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

PROPSHOP EVENTS AND EXHIBITIONS LIMITED

Our Company was incorporated as 'Propshop Events and Exhibitions Private Limited' as a private limited company under the provisions of the Companies Act, 2013, pursuant to Certificate of Incorporation dated August 22, 2019, issued by Asst. Registrar of Companies, Central Registration Centre. Our Company was then converted into a public limited company under the Companies Act, 2013, and consequently, the name of our Company was changed to 'Propshop Events and Exhibitions Limited', and a fresh Certificate of Incorporation dated February 10, 2025 was issued by Assistant Registrar of Companies/ Deputy Registrar of Companies/ Registrar of Companies, Central Processing Centre. The CIN of the Company is U92490MH2019PLC329470. For details of incorporation, change of name and registered office of our Company, please refer to chapter titled "General Information" and "History and Certain Corporate Matters" beginning on page 78 and 219 respectively of this Red Herring Prospectus.

Registered office: 18E AC Shed, Plot No. 837, TPS 3, Mori Road, Mahim West, Mahim, Mumbai - 400016, Maharashtra, India
Contact Person: Saloni Priyank Doshi, Company Secretary & Compliance Officer
Tel: +91 022-24440237; E-mail: secretarialcompliance@thepropshop.co.in; Website: www.thepropshopindia.com; Corporate Identity Number: U92490MH2019PLC329470

OUR PROMOTERS: PRATHAMESH SHANTARAM PUSALKAR AND AARTI PRATHAMESH PUSALKAR

THE OFFER IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF NSE (EMERGE PLATFORM OF NSE OR NSE)

THE OFFER

INITIAL PUBLIC OFFERING OF UP TO 41,40,000* EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH ("EQUITY SHARES") OF PROPSHOP EVENTS AND EXHIBITIONS LIMITED ("COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [•] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [•] PER EQUITY SHARE) ("OFFER PRICE") AGGREGATING UP TO ₹ [•] LAKHS COMPRISING A FRESH ISSUE OF UP TO 33,40,000 EQUITY SHARES AGGREGATING UP TO ₹ [•] LAKHS BY OUR COMPANY ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 8,00,000 EQUITY SHARES AGGREGATING UP TO ₹ [•] LAKHS (THE "OFFERED SHARES") COMPRISING UP TO 5,00,000 EQUITY SHARES BY PRATHAMESH SHANTARAM PUSALKAR AGGREGATING UP TO ₹ [•] LAKHS AND UP TO 3,00,000 EQUITY SHARES BY AARTI PRATHAMESH PUSALKAR AGGREGATING UP TO ₹ [•] LAKHS (THE "SELLING SHAREHOLDERS" AND SUCH OFFER, THE "OFFER FOR SALE") (THE "OFFER FOR SALE" AND TOGETHER WITH THE FRESH ISSUE, THE "OFFER") OF WHICH 2,16,000 EQUITY SHARES AGGREGATING TO ₹ [•] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE OFFER, LESS MARKET MAKER RESERVATION, I.E. NET OFFER 39,24,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH AT PRICE OF ₹ [•] PER EQUITY SHARE AGGREGATING TO ₹ [•] LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER WILL CONSTITUTE 28.30% AND 26.82% RESPECTIVELY OF THE FULLYDILUTED POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. THE FACE VALUE OF EQUITY SHARES IS ₹ 10/- EACH. THE OFFER PRICE IS [•] TIMES THE FACE VALUE OF THE EQUITY SHARES.

*Subject to Finalization of the Basis of Allotment.

DETAILS OF THE SELLING SHAREHOLDERS, OFFER FOR SALE AND WEIGHTED AVERAGE PRICE PER EQUITY SHARE

Name of Selling Shareholders	Type	Maximum number of Offered Shares	Weighted average cost of acquisition per Equity Share ^{(In ₹)*}
Prathamesh Shantaram Pusalkar	Promoter	Up to 5,00,000	0.03
Aarti Prathamesh Pusalkar	Promoter	Up to 3,00,000	7.03

*As certified by Statutory Auditors pursuant to a certificate dated July 13, 2026.

Our Company: Our company is engaged in the business of trade show and exhibition booth solutions, offering both custom-built and modular exhibition options.

The Offer is being made in accordance with regulation 229(2) of the SEBI ICDR regulations

QIB CATEGORY: NOT MORE THAN 30.12% OF THE NET OFFER
NON-INSTITUTIONAL INVESTOR CATEGORY: NOT LESS THAN 30.73% OF THE NET OFFER
RETAIL CATEGORY: NOT LESS THAN 39.15% OF THE NET OFFER
MARKET MAKER PORTION: UPTO 2,16,000 EQUITY SHARES OR 5.22% OF THE OFFER.

PRICE BAND: ₹ 65/- TO ₹ 69/- PER EQUITY SHARE OF FACE VALUE OF ₹ 10/- EACH.

THE FLOOR PRICE 6.5 TIMES OF THE FACE VALUE AND THE CAP PRICE IS 6.9 TIMES OF THE FACE VALUE.

BIDS CAN BE MADE FOR A MINIMUM OF 4,000 EQUITY SHARES AND IN MULTIPLES OF 2,000 EQUITY SHARES THEREAFTER.

BID/OFFER PROGRAMME

BID/OFFER OPENS ON: MONDAY, JULY 27, 2026
BID/OFFER CLOSES ON: WEDNESDAY, JULY 29, 2026*

*Our Company in consultation with the BRLM, may decide to close the Bid/Offer Period for QIBs one Working Day prior to the Bid/Offer Closing Date, in accordance with the SEBI ICDR Regulations.
**UPI Mandate end time and date shall be at 5:00 pm, on bid/offer closing date.

RISKS TO INVESTORS

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE OFFER, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE OFFER AVAILABLE IN ANY MANNER

In accordance with the recommendation of the Independent Directors of our Company, pursuant to their resolution dated July 13, 2026 the above price band is justified based on quantitative factors/ KPIs disclosed in the "Basis for Offer Price" section beginning on page 125 of the Red Herring Prospectus vis-à-vis the weighted average cost of acquisition ("WACA") of primary and secondary transaction(s), as applicable, disclosed in the "Basis for Offer Price" section beginning on the page 117 of Red Herring Prospectus and provided below in the advertisement.

i. Risk to investors summary description of key risk factors based on materiality:

- The majority of our sales is concentrated in the states of Gujarat, Maharashtra and Karnataka. Any adverse developments affecting our operations in these states could have an adverse impact on our business, financial condition, results of operations and cash flows.
- We are dependent on third-party outsourced subcontractors for providing our services.
- Our Registered Office and Godown Facilities are located on leased premises. There may or may not be assurance that we will be able to retain or renew such leases on the same or similar terms, or that we will find alternate locations for the existing offices on terms favorable to us, or at all.
- Our funding requirements and the proposed deployment of the Net Proceeds of the Offer have not been appraised by any bank or financial institution are based on management estimates and may be subject to change based on various factors, some of which are beyond our control.
- We have witnessed negative cash flow from operating activities in the past. Any negative cash flows in the future would adversely affect our cash flow requirements, which may adversely affect our ability to operate our business and our financial condition.
- We have significant working capital requirements for our smooth day to day operations of business and discontinuance or our inability to acquire adequate working capital timely and on favourable terms may have an adverse effect on our operations, profitability and growth prospects.
- A significant portion of our domestic sales are derived from the West zone, any adverse developments in this market could adversely affect our business.

