National Stock Exchange of India Limited

Security Parameters – Simca Advertising Limited (SME IPO)

Security symbol	SIMCA
Series	EQ
Company Name	Simca Advertising Limited
Issue size	Initial Public Offer comprising of Fresh Issue of up to 31,71,600 Equity Shares (including Market maker portion of 1,59,000 Equity Shares)
Face Value	Rs.10 per Equity Share
Price Range	Rs.174 to Rs.183 per equity share
Lot Size	600 Equity Shares and in multiples thereof
Tick size	Re.1/-
Subcategories	FI, IC, MF, FII, OTH, CO, IND, and NOH
Sub - Categories applicable for UPI	IND (Up to Rs. 5 lacs)
Book Running Lead Managers	Socradamus Capital Private Limited
Sponsor Bank	Kotak Mahindra Bank Limited
Registrar to Issue	MUFG Intime India Private Limited

Important Web Links	
E-forms link:	https://ipoforms.nseindia.com/issueforms/html/index.jsp
Banks Eligible for UPI	https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=40
Mobile applications accepting UPI as Payment Option	https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=43
Live Web URL:	https://eipo.nseindia.com

Live Session Details	
Issue Period	08-May-2026 to 12-May-2026
Bidding Timings	10.00 A.M. to 5.00 P.M.
Bidding Timings on Issue Closure	12-May-2026 (upto 4:00 P.M.)
Cut-off time for UPI Mandate Confirmation	12-May-2026 (upto 5:00 P.M.)

As per SEBI ICDR Regulations, "The qualified institutional buyers and the non-institutional investors shall neither withdraw nor lower the size of their bids at any stage"

As per SEBI circular no SEBI/HO/CFD/DIL2/CIR/P/2019/76 dated June 28, 2019 all are requested to comply with the provisions of the aforementioned circular which states as below:

"Intermediaries shall retain physical application forms submitted by retail individual investors with UPI as a payment mechanism, for a period of six months and thereafter forward the same to the issuer/ Registrar to Issue. However, in case of Electronic forms, "printouts" of such applications need not be

retained or sent to the issuer. Intermediaries shall, at all times, maintain the electronic records relating to such forms for a minimum period of three years."

Participants are requested to refer SEBI Circular dated May 30,2022 regarding Processing of ASBA applications in Public Issue of Equity Shares and Convertibles.

Session Details

Sr. No.	Main Category	No of equity shares reserved for the main category	Minimum Application Size	Maximum Application Size
1	QIB	Not more than 9,27,000 Equity Shares	1800 Equity Shares and in multiples of 600 Equity Shares	Such number of Equity Shares and in multiples of 600 Equity Shares not exceeding the size of the Net Issue, subject to applicable limits.
2	NIB*	Not less than 11,88,600 Equity Shares	1800 Equity Shares and in multiples of 600 Equity Shares	Such number of Equity Shares in multiples of 600 Equity Shares not exceeding the size of the Net Issue (excluding the QIB portion), subject to applicable limits.
2(A)	NIB (Above 10 Lakhs)	6,85,800 Equity shares		
2(B)	NIB (More than 2 Lots and not more than 10 Lakhs)	3,43,800 Equity shares		
3	Individual Investors	Not Less than 10,56,000 Equity Shares	1200 Equity Shares	1200 Equity Shares
Total Issue size (1+2+3)		**31,71,600 Equity shares**		

***Market Maker portion 1,59,000 Equity shares are added to NIB Category**

Note: Cut-off shall not be applicable to any of the bidding category

Category	Max Quantity *	Max Value *
QIB	30,12,600 Equity Shares	Rs. 55,13,05,800/-
NIB	20,85,600 Equity Shares	Rs. 38,16,64,800/-

*Above figures are calculated at higher price band of Rs.183/-

Participants are requested to refer the Exchange circular IPO68604 dated June 18,2025 for New Process applicable to all SME IPOs opening on or after July 01, 2025