



**MOVING MEDIA ENTERTAINMENT LIMITED**  
**Corporate Identification Number: U92419MH2022PLC382959**

Our Company was incorporated on May 19, 2022, as a Private Limited Company in the name of “Moving Media Entertainment Private Limited” under the provisions of the Companies Act, 2013 with the Registrar of Companies, Central Registration Centre. Subsequently, pursuant to a Special Resolution of our Shareholders passed in the Extra-Ordinary General Meeting held on June 25, 2024, our Company was converted from a Private Limited Company to Public Limited Company and consequently, the name of our Company was changed to ‘Moving Media Entertainment Limited’ and a Fresh Certificate of Incorporation consequent to Conversion was issued on July 24, 2024 by the Registrar of Companies, Central Processing Centre. Subsequently, our Company acquired the running business on a going concern basis with the assets and liabilities of M/s Moving Media, sole proprietorship concern of our promoter Mr. Kuldeep Beshawar Nath Bhargava vide Business Transfer Agreement dated August 05, 2024, effective from April 01, 2024. The Corporate Identification Number of our company is U92419MH2022PLC382959. For details in relation to the incorporation, Change in Registered Office and other details, please refer to the chapter titled “*Our History and Certain Other Corporate Matters*” beginning on page 150 of the Red Herring Prospectus.

**Registered Office:** B 39/155, Siddha CHS, Opp. Ozone, Swimming Pool, Siddharth Nagar, Goregaon West, Mumbai - 400104, Maharashtra, India.

**Contact Person:** Ms. Surbhi Gupta, Company Secretary and Compliance Officer

**Email:** info@movingmedia.me; **Website:** www.movingmedia.in **Contact No:** +91 98200 11605

**OUR PROMOTERS: MR. KULDEEP BESHAWAR NATH BHARGAVA, MR. AYUSH BHARGAVA AND MS. ANJALI BHARGAVA**

**DETAILS OF THE ISSUE**

INITIAL PUBLIC OFFER OF UPTO 62,00,000\* EQUITY SHARES OF FACE VALUE OF ₹ 10.00 EACH (“EQUITY SHARES”) OF MOVING MEDIA ENTERTAINMENT LIMITED (THE “COMPANY” OR THE “ISSUER”) FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE (THE “ISSUE PRICE”) AGGREGATING TO ₹ [●] LAKHS (“THE ISSUE”). THE ISSUE INCLUDES A RESERVATION OF UPTO 14,98,000 EQUITY SHARES AGGREGATING TO ₹ [●] LAKHS WILL BE 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 UPTO 47,02,000 EQUITY SHARES AGGREGATING TO ₹ [●] LAKHS (THE “NET ISSUE”). THE PRICE BAND AND THE MINIMUM BID LOT WILL BE DECIDED BY OUR COMPANY IN CONSULTATION WITH THE BOOK RUNNING LEAD MANAGER AND WILL BE ADVERTISED IN ALL EDITIONS OF BUSINESS STANDARD (A WIDELY CIRCULATED ENGLISH NATIONAL DAILY NEWSPAPER) AND ALL EDITIONS OF HINDI NATIONAL NEWSPAPER BUSINESS STANDARD (A WIDELY CIRCULATED HINDI NATIONAL DAILY NEWSPAPER) AND MARATHI EDITION OF PRATAHAKAL, (MARATHI BEING THE REGIONAL LANGUAGE OF MAHARASHTRA WHERE OUR REGISTERED OFFICE IS LOCATED), AT LEAST TWO WORKING DAYS PRIOR TO THE BID/ISSUE OPENING DATE AND SHALL BE MADE AVAILABLE TO THE EMERGE PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED (“NSE EMERGE”) FOR THE PURPOSES OF UPLOADING ON THEIR WEBSITE.

*\*Subject to Finalization of Basis of Allotment*

**GENERAL INFORMATION DOCUMENT FOR INVESTING IN PUBLIC OFFERS**

*This General Information Document (“GID”) highlights the key rules, processes and procedures applicable to public issues in accordance with the provisions of the Companies Act, 2013, Companies Act, 1956 (without reference to the provisions thereof that have ceased to have effect upon the notification of the Companies Act, 2013), the Securities Contracts (Regulation) Act, 1956, the Securities Contracts (Regulation) Rules, 1957 and the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018. Applicants shall not construe the contents of this General Information Document as legal advice and shall consult their own legal counsel and other advisors in relation to the legal matters concerning the Issue. For taking an investment decision, the Applicants shall rely on their own examination of the Issuer and the Issue and shall carefully read the Red Herring Prospectus before Investing in the Issue.*