ii. Details of suitable ratios for the company for the last full financial year:

Name of the Company	For the year ended March 31, 2025										
	Closing Price as on June 30, 2026	Face value (₹)	Revenue from operations (₹ in Lakhs)	Basic EPS (₹)	Diluted EPS (₹)	EBITDA (₹ in Lakhs)	P/E (based on Diluted EPS)	Return on net worth (%)	NAV per Equity (₹)	Return on Equity (ROE) (%) (₹)	Return on Capital Employed (ROCE) (%)
Propshop Events and Exhibitions Limited	[•]*	10	5,151.82	6.09	6.09	855.01	[•]*	55.86%	10.90	81.67%	74.14%
Exhicon Events Media Solutions Limited	425.00	10	14,351.22	20.06	15.56	3,512.91	27.31	27.00%	86.46	30.98%	29.05%

*To be included post finalisation of Offer Price.
All the financial information for listed industry peers mentioned above is on a consolidated/Consolidated basis as available sourced from the financial Reports of the peer company uploaded on the NSE and BSE website for the year ended March 31, 2025.

iii. Weighted Average Cost of Acquisition for all Equity Shares transacted in one year, eighteen months and three years preceding the date of the Red Herring Prospectus by all the shareholders:

Period	Weighted Average Cost of Acquisition (in ₹)#	Upper end of the Price band (₹ 69 is 'X' times the Weighted Average Cost of Acquisition	Range of acquisition price: Lowest Price - Highest Price (in ₹)
Last 1 year	Nil	Nil	Nil
Last 18 months	Nil	Nil	Nil
Last 3 years	1.69	40.83	0-12

As certified by Statutory Auditors pursuant to a certificate dated July 21, 2026.

iv. Disclosures as per clause (9) (K) (4) of Part A to Schedule VI of SEBI (ICDR) Regulations, 2018:

The price per share of our Company based on the primary / new issue of shares (equity / convertible securities)

There have been no primary/new issue of equity shares or convertible securities, excluding shares issued under ESOP/ESOS and issuance of bonus shares, during the 18 months preceding the date of filing of the Draft Red Herring Prospectus / Red Herring Prospectus, where either acquisition or sale is equal to or more than 5 per cent of the fully diluted paid-up share capital of the Issuer Company (calculated based on the pre-offer capital before such transaction/s and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days

The price per share of our Company based on the secondary sale/ acquisition of shares (equity / convertible securities)

There have been no secondary sale/transfers or acquisition of any Equity Shares or convertible securities, where the Promoters, members of the Promoter Group, the Selling Shareholders or Shareholders having the right to nominate Directors to the Board of our Company are a party to the transaction (excluding gifts), during the 18 months preceding the date of this Red Herring Prospectus, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of our Company (calculated based on the pre-offer capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

Since there are no transactions to report to under (a) and (b) therefore, information based on last five primary or secondary transactions (secondary transactions where our Promoters/ members of our Promoter Group or Shareholder(s) having the right to nominate director(s) in the Board of our Company, are a party to the transaction), during the three years prior to the date of this Red Herring Prospectus irrespective of the size of transactions, is as below:

Primary Transactions

Date of allotment	No. of equity shares allotted	Face value per equity share (₹)	Offer price per equity share (₹)	Nature of allotment	Nature of consideration	Total Consideration (₹ in lakhs)
January 04, 2024	40,90,909*	10	Nil	Bonus Issue	Other than Cash	Nil
March 31, 2024	71,59,090*	10	2.44*	Right Issue	Cash	175.00
August 08, 2025	80,66,296	10	Nil	Bonus Issue	Other than Cash	Nil
Weighted average cost of acquisition (WACA)						0.91

*Adjusted for bonus shares allotted in the ratio of 34 equity shares for 11 equity share pursuant to Board resolution dated August 04, 2025.

Secondary Transactions

Date of Transfer	Name of Transferor	Name of Transferee	No. of Securities*	Face value of Securities	Price of securities (₹)	Nature of transaction	Nature of consideration	Total Consideration (in ₹ lakhs)
May 10, 2024	Aarti Prathamesh Pusalkar	Rahul Shah	4,09,090*	10	2.93	Transfer	Cash	12.00
May 10, 2024	Aarti Prathamesh Pusalkar	Varun Kothari HUF	2,04,545*	10	2.93	Transfer	Cash	6.00
June 06, 2025	Aarti Prathamesh Pusalkar	Prathamesh Shantaram Pusalkar	63,12,873*	10	Nil	Gift	Nil	Nil
June 06, 2024	Aarti Prathamesh Pusalkar	Sneha Kamlakar Mithbavkar	409*	10	2.93	Transfer	Cash	0.01
June 06, 2024	Aarti Prathamesh Pusalkar	Shraddha Shrikant Rumade	409*	10	2.93	Transfer	Cash	0.01
June 06, 2024	Aarti Prathamesh Pusalkar	Shreyas Shrikant Rumade	409*	10	2.93	Transfer	Cash	0.01
Weighted average cost of acquisition (WACA)								0.82

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Registered office: 18E AC Shed, Plot No. 837, TPS 3, Mori Road, Mahim West, Mahim, Mumbai - 400016, Maharashtra, India
Contact Person: Saloni Priyank Doshi, Company Secretary & Compliance Officer
Tel: +91 022-24440237; E-mail: secretarialcompliance@thepropshop.co.in; Website: www.thepropshopindia.com; Corporate Identity Number: U92490MH2019PLC329470

OUR PROMOTERS: PRATHAMESH SHANTARAM PUSALKAR AND AARTI PRATHAMESH PUSALKAR

THE OFFER IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF NSE (EMERGE PLATFORM OF NSE OR NSE)

THE OFFER

INITIAL PUBLIC OFFERING OF UP TO 41,40,000* EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH ("EQUITY SHARES") OF PROPSHOP EVENTS AND EXHIBITIONS LIMITED ("COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [•] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [•] PER EQUITY SHARE) ("OFFER PRICE") AGGREGATING UP TO ₹ [•] LAKHS COMPRISING A FRESH ISSUE OF UP TO 33,40,000 EQUITY SHARES AGGREGATING UP TO ₹ [•] LAKHS BY OUR COMPANY ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 8,00,000 EQUITY SHARES AGGREGATING UP TO ₹ [•] LAKHS (THE "OFFERED SHARES") COMPRISING UP TO 5,00,000 EQUITY SHARES BY PRATHAMESH SHANTARAM PUSALKAR AGGREGATING UP TO ₹ [•] LAKHS AND UP TO 3,00,000 EQUITY SHARES BY AARTI PRATHAMESH PUSALKAR AGGREGATING UP TO ₹ [•] LAKHS (THE "SELLING SHAREHOLDERS" AND SUCH OFFER, THE "OFFER FOR SALE") (THE "OFFER FOR SALE" AND TOGETHER WITH THE FRESH ISSUE, THE "OFFER") OF WHICH 2,16,000 EQUITY SHARES AGGREGATING TO ₹ [•] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE OFFER, LESS MARKET MAKER RESERVATION, I.E. NET OFFER 39,24,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH AT PRICE OF ₹ [•] PER EQUITY SHARE AGGREGATING TO ₹ [•] LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER WILL CONSTITUTE 28.30% AND 26.82% RESPECTIVELY OF THE FULLYDILUTED POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. THE FACE VALUE OF EQUITY SHARES IS ₹ 10/- EACH. THE OFFER PRICE IS [•] TIMES THE FACE VALUE OF THE EQUITY SHARES.

