and trading approval from NSE and the trading of the Equity Shares is expected to commence on June 02, 2023.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated May 30, 2023 filed with the Registrar of Companies, Delhi, Haryana ("RoC").

INVESTORS, PLEASE NOTE

The details of the allotment made has been hosted on the website of the Registrar to the Issue, Skyline Financial Services Private Limited at website: http://www.skylinereta.com/ All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First Sole Bidder, Serial number of the ASBA form, number of Equity Shares bid for, Bidder DP ID, Client ID, PAN, date of submission of the Bid cum Application Form, address of the Bidder, the name and address of the Designated Intermediary where the Bid cum Application Form was submitted by the Bidder and copy of the Acknowledgment Slip received from the Designated Intermediary and payment details at the address given below:

Skyline FINANCIAL SERVICES PRIVATE LIMITED
D-153 A, 1st Floor, Okhla Industrial Area, Phase - I, New Delhi-110020
Tel No.: +91- 11-40450193-97;
Fax No.: +91-11-26812683
E-mail: ipo@skylinereta.com
Website: http://www.skylinereta.com/
SEBI Registration No.: INR000003241
Contact Person: Mrs. Rati

On behalf of Board of Directors For Crayons Advertising Limited Sd/ Kunal Lalani Managing Director

Place: Delhi Date: May 31, 2023

Disclaimer: Crayons Advertising Limited has filed the Prospectus dated May 30, 2023 with the Registrar of Companies, Delhi, Haryana and thereafter with SEBI and the Stock Exchange. The Prospectus is available on the website of NSE Emerge i.e. www.nseindia.com and is available on the website of the BRLM at www.cvvindia.com. 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 Prospectus including the section titled "Risk Factors" beginning on page 20 of the Prospectus.

NSE Disclaimer: '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'.

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, and may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. state securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.