*Disclaimer: The General Information Document is provided by SEBI under SEBI Circular SEBI/HO/CFD/DIL1/CIR/P/2020/37 dated march 17, 2020 afterwards SEBI through its circular SEBI/HO/CFD/TPD1/CIR/P/2023/140 dated August 09, 2023 proposed the reduced timelines for listing of shares in Public Issue from existing T+6 days to T+3 days.*

The new frame work under the T+3 days listing will be as follows:

| Sequence of Activities   | Listing within T+3 days (T is Issue Closing Date)   |
|--|---|
| <b>Application Submission by Investors</b>   | Electronic Applications (Online ASBA through 3-in-1 accounts) – <b>Upto 5 pm on T Day.</b><br>Electronic Applications (Bank ASBA through Online channels like Internet Banking, Mobile Banking and Syndicate UPI ASBA etc) – <b>Upto 4 pm on T Day.</b><br>Electronic Applications (Syndicate Non-Retail, Non-Individual Applications) – <b>Upto 3 pm on T Day.</b> |
|  | Physical Applications (Bank ASBA) – <b>Upto 1 pm on T Day.</b><br>Physical Applications (Syndicate Non-Retail, Non- Individual Applications of QIBs and NIIs) – <b>Upto 12 pm on T Day</b> and Syndicate members shall transfer such applications to banks <b>before 1 pm on T Day.</b>   |
| <b>Bid Modification</b>  | From Issue opening date up to <b>5 pm on T Day</b>  |
| <b>Validation of bid details with depositories</b>   | From Issue opening date up to <b>5 pm on T Day</b>  |
| <b>Reconciliation of UPI mandate transactions</b> (Based on the guidelines issued by NPCI from time to time):<br><br>Among Stock Exchanges – Sponsor Banks – NPCI and NPCI – PSPs/TPAPs** – Issuer Banks;<br><br>Reporting formats of bid information, UPI analysis report and compliance timelines. | On Daily basis<br><br><br><br><br><br>Merchant Bankers to submit to SEBI, sought as and when.   |
| <b>UPI Mandate acceptance time</b>   | <b>T day – 5 pm</b>   |
| <b>Issue Closure</b>   | <b>T day – 4 pm</b> for QIB and NII categories<br><br><b>T day – 5 pm</b> for Retail and other reserved categories  |
| <b>Third party check on UPI applications</b>   | On daily basis and to be completed before <b>9:30 AM on T+1 day.</b>  |
| <b>Third party check on Non-UPI applications.</b>  | On daily basis and to be completed before <b>1 pm on T+1 day.</b>   |
| <b>Submission of final certificates:</b><br><b>-For UPI from Sponsor Bank</b><br><b>-For Bank ASBA, from all SCSBs</b><br><b>-For syndicate ASBA</b>   | UPI ASBA – Before 09:30 pm on T Day.<br>All SCSBs for Direct ASBA – Before 07:30 pm on T Day<br>Syndicate ASBA - Before 07:30 pm on T Day   |
| <b>Finalization of rejections and completion of basis</b>  | Before 6 pm on T+1 day.   |
| <b>Approval of basis by Stock Exchange</b>   | Before 9 pm on T+1 day.   |
| <b>Issuance of fund transfer instructions in separate files for debit and unblock. For Bank ASBA and Online ASBA – To all SCSBs</b><br><b>For UPI ASBA – To Sponsor Bank</b>   | Initiation not later than 09:30 am on T+2 day; Completion before 2 pm on T+2 day for fund transfer; Completion before 4 pm on T+2 day for unblocking.   |
| <b>Corporate action execution for credit of shares</b>   | Initiation before 2 pm on T+2 day<br><br>Completion before 6 pm on T+2 day  |
| <b>Filing of listing application with Stock Exchanges and issuance of trading notice</b>   | Before 7:30 pm on T+2 day   |
| <b>Publish allotment advertisement</b>   | On website of Issuer, Merchant Banker and RTI - before 9 pm on T+2 day.<br>In newspapers – On T+3 day but not later than T+4 day  |
| <b>Trading starts</b>  | T+3 day   |