*Subject to Finalization of the Basis of Allotment.

DETAILS OF THE SELLING SHAREHOLDERS, OFFER FOR SALE AND WEIGHTED AVERAGE PRICE PER EQUITY SHARE

Name of Selling Shareholders	Type	Maximum number of Offered Shares	Weighted average cost of acquisition per Equity Share ⁽¹⁾ (In ₹)*
Prathamesh Shantaram Pusalkar	Promoter	Up to 5,00,000	0.03
Aarti Prathamesh Pusalkar	Promoter	Up to 3,00,000	7.03

*As certified by Statutory Auditors pursuant to a certificate dated July 13, 2026.

Our Company: Our company is engaged in the business of trade show and exhibition booth solutions, offering both custom-built and modular exhibition options.

The Offer is being made in accordance with regulation 229(2) of the SEBI ICDR regulations

QIB CATEGORY: NOT MORE THAN 30.12% OF THE NET OFFER
NON-INSTITUTIONAL INVESTOR CATEGORY: NOT LESS THAN 30.73% OF THE NET OFFER
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MARKET MAKER PORTION: UPTO 2,16,000 EQUITY SHARES OR 5.22% OF THE OFFER.

PRICE BAND: ₹ 65/- TO ₹ 69/- PER EQUITY SHARE OF FACE VALUE OF ₹ 10/- EACH.

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BIDS CAN BE MADE FOR A MINIMUM OF 4,000 EQUITY SHARES AND IN MULTIPLES OF 2,000 EQUITY SHARES THEREAFTER.

BID/OFFER PROGRAMME

BID/OFFER OPENS ON: MONDAY, JULY 27, 2026
BID/OFFER CLOSES ON: WEDNESDAY, JULY 29, 2026*

*Our Company in consultation with the BRLM, may decide to close the Bid/Offer Period for QIBs one Working Day prior to the Bid/Offer Closing Date, in accordance with the SEBI ICDR Regulations.
**UPI Mandate end time and date shall be at 5:00 pm, on bid/offer closing date.

RISKS TO INVESTORS

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE OFFER, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE OFFER AVAILABLE IN ANY MANNER

In accordance with the recommendation of the Independent Directors of our Company, pursuant to their resolution dated July 13, 2026 the above price band is justified based on quantitative factors/ KPIs disclosed in the "Basis for Offer Price" section beginning on page 125 of the Red Herring Prospectus vis-à-vis the weighted average cost of acquisition ("WACA") of primary and secondary transaction(s), as applicable, disclosed in the "Basis for Offer Price" section beginning on the page 117 of Red Herring Prospectus and provided below in the advertisement.

i. Risk to investors summary description of key risk factors based on materiality:

- The majority of our sales is concentrated in the states of Gujarat, Maharashtra and Karnataka. Any adverse developments affecting our operations in these states could have an adverse impact on our business, financial condition, results of operations and cash flows.
- We are dependent on third-party outsourced subcontractors for providing our services.
- Our Registered Office and Godown Facilities are located on leased premises. There may or may not be assurance that we will be able to retain or renew such leases on the same or similar terms, or that we will find alternate locations for the existing offices on terms favorable to us, or at all.
- Our funding requirements and the proposed deployment of the Net Proceeds of the Offer have not been appraised by any bank or financial institution are based on management estimates and may be subject to change based on various factors, some of which are beyond our control.
- We have witnessed negative cash flow from operating activities in the past. Any negative cash flows in the future would adversely affect our cash flow requirements, which may adversely affect our ability to operate our business and our financial condition.
- We have significant working capital requirements for our smooth day to day operations of business and discontinuance or our inability to acquire adequate working capital timely and on favourable terms may have an adverse effect on our operations, profitability and growth prospects.
- A significant portion of our domestic sales are derived from the West zone, any adverse developments in this market could adversely affect our business.

ii. Details of suitable ratios for the company for the last full financial year:

Name of the Company	For the year ended March 31, 2025										
	Closing Price as on June 30, 2026	Face value (₹)	Revenue from operations (₹ in Lakhs)	Basic EPS (₹)	Diluted EPS (₹)	EBITDA (₹ in Lakhs)	P/E (based on Diluted EPS)	Return on net worth (%)	NAV per Equity (₹)	Return on Equity (ROE) (%) (₹)	Return on Capital Employed (ROCE) (%)
Propshop Events and Exhibitions Limited	[•]*	10	5,151.82	6.09	6.09	855.01	[•]*	55.86%	10.90	81.67%	74.14%
Exhicon Events Media Solutions Limited	425.00	10	14,351.22	20.06	15.56	3,512.91	27.31	27.00%	86.46	30.98%	29.05%

*To be included post finalisation of Offer Price.
All the financial information for listed industry peers mentioned above is on a consolidated/Consolidated basis as available sourced from the financial Reports of the peer company uploaded on the NSE and BSE website for the year ended March 31, 2025.

iii. Weighted Average Cost of Acquisition for all Equity Shares transacted in one year, eighteen months and three years preceding the date of the Red Herring Prospectus by all the shareholders:

Period	Weighted Average Cost of Acquisition (in ₹)#	Upper end of the Price band (₹ 69 is 'X' times the Weighted Average Cost of Acquisition	Range of acquisition price: Lowest Price - Highest Price (in ₹)
Last 1 year	Nil	Nil	Nil
Last 18 months	Nil	Nil	Nil
Last 3 years	1.69	40.83	0-12

As certified by Statutory Auditors pursuant to a certificate dated July 21, 2026.

iv. Disclosures as per clause (9) (K) (4) of Part A to Schedule VI of SEBI (ICDR) Regulations, 2018:

• The price per share of our Company based on the primary / new issue of shares (equity / convertible securities)

There have been no primary/new issue of equity shares or convertible securities, excluding shares issued under ESOP/ESOS and issuance of bonus shares, during the 18 months preceding the date of filing of the Draft Red Herring Prospectus / Red Herring Prospectus, where either acquisition or sale is equal to or more than 5 per cent of the fully diluted paid-up share capital of the Issuer Company (calculated based on the pre-offer capital before such transaction/s and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days

• The price per share of our Company based on the secondary sale/ acquisition of shares (equity / convertible securities)

There have been no secondary sale/transfers or acquisition of any Equity Shares or convertible securities, where the Promoters, members of the Promoter Group, the Selling Shareholders or Shareholders having the right to nominate Directors to the Board of our Company are a party to the transaction (excluding gifts), during the 18 months preceding the date of this Red Herring Prospectus, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of our Company (calculated based on the pre-offer capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

Since there are no transactions to report to under (a) and (b) therefore, information based on last five primary or secondary transactions (secondary transactions where our Promoters/ members of our Promoter Group or Shareholder(s) having the right to nominate director(s) in the Board of our Company, are a party to the transaction), during the three years prior to the date of this Red Herring Prospectus irrespective of the size of transactions, is as below:

Primary Transactions

Date of allotment	No. of equity shares allotted	Face value per equity share (₹)	Offer price per equity share (₹)	Nature of allotment	Nature of consideration	Total Consideration (₹ in lakhs)
January 04, 2024	40,90,909*	10	Nil	Bonus Issue	Other than Cash	Nil
March 31, 2024	71,59,090*	10	2.44*	Right Issue	Cash	175.00
August 08, 2025	80,66,296	10	Nil	Bonus Issue	Other than Cash	Nil
Weighted average cost of acquisition (WACA)						0.91

*Adjusted for bonus shares allotted in the ratio of 34 equity shares for 11 equity share pursuant to Board resolution dated August 04, 2025.