\*\*PSPs/TPAPs = Payment Service Providers/Third Party Application Provider

***Merchant Banker shall be the nodal entity for any issues arising out of public issuance process.***

SEBI through its circular no. SEBI/HO/CFD/DIL2/CIR/P/2018/138 dated November 1, 2018 read with its circular no. SEBI/HO/CFD/DIL2/CIR/P/2019/50 dated April 3, 2019 and circular no. SEBI/HO/CFD/DIL2/CIR/P/2019/76 dated June 28, 2019, has introduced an alternate payment mechanism using Unified Payments Interface (UPI) and consequent reduction in timelines for listing in a phased manner. From January 1, 2019, the UPI Mechanism for RIBs applying through Designated Intermediaries was made effective along with the existing process and existing timeline of T+6 days. ("UPI Phase I"). The UPI Phase I was effective till June 30, 2019. Subsequently, for applications by Retail Individual Investors through Designated Intermediaries, the process of physical movement of forms from Designated Intermediaries to SCSBs for blocking of funds has been discontinued and only the UPI Mechanism with existing timeline of T+6 days is applicable for a period of three months or launch of five main board public issues, whichever is later ("UPI Phase II"), with effect from July 1, 2019, by SEBI circular (SEBI/HO/CFD/DIL2/CIR/P/2019/76) dated June 28, 2019, read with circular (SEBI/HO/CFD/DIL2/CIR/P/2019/85) dated July 26, 2019. Further, as per the SEBI circular (SEBI/HO/CFD/DCR2/CIR/P/2019/133) dated November 8, 2019, the UPI Phase II had been extended until March 31, 2020. However, due to the outbreak of COVID-19 pandemic, UPI Phase II has been further extended by SEBI until further notice, by its circular (SEBI/HO/CFD/DIL2/CIR/P/2020/50) dated March 30, 2020. Thereafter, the final reduced timeline of T+3 days may be made effective using the UPI Mechanism for applications by Retail Individual Investors ("UPI Phase III"), as may be prescribed by SEBI. Further, SEBI, vide its circular no. SEBI/HO/CFD/DIL2/CIR/P/2021/2480/1/M dated March 16, 2021, and circular no. SEBI/HO/CFD/DIL2/P/CIR/2021/570 dated June 2, 2021, has introduced certain additional measures for streamlining the process of initial public offers and redressing investor grievances. This circular is effective for initial public offers opening on / or after May 1, 2021, except as amended pursuant to SEBI circular SEBI/HO/CFD/DIL2/P/CIR/2021/570 dated June 2, 2021, and SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2022/51 dated April 20, 2022, and the provisions of this circular are deemed to form part of this Red Herring Prospectus. Furthermore, pursuant to SEBI circular no. SEBI/HO/CFD/DIL2/P/CIR/P/2022/45 dated April 5, 2022, all individual Investors in initial public offerings (opening on or after May 1, 2022) whose application sizes are up to ₹500,000 shall use the UPI Mechanism.

Furthermore, SEBI vide press release bearing number 12/2023 has approved the proposal for reducing the time period for listing of shares in public issue from existing 6 working days to 3 working days from the date of the closure of the issue. The revised timeline of T+3 days shall be made applicable in two phases i.e. voluntary for all public issues opening on or after September 1, 2023 and mandatory on or after December 1, 2023. Further, SEBI has vide its circular no. SEBI/HO/CFD/TPD1/CIR/P/2023/140 dated August 9, 2023 reduced the time taken for listing of specified securities after the closure of a public issue to three Working Days. Accordingly, the Issue will be made under UPI Phase III on a mandatory basis, subject to any circulars, clarification or notification issued by the SEBI from time to time.

**Important Note:** This General Information Document relates to the Public Issue of Equity Shares of ₹10.00 each fully paid Moving Media Entertainment Limited ("Issuer" or the "Company") of Upto **62,00,000\*** of equity shares ("the Issue") in Terms of Chapter IX of the SEBI (ICDR) Regulations, 2018 (As amended from time to time), under the Book Built Mode and are proposed to be listed on the Emerge Platform of National Stock Exchange of India Limited ("NSE or NSE Emerge"). Accordingly, the Investors are advised to refer to the particulars of this GID in context of Book Built Issue being made under Chapter IX of the SEBI (ICDR) Regulations, 2018.

***\*Subject to finalization of Basis of Allotment.***

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## SECTION 1: PURPOSE OF THE GENERAL INFORMATION DOCUMENT (GID)

This document is applicable to the public issues undertaken through the Book-Building Process as well as to the Fixed Price Offers. The purpose of the “General Information Document for Investing in Public Issues” is to provide general guidance to potential Bidders/ Applicants in IPOs and FPOs, and on the processes and procedures governing IPOs and FPOs, undertaken in accordance with the provisions of the SEBI ICDR Regulations.

Bidders/ Applicants should note that investment in equity and equity related securities involves risk and Bidder/ Applicant should not invest any funds in the offer unless they can afford to take the risk of losing their investment. The specific terms relating to securities and/or for subscribing to securities in an offer and the relevant information about the Issuer undertaking the offer are set out in the Red Herring Prospectus (**“RHP”**)/ Prospectus filed by the Issuer with the Registrar of Companies (**“RoC”**). Bidders/ Applicants should carefully read the entire RHP/ Prospectus, the Bid cum Application Form/ Application Form and the Abridged Prospectus of the Issuer in which they are proposing to invest through the offer. In case of any difference in interpretation or conflict and/or overlap between the disclosure included in this document and the RHP/Prospectus, the disclosures in the RHP/ Prospectus shall prevail. The RHP/ Prospectus of the Issuer is available on the websites of stock exchanges i.e. Emerge Platform of National Stock Exchange of India Limited (NSE) at [www.nseindia.com](http://www.nseindia.com) and on the website(s) of the BRLM to the Issue i.e. [www.gretexcorporate.com](http://www.gretexcorporate.com) and on the website of Securities and Exchange Board of India (“SEBI”) at [www.sebi.gov.in](http://www.sebi.gov.in).