Secondary Transactions

Date of Transfer	Name of Transferor	Name of Transferee	No. of Securities*	Face value of Securities	Price of securities (₹)	Nature of transaction	Nature of consideration	Total Consideration (in ₹ lakhs)
May 10, 2024	Aarti Prathamesh Pusalkar	Rahul Shah	4,09,090*	10	2.93	Transfer	Cash	12.00
May 10, 2024	Aarti Prathamesh Pusalkar	Varun Kothari HUF	2,04,545*	10	2.93	Transfer	Cash	6.00
June 06, 2025	Aarti Prathamesh Pusalkar	Prathamesh Shantaram Pusalkar	63,12,873*	10	Nil	Gift	Nil	Nil
June 06, 2024	Aarti Prathamesh Pusalkar	Sneha Kamlakar Mithbavkar	409*	10	2.93	Transfer	Cash	0.01
June 06, 2024	Aarti Prathamesh Pusalkar	Shraddha Shrikant Rumade	409*	10	2.93	Transfer	Cash	0.01
June 06, 2024	Aarti Prathamesh Pusalkar	Shreyas Shrikant Rumade	409*	10	2.93	Transfer	Cash	0.01
Weighted average cost of acquisition (WACA)								0.82

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Past Transactions	Weighted average cost of acquisition (₹)	Floor Price [₹ 65]	Cap Price [₹ 69]
WACA of Equity Shares that were issued by our Company	NA	NA	NA
WACA of Equity Shares that were acquired or sold by way of secondary transactions	NA	NA	NA
Since there were no Primary Transactions or Secondary Transactions to report under points (a) and (b) above, during the 18 months preceding the date of filing of this Red Herring Prospectus, the information has been disclosed for price per share of our Company based on the last five primary or secondary transactions not older than three years prior to the date of this Red Herring Prospectus irrespective of the size of the transaction			
Based on Primary Transactions	0.91	71.42	75.82
Based on Secondary Transactions	0.82	79.27	84.15

v. The average cost of acquisition per Equity Share by our Promoter is set forth in the table below:

Name of the Promoters	No. of shares held	Average Cost of Acquisition (in ₹)
Prathamesh Shantaram Pusalkar	84,68,154	0.03
Aarti Prathamesh Pusalkar	22,07,842	7.03

*As certified by the Statutory Auditors, by way of their certificate dated July 13, 2026.

vi. The Price/Earnings ratio based on diluted EPS for Fiscal 2025 for our Company at the upper end of the Price Band is 11.33 times.

vii. Weighted Average Return on Net Worth for fiscals 2025, 2024 and 2023 is 60.84%.

viii. The Weighted average cost of acquisition compared to floor price and cap price.

Past Transactions	Weighted average cost of acquisition (₹)	Floor Price ₹ 65	Cap Price ₹ 69
WACA of Primary Offer (except for bonus Offer)	NA	NA	NA
WACA for Secondary sale/ acquisitions not exceeding 5% of the pre-Offer capital	NA	NA	NA
WACA average cost of acquisition of past primary issuances in last 3 years.	0.91	71.42	75.82
WACA average cost of acquisition of past secondary issuances in last 3 years.	0.82	79.27	84.15

ix. The BRLM associated with the Offer have handled Thirty Two public issues in the past three years, out of which Five issues were closed below the issue price on the listing date.

ADDITIONAL INFORMATION FOR INVESTORS

Details of proposed / undertaken pre-offer placements from the DRHP filing date: Our Company has not undertaken any Pre-IPO Placements from the DRHP filing date.

Transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company by promoter(s) and promoter group(s) from the DRHP filing date.: Not Applicable

Shareholding of the Promoter/Promoter Group and Additional Top 10 Shareholders of the Company:

Sr. No.	Name of shareholders	Pre-Offer shareholding as at the date of Advertisement*		Pre-Offer shareholding as at Allotment			
		Number of Equity Shares	Shareholding (in %)	At the lower end of the price band (₹ 65)		At the higher end of the price band (₹ 69)	
				Number of Equity Shares	Shareholding (in %)	Number of Equity Shares	Shareholding (in %)
Promoters (also the Promoter Selling Shareholders)							
1.	Prathamesh Shantaram Pusalkar	84,68,154	75.00	79,68,154	54.46	79,68,154	54.46
2.	Aarti Prathamesh Pusalkar	22,07,842	19.55	19,07,842	13.04	19,07,842	13.04
Sub Total (A)		1.06,75,996	94.55%	98,75,996	67.50	98,75,996	67.50
Promoter Group							
Nil							
Additional Top 10 shareholders							
1.	Rahul Sanjay Shah	4,09,060	3.62	4,09,060	2.80	4,09,060	2.80
2.	Varun Kothari HUF Mithbavkar	2,04,530	1.81	2,04,530	1.40	2,04,530	1.40
3.	Sneha Kamlakar	406	Negligible	406	Negligible	406	Negligible
4.	Shraddha Shrikant Rumade	406	Negligible	406	Negligible	406	Negligible
5.	Shreyas Shrikant Rumade	406	Negligible	406	Negligible	406	Negligible
Sub Total (B)		6,14,808	5.45%	6,14,808	4.20%	6,14,808	4.20%
Total (A+B)		1,12,90,804	100.00%	1,04,90,804	71.70%	1,04,90,804	71.70%

Notes:

- Includes all options that have been exercised until date of prospectus and any transfers of equity shares by existing shareholders after the date of the pre-Offer and price band advertisement until date of prospectus.
- Based on the Offer price of ₹ [•] and subject to finalization of the basis of allotment
- Assuming full subscription in the offer. The post-offer shareholding details as at the allotment will be based on the actual subscription and the final offer price and updated in the prospectus, subject to finalization of the basis of allotment. Also, this assumes there is no transfer of shares by these shareholders between the date of the advertisement if any such transfers occur prior to the date of prospectus, it will be updated in the shareholding pattern in the prospectus.

Investors should read the RHP carefully, including the “Risk Factors” on page 26 of the RHP before making any investment decision.

BASIS FOR OFFER PRICE

The Price Band will be determined by our Company in consultation with the BRLM. The Offer Price will be determined by our Company, in consultation with the BRLM, on the basis of assessment of market demand for the Equity Shares issued in the fresh issue through the Book Building Process and on the basis of the qualitative and quantitative factors as described below. The face value of the Equity Shares is ₹ 10 each and the Offer Price is 6.5 times the face value at the lower end of the Price Band and 6.9 times the face value at the higher end of the Price Band. Investors should also refer to “Risk Factors”, “Our Business”, “Restated Financial Statements” and “Management’s Discussion and Analysis of Financial Position and Results of Operations” on pages 26,183, 245 and 268 respectively, of this Red Herring Prospectus to have an informed view before making an investment decision.

Qualitative factors

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

- Established track record in a fragmented industry
- Agile, asset-light business model enabling scalable growth
- Global execution framework enabled by established practices and local integration
- Brand-led booth design by skilled in-house marketing & branding team

For further details, see “Our Business - Competitive Strengths” on page 195 of this Red Herring Prospectus.

Quantitative factor

Some of the information presented below relating to our Company is derived from the Restated Financial Statements.

Some of the quantitative factors which may form the basis for calculating the Offer Price are as follows:

I. Basic and diluted earnings per share (“EPS”)

Year ended	Basic/Diluted EPS (in ₹)	Weight
For the period ended February 2026*	5.72	
Fiscal 2025	6.09	3
Fiscal 2024	2.30	2
Fiscal 2023	1.01	1
Weighted Average	3.98	

Notes:

*EPS is not annualized.

- Weighted average = Aggregate of year-wise weighted EPS divided by the aggregate of weights i.e. sum of (EPS x Weight) for each year /Total of weights.
- Basic and diluted EPS are based on the Restated Financial Statement.
- The face value of each Equity Share is ₹10.
- Earnings per Share (₹) = Profit after tax excluding exceptional items attributable to equity shareholders for the year/period divided by the weighted average no. of equity shares during the respective year/period.
- Earnings per Share calculations are in accordance with the notified Accounting Standard 20 ‘Earnings per share’.
- The figures disclosed above are based on the Restated Financial Statements.

II. Price/Earning (“P/E”) ratio in relation to Price Band of ₹ 65 to ₹ 69 per Equity Share:

Particulars	P/E at the lower end of the price band (no. of times)*	P/E at the higher end of the price band (no. of times)*
P/E ratio based on Basic EPS for Fiscal 2025	10.67	11.33
P/E ratio based on Diluted EPS for Fiscal 2025	10.67	11.33

*To be updated at Prospectus stage.

Note: Price / earning (P / E) ratio is computed by dividing the price per share by earnings per share.

Industry Peer Group P/E ratio

Particulars	Industry P/E (Number of times)
Industry	
Highest	27.31
Lowest	27.31
Average	27.31

Notes:

- The industry high and low has been considered from the industry peer set provided later in this section. The industry composite has been calculated as the arithmetic average P / E of the industry peer set disclosed in this section.
- P/E Ratio has been computed based on the closing market price of equity shares on the BSE website on June 30, 2026, divided by the Diluted EPS for the period ended March 31, 2025.
- All the financial information for listed industry peers mentioned above is sourced from the audited financial statements of the relevant companies for Fiscal 2025, as available on the websites of the Stock Exchanges.

III. Return on Net Worth (“RoNW”)

Derived from the Restated Financial Statements:

Fiscal	RoNW %	Weight
For the period ended February 2026*	36.35%	
Fiscal 2025	55.86%	3
Fiscal 2024	52.69%	2
Fiscal 2023	92.08%	1
Weighted Average	60.84%	

Notes:

*RoNW not annualized.

- Weighted Average = Aggregate of year-wise weighted RoNW divided by the aggregate of weights i.e. sum of (RoNW x Weight) for each year / Total of weights.
- The figures disclosed above are based on the Restated Financial Statements of our Company.
- Return on Net Worth (%) = Restated profit (or loss) attributable to the owners of the company, divided by the net worth for the year.
- Net-worth, as restated at the end of the relevant period (Equity attributable to the owners of the company, excluding non-controlling interest)

IV. Net asset value per Equity Share (face value of ₹ 10 each)

Net Asset Value per Equity Share derived from the Restated Financial Statements:

Particulars	Amount
Net Asset Value per Equity Share as of February 28, 2026*	15.75
Net Asset Value per Equity Share as of March 31, 2025	10.90
Net Asset Value per Equity Share as of March 31, 2024	4.36
After completion of the Offer	
(i) At Floor price	26.99
(ii) At Cap Price	27.91
Offer Price per equity share	69

*Not Annualised

Notes:

- Net Asset Value per Equity Share is calculated as total equity divided by weighted average number of equities shares outstanding during the respective year/period.

V. Comparison with listed industry peer:

Following is the comparison with our peer companies listed in India:

Name of The Company	For the year ended March 31, 2025						
	Face value (₹)	Revenue from operations (₹ in lakhs)	Basic EPS (₹)	Diluted EPS (₹)	P/E (based on Diluted EPS)	Return on net worth (%)	NAV per Equity Share (₹)
Propshop Events and Exhibitions Limited	10	5,151.82	6.09	6.09	11.33	55.86%	10.90
Peer Group							
Exhicon Events Media Solutions Limited	10	14,351.22	20.06	15.56	27.31	27.00%	86.46

Source: All the financial information for listed industry peers mentioned above is on a standalone/consolidated basis (If applicable) sourced from the Annual Reports of the peer company uploaded on the BSE website for the year ended March 31, 2025.

Notes:

- Considering the nature and size of business of the Company, only one listed peer is identifiable.
 - P/E Ratio has been computed based on the closing market price of equity shares on the BSE website on June 30, 2026 divided by the Diluted EPS for the period ended March 31, 2025.
 - RoNW is computed as net profit after tax divided by the net worth. Net worth has Equity shareholders' fund.
 - NAV is computed as the closing net worth divided by the weighted number of equity shares.
- Investors should read the above mentioned information along with “Risk Factors”, “Our Business”, Management Discussion and Analysis of Financial Position and Results of Operations” and “Financial Information” on pages 26, 183, 268, and 245, respectively, to have a more informed view. The trading price of the Equity Shares could decline due to the factors mentioned in the “Risk Factors” and you may lose all or part of your investments.

VI. Key financial and operational performance indicators (“KPIs”)

The KPIs disclosed below have been used historically by our Company to understand and analyse business performance, which in result, help us in analysing the growth of various verticals.

Our Company confirms that it shall continue to disclose all the KPIs included in this section on a periodic basis, at least once in a year (or any lesser period as determined by the Board of our Company), for a duration of one year after the date of listing of the Equity Shares on the Stock Exchange or till the complete utilisation of the proceeds of the Fresh Offer as per the disclosure made in the Objects of the Offer Section, whichever is later or for such other duration as may be required under the SEBI ICDR Regulations.

KPI	Explanations
Revenue from Operations (₹ Lakhs)	Revenue from Operations is used by our management to track the revenue profile of the business and in turn helps assess the overall financial performance of our Company and size of our business.
Total Income	Total Income is used to track the total revenue generated by the business including other income.
EBITDA (₹ Lakhs)	EBITDA provides information regarding the operational efficiency of the business.
EBITDA Margin (%)	EBITDA Margin is an indicator of the operational profitability and financial performance of our business.
Profit After Tax (₹ Lakhs)	Profit after tax provides information regarding the overall profitability of the business.
PAT Margin	PAT Margin is an indicator of the overall profitability and financial performance of our business.
RoE (%)	RoE provides how efficiently our Company generates profits from shareholders' funds.
Debt To Equity Ratio	Debt-to-equity (D/E) ratio is used to evaluate a company's financial leverage.
Interest Coverage Ratio	The interest coverage ratio is a debt and profitability ratio used to determine how easily a company can pay interest on its outstanding debt.
Return on Capital employed (RoCE) (%)	It is calculated as profit before tax plus Interest costs divided by total of average equity plus total of average debt (including long term and short term).
Current Ratio	It tells management how business can maximize the current assets on its balance sheet to satisfy its current debt and other payables.
Capital Turnover Ratio	This metric enables us to track the how effectively company is utilizing its capital to generate revenue.

The KPIs disclosed below have been approved by a resolution of our Audit Committee dated July 13, 2026 and the members of the Audit Committee have verified the details of all KPIs pertaining to the Company. Further, the members of the Audit Committee have confirmed that there are no KPIs pertaining to our Company that have been disclosed to any investors at any point of time during the three-year period prior to the date of filing of this Red Herring Prospectus. Further, the KPIs herein have been certified by HRJ & Associates, Chartered Accountants, by their certificate dated July 13, 2026.