For the definitions of capitalized terms and abbreviations used herein Bidders/ Applicants may refer to the section **“Glossary and Abbreviations”**.

## **SECTION 2: BRIEF INTRODUCTION TO IPOs/ FPOs**

### **2.1. Initial public offer (IPO)**

An IPO means an offer of specified securities by an unlisted Issuer to the public for subscription and may include an Offer for Sale of specified securities to the public by any existing holder of such securities in an unlisted Issuer.

For undertaking an IPO under Chapter IX of the SEBI (ICDR) Regulations, 2018, an Issuer is inter-alia required to comply with the eligibility requirements of in terms of Regulations 228, 229 and 230 of the SEBI (ICDR) Regulations, 2018. For details of compliance with the eligibility requirements by the Issuer, Applicants may refer to the Red Herring Prospectus/Prospectus.

**The present Issue being made under Regulation 229(2) of the SEBI (ICDR) Regulations, 2018.**

### **2.2. Other Eligibility Requirements:**

In addition to the eligibility requirements specified in paragraphs 2.1, an Issuer proposing to undertake an IPO is required to comply with various other requirements as specified in the SEBI (ICDR) Regulations, 2018, the Companies Act, 2013, the Securities Contracts (Regulation) Rules, 1957 (the “SCRR”), industry-specific regulations, if any, and other applicable laws for the time being in force.

### **2.3. Types of Public Offers – Fixed Price Offers and Book Built Offers**

In accordance with the provisions of the SEBI ICDR Regulations, an Issuer can either determine the Offer Price through the Book Building Process (**“Book Built Offer”**) or undertake a Fixed Price Offer (**“Fixed Price Offer”**). An Issuer may mention Floor Price or Price Band in the RHP (in case of a Book Built Issue) and a Price or Price Band in the Prospectus (in case of a fixed price Issue) and determine the price at a later date before registering the Prospectus with the Registrar of Companies.

The cap on the Price Band should be less than or equal to 120% of the Floor Price. The Issuer shall announce the Price or the Floor Price or the Price Band through advertisement in all newspapers in which the pre-offer advertisement was given at least two Working Days before the Bid/ Issue Opening Date, in case of an IPO and at least one Working Day before the Bid/ Issue Opening Date, in case of an FPO and determine the Offer Price at a later date before registering the Prospectus with the Registrar of Companies.

The Floor Price or the Offer price cannot be lesser than the face value of the securities.

Bidders/Applicants should refer to the RHP/Prospectus or Offer advertisements to check whether the Offer is a Book Built Offer or a Fixed Price Offer.

**The present issue is Book Built Issue**

### **2.4. ISSUE PERIOD**

The Offer shall be kept open for a minimum of three Working Days (for all categories of Bidders/Applicants) and not more than ten Working Days. Bidders/Applicants are advised to refer to the Bid cum Application Form and Abridged Prospectus or RHP/Prospectus for details of the Bid/ Issue Period. Details of Bid/ Issue Period are also available on the website of the Stock Exchange(s).

In case of a Book Built Offer, the Issuer may close the Bid/ Issue Period for QIBs one Working Day prior to the Bid/ Issue Closing Date if disclosures to that effect are made in the RHP. In case of revision in the Price Band in Book Built Offers the Bid/ Issue Period may be extended by at least three Working Days, subject to the total Bid/ Issue Period not exceeding ten Working Days. For details of any revision of the Price Band, Bidders/ Applicants may check the announcements made by the Issuer on the websites of the Stock Exchanges and the BRLM, and the advertisement in the newspaper(s) issued in this regard.

In case of force majeure, banking strike or similar circumstances, the Issuer may, for reasons to be recorded in writing, extend the bidding (Offer) period for a minimum period of one working days, subject to the total Bid/ Issue Period not exceeding 10 Working Days.

## 2.5. MIGRATION TO MAIN BOARD

SME Issuer may migrate to the Main Board of Stock Exchange from the SME Exchange at a later date subject to the following;

If the Paid-up Capital of the company is more than ₹ 10 crores and up to ₹ 25 crores, we may migrate equity shares to the main board of the stock exchanges if shareholders approve such a migration by passing a special resolution through postal ballot to this effect and if Company fulfils the eligibility criteria for listing laid down by the Main Board.