VII. Financial KPI of our Company

Metric	As of and for the Fiscal			
	Feb 2026	2025	2024	2023
Revenue From operations (₹ in Lakhs)	5,980.78	5,151.82	3,051.48	2,591.09
Total Income (₹ in Lakhs)	5,994.39	5,158.72	3,056.67	2,593.22
EBITDA (₹ in Lakhs)	892.95	855.01	295.08	127.84
EBITDA Margin (%)	14.93%	16.60%	9.67%	4.93%
Profit after tax (₹ in Lakhs)	646.37	632.30	219.46	96.84
PAT Margin (%)	10.81%	12.27%	7.19%	3.74%
Return on Equity (ROE) (%)	44.42%	81.67%	84.14%	170.64%
Debt To Equity Ratio	0.00	0.06	0.10	0.00
Interest Coverage Ratio	125.06	105.36	114.14	*NA
Return on Capital Employed (ROCE) (%)	49.62%	74.14%	69.93%	117.19%
Current Ratio	3.28	2.60	1.60	1.14
Capital Turnover Ratio	4.17	6.75	11.99	50.63

*Interest Cost is Nil in FY2022-23

Notes:

- As certified by HRJ & Associates, Chartered Accountants pursuant to their certificate dated July 13, 2026. The Audit committee in its resolution dated July 13, 2026 has confirmed that the Company has not disclosed any KPIs to any investors at any point of time during the three years preceding the date of this Red Herring Prospectus other than as disclosed in this section.
- Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements.
- EBITDA refers to earnings before interest, taxes, depreciation, amortization and exceptional items. EBITDA excludes other income.
- EBITDA Margin refers to EBITDA during a given period as a percentage of revenue from operations during that period.
- Net Profit Ratio/Margin quantifies our efficiency in generating profits from our revenue and is calculated by dividing our net profit after taxes but before other comprehensive income by our revenue from operations.
- Return on equity (RoE) is equal to profit after tax for the year divided by the average equity shareholders' fund and is expressed as a percentage.
- Debt to equity ratio is calculated by dividing the debt (excluding lease liabilities) by total equity (which includes issued capital and all other equity reserves).
- Interest Coverage Ratio measures our ability to make interest payments from available earnings and is calculated by dividing EBITDA by interest cost payment.
- RoCE (Return on Capital Employed) (%) is calculated as profit before tax plus interest costs divided by Capital employed. Capital employed is worked out as Total assets less current liabilities.
- Current Ratio is a liquidity ratio that measures our ability to pay short-term obligations (those which are due within one year) and is calculated by dividing the current assets by current liabilities.
- Capital Turnover Ratio quantifies our effectiveness in utilizing our capital of equity shareholders fund and is calculated by dividing our revenue from operations by average working capital.

See “Management Discussion and Analysis of Financial Position and Results of Operations” on page 268 for the reconciliation and the manner of calculation of our key financial performance indicators.

VIII. Comparison of financial KPIs of our Company and our listed peer.

Metric	Propshop Events and Exhibitions Limited			Exhicon Events Media Solutions Limited*		
	As of and for the Fiscal			As of and for the Fiscal		
	2025	2024	2023	2025	2024	2023
Revenue From operations (₹ in Lakhs)	5,151.82	3,051.48	2,591.09	14,351.22	8,845.89	5,884.38
Total revenue (₹ in Lakhs)	5,158.72	3,056.67	2,593.22	14,649.94	8,912.12	5,987.87
EBITDA (₹ in Lakhs)	855.01	295.08	127.84	3,512.91	1,946.29	1,276.83
EBITDA Margin (%)	16.60%	9.67%	4.93%	24.48%	22.00%	21.70%
Profit after tax ₹ in Lakhs)	632.30	219.46	96.84	3,025.61	1,422.57	916.05
PAT Margin (%)	12.27%	7.19%	3.74%	21.08%	16.08%	15.57%
Return on Equity (ROE) (%)	81.67%	84.14%	170.64%	30.98%	28.09%	76.14%
Debt To Equity Ratio	0.06	0.10	0.00	0.00	0.01	0.05
Interest Coverage Ratio	105.36	114.14	NA*	381.17	217.14	77.82
Return on Capital Employed (ROCE) (%)	74.14%	69.93%	117.19%	29.05%	21.46%	91.69%
Current Ratio	2.60	1.60	1.14	4.42	5.08	3.47
Capital Turnover Ratio	6.75	11.99	50.63	2.09	2.14	5.39

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*Interest Cost is nil

Considering the nature and size of business of the Company, only one listed peer is identifiable.

Notes:

a) As certified by HRJ & Associates, Chartered Accountants pursuant to their certificate dated July 13, 2026. The Audit committee in its resolution dated July 13, 2026 has confirmed that the Company has not disclosed any KPIs to any investors at any point of time during the three years preceding the date of this Red Herring Prospectus other than as disclosed in this section.

b) Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements.

c) EBITDA refers to earnings before interest, taxes, depreciation, amortization and exceptional items. EBITDA excludes other income.

d) EBITDA Margin refers to EBITDA during a given period as a percentage of revenue from operations during that period.

e) Net Profit Ratio/Margin quantifies our efficiency in generating profits from our revenue and is calculated by dividing our net profit after taxes but before other comprehensive income by our revenue from operations.

f) Return on equity (RoE) is equal to profit after tax for the year divided by the average equity shareholders' fund and is expressed as a percentage.

g) Debt to equity ratio is calculated by dividing the debt (excluding lease liabilities) by total equity (which includes issued capital and all other equity reserves).

h) Interest Coverage Ratio measures our ability to make interest payments from available earnings and is calculated by dividing EBITDA by interest cost payment.

i) RoCE (Return on Capital Employed) (%) is calculated as profit before tax plus interest costs divided by Capital employed. Capital employed is worked out as Total assets less current liabilities.

j) Current Ratio is a liquidity ratio that measures our ability to pay short-term obligations (those which are due within one year) and is calculated by dividing the current assets by current liabilities.

k) Capital Turnover Ratio quantifies our effectiveness in utilizing our capital of equity shareholders fund and is calculated by dividing our revenue from operations by average working capital.

** All the information for listed industry peer mentioned above is on a standalone/consolidated basis and is sourced from their respective audited financial statements.

IX. Weighted average cost of acquisition ("WACA"), floor price and cap price

Primary Transactions:

There have been no primary/new issue of equity shares or convertible securities, excluding shares issued under ESOP/ESOS and issuance of bonus shares, during the 18 months preceding the date of filing of the Draft Red Herring Prospectus / Red Herring Prospectus, where such issuance is equal to or more than 5 per cent of the fully diluted paid-up share capital of the Issuer Company (calculated based on the pre-offer capital before such transaction/s and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days

Secondary Acquisition:

There have been no secondary sale/transfers or acquisition of any Equity Shares or convertible securities, where the Promoters, members of the Promoter Group, the Selling Shareholders or Shareholders having the right to nominate Directors to the Board of our Company are a party to the transaction (excluding gifts), during the 18 months preceding the date of this Red Herring Prospectus, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of our Company (calculated based on the pre-offer capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

Since there are no transactions to report to under (a) and (b) therefore, information based on last five primary or secondary transactions (secondary transactions where our Promoters/ members of our Promoter Group or Shareholder(s) having the right to nominate director(s) in the Board of our Company, are a party to the transaction), during the three years prior to the date of this Red Herring Prospectus irrespective of the size of transactions, is as below:

Primary Transactions

Date of allotment	No. of equity shares allotted	Face value per equity share (₹)	Offer price per equity share (₹)	Nature of allotment	Nature of consideration	Total Consideration (₹ in lakhs)
January 04, 2024	40,90,909*	10	Nil	Bonus Issue	Other than Cash	Nil
March 31, 2024	71,59,090*	10	2.44*	Right Issue	Cash	175.00
August 08, 2025	80,66,296	10	Nil	Bonus Issue	Other than Cash	Nil
Weighted average cost of acquisition (WACA)						0.91

*Adjusted for bonus shares allotted in the ratio of 34 equity shares for 11 equity share pursuant to Board resolution dated August 04, 2025.