Provided that the special resolution shall be acted upon if and only if the votes cast by shareholders other than promoters in favor of the proposal amount to at least two times the number of votes cast by shareholders other than promoter shareholders against the proposal.

OR

Where the post-issue paid up value capital of the Company listed on a SME exchange is likely to increase beyond twenty five crore rupees by virtue of any further issue of capital by the Company by way of rights issue, preferential issue, bonus issue, etc. the Company shall migrate its specified securities listed on a SME exchange to the Main Board and seek listing of the specified securities proposed to be issued on the Main Board subject to the fulfilment of the eligibility criteria for listing of specified securities laid down by the Main Board:

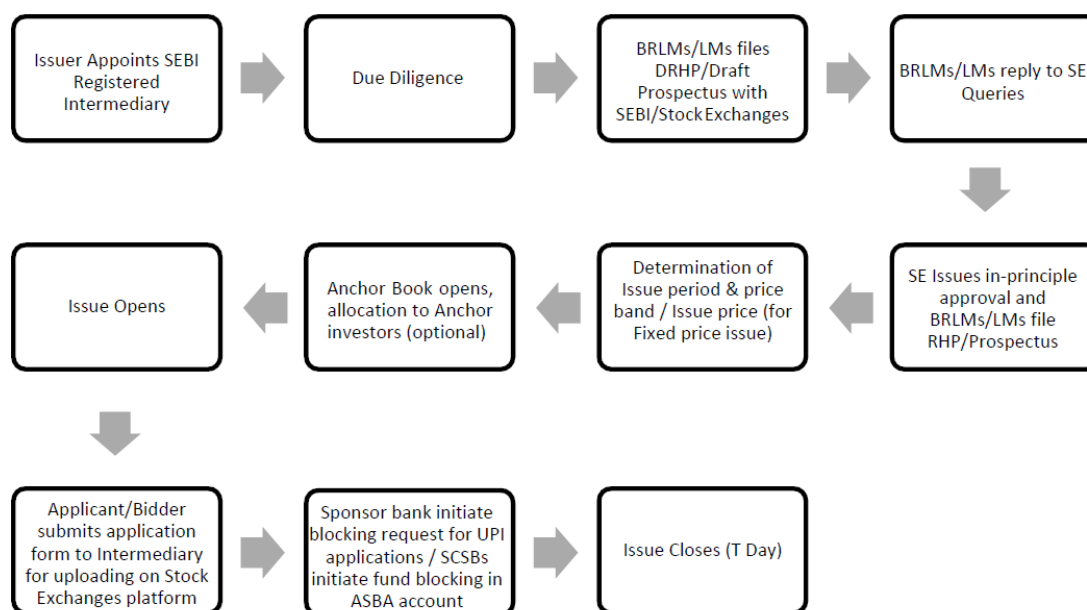
Provided that no further issue of capital by the Company shall be made unless;

- The shareholders of the Company have approved the migration by passing a special resolution through postal ballot wherein the votes cast by shareholders other than promoters in favor of the proposal amount to at least two times the number of votes cast by shareholders other than promoter shareholders against the proposal;
- The Company has obtained an in-principle approval from the Main Board for listing of its entire specified securities on it.

## 2.6. FLOWCHART OF TIMELINES

A flow chart of process flow in Fixed Price and Book Built Offers is as follows. Bidders/ Applicants maynote that this is not applicable for Fast Track FPOs.:

### FLOW CHART OF TIMELINE FOR PHASE III



| Day | Particulars  |
|-----|--|
| T   | <p><b>Application submission by Investors</b><br/> Electronic Applications:<br/> Online ASBA through 3-in-1 accounts – Upto 5 pm<br/> Bank ASBA through Online channels like Internet Banking, Mobile Banking and Syndicate UPI ASBA etc – Upto 4 pm<br/> Syndicate Non-Retail, Non-Individual Applications – Upto 3 pm</p> <p><b>Physical Applications:</b><br/> Bank ASBA – Upto 1 pm<br/> Syndicate Non-Retail, Non-Individual Applications of QIBs and NIIs – Upto 12 pm and Syndicate members shall transfer such applications to banks before 1 pm</p> <p><b>Bid Modification:</b> From Issue opening date up to 5 pm<br/> Validation of bid details with depositories: From Issue opening date up to 5 pm UPI Mandate acceptance time: 5 pm<br/> Issue Closure: 4 pm for QIB and NII categories and 5 pm for Retail and other reserved categories</p> <p><b>Submission of final certificates:</b><br/> UPI ASBA – Before 09:30 pm<br/> All SCSBs for Direct ASBA – Before 07:30 pm Syndicate ASBA - Before 07:30 pm</p> |
| T+1 | <p><b>Third party check on UPI applications:</b> On daily basis and to be completed before 9:30 am<br/> <b>Third party check on non-UPI applications:</b> On daily basis and to be completed before 1 pm<br/> <b>Finalization of rejections and completion of basis:</b> Before 6 pm<br/> <b>Approval of basis by Stock Exchange:</b> Before 9 pm</p>  |
| T+2 | <p><b>Issuance of fund transfer instructions in separate files for debit and unblock:</b><br/> Initiation not later than 09:30 am; Completion before 2 pm for fund transfer; Completion before 4 pm for unblocking.</p> <p><b>Corporate action execution for credit of shares:</b> Initiation before 2 pm and Completion before 6 pm<br/> <b>Filing of listing application with Stock Exchanges and issuance of trading notice:</b> Before 7:30 pm</p> <p><b>Publish allotment advertisement:</b><br/> On website of Issuer, Merchant Banker and RTI - before 9 pm In newspapers – On T+3 day but not later than T+4 day</p>   |
| T+3 | Trading commences  |



### **SECTION 3: CATEGORY OF INVESTORS ELIGIBLE TO PARTICIPATE IN AN OFFER**

Each Bidder/Applicant should check whether it is eligible to apply under applicable law. Furthermore, certain categories of Bidders/Applicants, such as NRIs, FPIs and FVCIs may not be allowed to Bid/Apply in the Issue or to hold Equity Shares, in excess of certain limits or in specific sectors as specified under applicable law. Bidders/Applicants are requested to refer to the RHP/Prospectus for more details.

Subject to the above, an illustrative list of Bidders/Applicants is as follows:

- a) Indian nationals resident in India who are not incompetent to contract under the Indian Contract Act, 1872, as amended, in single or as a joint application and minors having valid demat account as per Demographic Details provided by the Depositories. Furthermore, based on the information provided by the Depositories, our Company shall have the right to accept the Applications belonging to an account for the benefit of minor (under guardianship);
- b) Hindu Undivided Families or HUFs, in the individual name of the *Karta*. The Bidder/Applicant should specify that the Bid is being made in the name of the HUF in the Bid cum Application Form/Application Form as follows: “Name of sole or first Bidder/Applicant: XYZ Hindu Undivided Family applying through XYZ, where XYZ is the name of the *Karta*”. Bids/Applications by HUFs may be considered at par with Bids/Applications from individuals;
- c) Companies, corporate bodies and societies registered under the applicable laws in India and authorized to invest in the Equity Shares under their respective constitutional and charter documents;
- d) QIBs;
- e) Mutual Funds registered with SEBI;
- f) Eligible NRIs on a repatriation basis or on a non-repatriation basis, subject to applicable laws. NRIs other than Eligible NRIs are not eligible to participate in this Issue;
- g) Indian Financial Institutions, scheduled commercial banks, regional rural banks, co-operative banks (subject to RBI permission, and the SEBI Regulations and other laws, as applicable);
- h) Limited Liability Partnerships (LLPs) registered in India and authorized to invest in equity shares;
- i) Sub-accounts of FIIs registered with SEBI, which are foreign corporate or foreign individuals only under the non-institutional applicant’s category;
- j) Venture Capital Funds and Alternative Investment Fund (I) registered with SEBI; State Industrial Development Corporations;
- k) Foreign Venture Capital Investors registered with the SEBI;
- l) Trusts/societies registered under the Societies Registration Act, 1860, as amended, or under any other law relating to Trusts and who are authorized under their constitution to hold and invest in equity shares;
- m) Scientific and/or Industrial Research Organizations authorized to invest in equity shares;
- n) Insurance Companies registered with Insurance Regulatory and Development Authority, India;
- o) Provident Funds with minimum corpus of ₹25 Crores and who are authorized under their constitution to hold and invest in equity shares;
- p) Pension Funds with minimum corpus of ₹25 Crores and who are authorized under their constitution to hold and invest in equity shares;
- q) National Investment Fund set up by Resolution no. F.No. 2/3/2005-DDII dated November 23, 2005 of Government

of India published in the Gazette of India;

- r) Insurance funds set up and managed by army, navy or air force of the Union of India;
- s) Multilateral and bilateral development financial Institution;
- t) Eligible QFIs;
- u) Insurance funds set up and managed by army, navy or air force of the Union of India;
- v) Insurance funds set up and managed by the Department of Posts, India;
- w) Any other person eligible to applying in this Issue, under the laws, rules, regulations, guidelines and policies applicable to them.