Secondary Transactions

Date of Transfer	Name of Transferor	Name of Transferee	No. of Securities*	Face value of Securities	Price of securities (₹)	Nature of transaction	Nature of consideration	Total Consideration (in ₹ lakhs)
May 10, 2024	Aarti Prathamesh Pusalkar	Rahul Shah	4,09,090*	10	2.93	Transfer	Cash	12.00
May 10, 2024	Aarti Prathamesh Pusalkar	Varun Kothari HUF	2,04,545*	10	2.93	Transfer	Cash	6.00
June 06, 2025	Aarti Prathamesh Pusalkar	Prathamesh Shantaram Pusalkar	63,12,873*	10	Nil	Gift	Nil	Nil
June 06, 2024	Aarti Prathamesh Pusalkar	Sneha Kamlakar Mithbavkar	409*	10	2.93	Transfer	Cash	0.01
June 06, 2024	Aarti Prathamesh Pusalkar	Shraddha Shrikant Rumade	409**	10	2.93	Transfer	Cash	0.01
June 06, 2024	Aarti Prathamesh Pusalkar	Shreyas Shrikant Rumade	409**	10	2.93	Transfer	Cash	0.01
Weighted average cost of acquisition (WACA)								0.82

Past Transactions	Weighted average cost of acquisition (₹)	Floor Price [₹ 65]	Cap Price [₹ 69]
WACA of Equity Shares that were issued by our Company	NA	NA	NA
WACA of Equity Shares that were acquired or sold by way of secondary transactions	NA	NA	NA
Since there were no Primary Transactions or Secondary Transactions to report under points (a) and (b) above, during the 18 months preceding the date of filing of this Red Herring Prospectus, the information has been disclosed for price per share of our Company based on the last five primary or secondary transactions not older than three years prior to the date of this Red Herring Prospectus irrespective of the size of the transaction			
Based on Primary Transactions	0.91	71.42	75.82
Based on Secondary Transactions	0.82	79.27	84.15

X. Justification for Basis of Offer Price

Explanation for Offer Price / Cap Price being 78.41 and 84.15 times of weighted average cost of acquisition of primary issuance price / secondary transaction price of Equity Shares respectively along with our Company's KPIs and financial ratios for period ended February 2026 and for the year ended on March 31, 2025, March 31, 2024 and March 31, 2023.

- We operate in the traditionally fragmented exhibition and trade show services industry through a structured, end-to-end business model encompassing design, fabrication, logistics, installation, and post-event support, supported by an in-house team of over 100 professionals. Since inception, we have executed more than 5,000 exhibition stands for over 1,100 clients and built long-term relationships across diverse industries by consistently delivering high-quality solutions within short project timelines. Our integrated execution capabilities have enabled us to expand our presence across 24 international markets, serving 34 sectors and participating in 174 trade shows/exhibitions during the period ended February 28, 2026. This scalable operating model, combined with proven execution across domestic and global markets, has established us as a reliable and differentiated player in an otherwise unorganised industry.
- Our asset-light business model, which relies on rented infrastructure, project-specific resources, and trusted local collaborations, enables scalable growth with minimal capital expenditure while optimizing working capital and operational efficiency. This flexible approach has supported a 245% increase in our international client base over the last three years and a CAGR of 30.13% in the total number of booths delivered globally from FY23 to FY25, positioning us to efficiently capitalize on growth opportunities across domestic and international markets.
- Our structured, process-driven execution framework, supported by an in-house team of over 100 professionals and specialized functions, enables consistent quality, operational efficiency, and timely project delivery across domestic and international markets. Through a hybrid delivery model that combines in-house capabilities with a trusted network of local subcontractors operating under our supervision, we optimize costs, reduce logistics dependencies, and adapt efficiently to regional requirements while maintaining quality standards. This scalable execution framework has strengthened our global project delivery capabilities, supporting 432 booths delivered worldwide and 125 projects executed with international local partners during the period ended February 28, 2026.
- Our in-house marketing and branding team works closely with clients to develop brand-led booth designs that align with their messaging, visual identity, and business objectives, creating immersive and engaging brand experiences. By integrating strategic brand insights with creative design and execution, we deliver customized exhibition booths that enhance visibility, strengthen brand recall, and maximize audience engagement in competitive trade show environments.

Investors should read the above-mentioned information along with "Risk Factors", "Our Business", "Financial Information" and "Management Discussion and Analysis of Financial Condition and Revenue from Operations" beginning on pages 26, 183, 245 and 268 of RHP, respectively, to have a more informed view.

The trading price of the Equity shares could decline due to the factors mentioned in the section "Risk Factors" beginning on page 26 and any other factors that may arise in the future and you may lose all or part of your investments.

For other details, you may refer the section "Basis for Offer Price" on page 117 of RHP. Please refer the website of BRLM: www.unistonecapital.com, you may scan the QR code for accessing the website.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF OUR 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 219 of the RHP. The Memorandum of Association of our Company is a material document for inspection in relation to the Offer. For further details, see the section "Material Contracts and Documents for Inspection" on page 427 of the RHP.

LIABILITY OF MEMBERS OF THE COMPANY: Limited by shares.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The authorized share capital of the Company is ₹ 18,00,00,000 divided into 1,80,00,000 Equity Shares of ₹ 10 each. The Offered, subscribed, and paid-up share capital of the Company before the Offer is ₹ 11,29,08,040 divided into 1,12,90,804 Equity Shares of ₹ 10 each. For details of the Capital Structure, see chapter titled "Capital Structure" beginning on page 92 of the RHP.

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 by them at the time of signing of the Memorandum of Association of our Company: Prathamesh Shantaram Pusalkar (9,900 Equity Shares) and Aarti Prathamesh Pusalkar (100 Equity Shares) of ₹ 10 each.

LISTING: The Equity Shares Offered through the Red Herring Prospectus are proposed to be listed on the Emerge Platform of NSE Limited ("NSE EMERGE") in terms of the Chapter IX of the SEBI (ICDR) Regulations, as amended from time to time. Our Company has received an approval letter dated December 31, 2025, from NSE for using its name in the Offer Document for listing of our shares on the Emerge Platform of NSE. For the purpose of this Offer, the Designated Stock Exchange will be the NSE.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the Offer 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 Offer 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 301 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE ("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 of 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 page 304 of the RHP for the full text of the Disclaimer Clause of NSE.

TRACK RECORD OF BOOK RUNNING LEAD MANAGER: The Merchant Banker associated with the Offer has handled Eleven main board public issues and Twenty One SME public issues in the past three financial years.

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Offer unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Offer. For taking an investment decision, investors must rely on their own examination of our Company and the Offer including the risks involved. The Equity Shares Offered in the Offer have neither been recommended nor approved by Securities and Exchange Board of India nor does Securities and Exchange Board of India guarantee the accuracy or adequacy of the Red Herring Prospectus. Specific attention of the investors is invited to the section titled "Risk Factors" beginning on page 26 of the Red Herring Prospectus.

INDICATIVE TIMELINES FOR THE OFFER

Sequence of activities	Listing within T+3 days (T is issue closing date i.e. Wednesday, July 29, 2026)
Application Submission by investors	Electronic applications (Online ASBA through 3-in-1 accounts) - Up to 5 pm on Wednesday, July 29, 2026 . Electronic Applications (Bank ASBA through online channels like internet banking, mobile banking and syndicate UPI ASBA etc.) - Up to 4 pm on Wednesday, July 29, 2026 . Electronic Applications (Syndicate Non- Retail, Non- Individual Applications) - Up to 3 pm on Wednesday, July 29, 2026 . Physical Applications (Bank ASBA) - Up to 1 pm on Wednesday, July 29, 2026 . Physical Applications (Syndicate Non- Retail, Non- Individual Applications of QIBs and NIs) - Up to 12 pm on Wednesday, July 29, 2026 , and Syndicate members shall transfer such applications to banks before 1 pm on Wednesday, July 29, 2026 .
Bid Modification	From Offer opening date up to Wednesday, July 29, 2026
Validation of bids details with depositories	From Offer opening date up to Wednesday, July 29, 2026
Reconciliation of UPI Mandate transactions (Based on the guidelines issued by NPCI from time to time): Among Stock Exchanges- Sponsor Bank- NPCI and NPCI- PSPs/ TPAPs**- Issuer Banks; Reporting formats of bid information, UPI analysis report and compliance timelines.	On Daily basis Merchant Bankers to submit to SEBI, sought as and when.
UPI Mandate acceptance time	Wednesday July 29, 2026 - 5 pm
Offer Closure T day	Wednesday July 29, 2026 - 4 pm for QIB and NI categories Wednesday July 29, 2026 - 5 pm for Retail and other reserved categories
Third Party check on UPI applications	On daily basis and to be completed before 9.30 am on Wednesday, July 29, 2026
Third Party check on Non- UPI applications	On daily basis and to be completed before 1 pm on Wednesday, July 29, 2026
Submission of final certificates: - For UPI from Sponsor Bank - For Bank ASBA, from all SCSBs - For syndicate ASBA UPI ASBA	Before 9.30 pm on Thursday, July 30, 2026 All SCSBs for Direct ASBA- Before 7.30 pm on Wednesday, July 29, 2026 Syndicate ASBA- Before 7.30 pm on Wednesday July 29, 2026
Finalization of Rejections and completion of basis	Before 9 am on Thursday, July 30, 2026 .
Approval of basis by Stock exchange	Before 9 pm on Thursday, July 30, 2026
Issuance of fund transfer instructions in separate files for debit and unblock. For Banks ASBA and Online ASBA- To all SCSBs For UPI ASBA- To Sponsor Bank	Initiation not later than 9.30 am on Friday, July 31, 2026 Completion before 2 pm on Friday, July 31, 2026 for fund transfer Completion before 4 pm on Friday, July 31, 2026 for unblocking.
Corporate action execution for credit of shares	Initiation before 2 pm on Friday, July 31, 2026 Completion before 6 pm on Friday, July 31, 2026
Filing of listing application with Stock Exchange and issuance of trading notice	Before 7.30 pm on Friday, July 31, 2026
Publish allotment Advertisement	On website of Issuer, Merchant Banker and RTI- before 9 pm on Monday, August 03, 2026 . In Newspapers- On Monday, August 03, 2026
Trading starts T+3 day	Trading starts Monday, August 03, 2026

** PSPs/TPAPs = Payment Service Providers/ Third Party application providers

In case of any revision in the Price Band, the Bid/Offer Period will be extended by at least three additional Working Days after such revision in the Price Band, subject to the Bid/Offer Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Company may, for reasons to be recorded in writing, extend the Bid/ Offer Period for a minimum of one Working Day, subject to the Bid/Offer Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/Offer 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 respective websites of the BRLM and at the terminals of the members of the Syndicate and by intimation to Designated Intermediaries and the Sponsor Bank, as applicable.

This Offer is being made through the Book Building Process, in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 229 (2) of the SEBI ICDR Regulations and in compliance with Regulation 253 of the SEBI ICDR Regulations, wherein not more than 30.12% of the Net Offer shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"). Further, 5.00% of the QIB 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, including Mutual Funds, subject to valid Bids being received at or above the Offer Price. However, if the aggregate demand from Mutual Funds is less than 5.00% of the QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining QIB Portion for proportionate allocation to QIBs. Further, not less than 30.73% of the Net Offer shall be available for allocation on a proportionate basis to Non-Institutional Investors and not less than 39.15% of the Net Offer shall be available for allocation to Individual Investors in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price.

All Bidders, are required to participate in the Offer by mandatorily utilising the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account (as defined hereinafter) in which the corresponding Bid Amounts will be blocked by the Self Certified Syndicate Banks ("SCSBs") or under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. For details, see "Offer Procedure" on page 330 of Red Herring Prospectus.

Bidders / Applicants should ensure that DP ID, PAN and Client ID and UPI ID (for RIBs bidding through the UPI mechanism) are correctly filled in the Bid cum Application Form. The DP ID, PAN and Client ID provided in the Bid cum Application Form should match with the DP ID, PAN and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidder/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Bidders/Applicants should note that on the basis of the PAN, DP ID, Client ID and UPI 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 Offer, any requested Demographic Details of the Bidder/Applicant as available on the records of the depositories. These Demographic Details may be used, among other things, for giving Allotment Advice or unblocking of ASBA Account or for other correspondence(s) related to an Offer. 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 Bidders/Applicants' sole risk. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with CBDT notification dated February 13, 2020, and press release dated June 25, 2021.

ASBA*

Simple, safe, smart way of Application!!!!

*Applications supported by blocked amount (ASBA) is a better way of applying to offers by simply blocking the fund in the bank account. For further details, check section on ASBA below.
Mandatory in Public offers. No cheque will be accepted.



UPI
UNITED PAYMENTS INTERFACE

Upl- Now available in ASBA for all individual investors applying in public Offers where the application amount is up to ₹ 5,00,000, applying through Registered Brokers, Syndicate, CDPs & RTAs. UPI-Now mandatory in ASBA for Retail Individual Bidders ("RIBs") applying through Registered Brokers, DPs & RTA. RIBs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account.

Bidders must ensure that their PAN is linked with Aadhaar and are in compliance with CBDT notification dated February 13, 2020 and press release dated June 25, 2021.

*ASBA has to be availed by all the investors. UPI may be availed by Retail Individual Bidders.

For details on the ASBA and UPI process, please refer to the details given in ASBA Form & abridged prospectus and also please refer to the section "Offer Procedure" beginning on page 330 of the RHP. The process is also available on the website of AIBI and Stock Exchange in the General information Document. ASBA Forms can be downloaded from the NSE Limited ("NSE") and can be obtained from the list of banks that is displaying on website of SEBI at www.sebi.gov.in. List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. For the list of UPI Apps and Banks live on IPO, please refer to the link: www.sebi.gov.in. Kotak Mahindra Bank Limited has been appointed as Sponsor Bank for the Offer in accordance with the requirements of the SEBI Circular dated November 01, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll-free number: 18001201740 and mail Id: ipo.upi@npci.org.in

epaper.financialexpress.com

CHENNAI / KOCHI

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