**Applications not to be made by:**

1. Minors (except under guardianship)
2. Partnership firms or their nominees
3. Foreign Nationals (except NRIs)
4. Overseas Corporate Bodies

## **SECTION 4: APPLYING IN THE ISSUE**

**Book Built Issue:** Bidders should only use the specified Bid cum Application Form bearing stamp of a Designated Intermediary as available or downloaded from the websites of the Stock Exchanges.

Bid cum Application Forms are available with the Designated Intermediaries at the Bidding Centers and at the registered office of the Issuer. Electronic Bid cum Application Forms will be available on the websites of the Stock Exchanges at least one day prior to the Bid/ Issue Opening Date. For further details regarding availability of Bid cum Application Forms, Bidders may refer to the RHP/Prospectus and advertisements in the newspaper(s). For Anchor Investors, bid cum Application Forms shall be available at the offices of the BRLM.

**Fixed Price Issue:** Applicants should only use the specified Bid cum Application Form bearing the stamp of the Designated Intermediary as available or downloaded from the websites of the Stock Exchanges. Application Forms will also be available with the Designated Branches of the SCSBs and at the registered office of the Issuer. For further details regarding availability of Application Forms, Applicants may refer to the Prospectus.

Bidders/Applicants should ensure that they apply in the appropriate category. The prescribed color of the Bid cum Application Form for various categories of Bidders/Applicants is as follows:

| <b>Category</b>   | <b>Color of the Bid Cum Application Form*</b> |
|---|---|
| Resident Indian, Eligible NRIs applying on a non-repatriation basis | White   |
| NRIs applying on a repatriation basis, FPIs                         | Blue  |
| Anchor Investors  | Grey  |

*\*Excluding electronic Bid cum Application Form*

*^Electronic Bid cum Application Form and the abridge prospectus will be made available for download on the website of the stock exchange (www.nseindia.com)*

*<sup>1</sup> Bid cum Application Forms for Anchor Investors shall be available at the offices of the Book Running Lead Manager*

Securities issued in an IPO can only be in dematerialized form in accordance with Section 29 of the Companies Act, 2013. Bidders/Applicants will not have the option of getting the Allotment of specified securities in physical form.


### **4.1. INSTRUCTIONS FOR FILLING THE BID CUM APPLICATION FORM/ APPLICATION FORM**


Bidders/Applicants may note that Bid cum Application Form not filled completely or correctly as per instructions provided in this GID, the RHP/Prospectus and the Bid cum Application Form/Application Form are liable to be rejected.

Instructions to fill each field of the Bid cum Application Form can be found on the reverse side of the Bidcum Application Form.

The samples of the Bid cum Application Form for resident Bidders and the Bid cum Application Form for non-resident Bidders are reproduced below:

# Application Form – For Residents


| <b>COMMON<br/>BID CUM<br/>APPLICATION<br/>FORM</b>  | <b>MOVING MEDIA ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE - R</b><br>Registered Office: B 39/155, Siddha CHS, Opp. Ozone, Swimming Pool, Siddharth Nagar, Goregaon West, Mumbai - 400104, Maharashtra, India<br>Tel No: + 91 9820011605; E-mail: info@movingmedia.me; Website: www.movingmedia.in;<br>Contact Person: Ms. Surbhi Gupta, Company Secretary and Compliance Officer; CIN.: U92419MH2022PLC382959 | <b>FOR RESIDENT INDIANS INVESTORS,<br/>INCLUDING RESIDENT QIBs, NON<br/>INSTITUTIONAL BIDDERS, RETAIL<br/>INDIVIDUAL BIDDERS AND ELIGIBLE NRIs<br/>APPLYING ON A NON-REPATRIATION BASIS</b>   |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
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|    | To,<br>The Board of Directors<br>MOVING MEDIA ENTERTAINMENT LIMITED  | <div style="border: 1px solid black; padding: 2px; display: inline-block;"> <b>100% BOOK BUILT ISSUE</b><br/> <b>ISIN – INE0XM301010</b> </div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-top: 5px;"> <b>Bid Cum<br/>Application<br/>Form No.</b> </div> |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
| <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:50%; text-align: center;">SYNDICATE MEMBER'S STAMP &amp; CODE</td> <td style="width:50%; text-align: center;">REGISTERED BROKER'S / SCSB / CDP / RTA STAMP &amp; CODE</td> </tr> <tr> <td style="height: 40px;"></td> <td style="height: 40px;"></td> </tr> <tr> <td style="text-align: center;">SUB-BROKER'S / SUB-AGENT'S STAMP &amp; CODE</td> <td style="text-align: center;">SCSB BRANCH STAMP &amp; CODE</td> </tr> <tr> <td style="height: 40px;"></td> <td style="height: 40px;"></td> </tr> <tr> <td style="text-align: center;">BANK BRANCH SERIAL NO.</td> <td style="text-align: center;">SCSB SERIAL NO.</td> </tr> <tr> <td style="height: 40px;"></td> <td style="height: 40px;"></td> </tr> </table>  | SYNDICATE MEMBER'S STAMP & CODE  | REGISTERED BROKER'S / SCSB / CDP / RTA STAMP & CODE   |   |   | SUB-BROKER'S / SUB-AGENT'S STAMP & CODE   | SCSB BRANCH STAMP & CODE  |   |  | BANK BRANCH SERIAL NO. | SCSB SERIAL NO. |   |   | <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:100%; text-align: center;"><b>1. NAME &amp; CONTACT DETAILS OF SOLE/FIRST BIDDER</b></td> </tr> <tr> <td>Mr. /Ms. /M/s. <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span></td> </tr> <tr> <td>Address <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span></td> </tr> <tr> <td>Email <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span></td> </tr> <tr> <td>Tel. No (with STD code) / Mobile <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span></td> </tr> <tr> <td style="text-align: center;"><b>2. PAN OF SOLE/FIRST BIDDER</b></td> </tr> <tr> <td><span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span></td> </tr> </table> |   | <b>1. NAME &amp; CONTACT DETAILS OF SOLE/FIRST BIDDER</b> | Mr. /Ms. /M/s. <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span> | Address <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span> | Email <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span> | Tel. No (with STD code) / Mobile <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span> | <b>2. PAN OF SOLE/FIRST BIDDER</b> | <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span> |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
| SYNDICATE MEMBER'S STAMP & CODE   | REGISTERED BROKER'S / SCSB / CDP / RTA STAMP & CODE  |   |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
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| Mr. /Ms. /M/s. <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span>   |  |   |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
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| <input type="checkbox"/> NSDL <input type="checkbox"/> CDSL   |  |   |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
| For NSDL enter 8 Digit DP ID followed by 8 Digit Client ID / For CDSL enter 16 Digit Client ID.   |  |   |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
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| *HUF<br>Should apply only through Karta (Application by HUF would be treated on par with individual)  |  |   |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
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|   | 8  | 7   |   | 6   | 5   | 4   | 3   | 2  | 1                      | 3               | 2 | 1 |  | 3 | 2   |   | 1  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
| Option 1  |  |   |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
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| (OR) Option 3   |  |   |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
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| (Maximum 45 characters)   |  |   |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
| I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THIS BID CUM APPLICATION FORM AND THE ATTACHED ABRIDGED PROSPECTUS AND THE GENERAL INFORMATION DOCUMENT FOR INVESTING IN PUBLIC ISSUES ("GID") AND HEREBY AGREE AND CONFIRM THE 'BIDDER'S UNDERTAKING' AS GIVEN OVERLEAF. I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THE BID CUM APPLICATION FORM GIVEN OVERLEAF.   |  |   |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
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| <b>8 B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S) (AS PER BANK RECORDS)</b>  |  |   |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
| I/We authorize the SCSB to do all acts as are necessary to make the Application in the Issue  |  |   |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
| 1) _____<br>2) _____<br>3) _____  |  |   |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |
| <b>MEMBER'S OF THE SYNDICATE / SUB-SYNDICATE MEMBER/ REGISTERED BROKER / SCSB / CDP / RTA / AGENT STAMP (Acknowledging upload of Bid in Stock Exchange System)</b>  |  |   |   |   |   |   |   |  |                        |                 |   |   |  |   |   |   |  |  |   |                                    |  |  |                 |  |  |           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |          |   |   |          |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |               |  |  |               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |                         |

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|                                    | <b>MOVING MEDIA ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE - R</b>   | <b>Acknowledgement Slip for Members of the Syndicate/ Sub-Syndicate Member/Registered Broker/SCSB/CDP/RTA/Agent</b> |
| <b>Bid Cum Application Form No.</b>   | <b>PAN of Sole / First Bidder</b>  |   |
| DPID / CLID <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span>                | Amount Blocked (₹ in figures) <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span> ASBA Bank A/c No./UPI Id <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span> |   |
| Bank Name & Branch <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span>         | Stamp & Signature of SCSB Branch   |   |
| Received from Mr./Ms./M/s. <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span> | Telephone / Mobile <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span> Email <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span>                               |   |

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| <b>MOVING MEDIA ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE - R</b>   | <b>MOVING MEDIA ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE - R</b>   | <b>Bid Cum Application Form No.</b> |
| <b>Stamp &amp; Signature of Member of the Syndicate/Sub-Syndicate Member/Registered Broker/SCSB/CDP/RTA/Agent</b>        | <b>Name of Sole / First Bidder</b>   |                                     |
| No. of Equity Shares <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span>          | <b>Acknowledgment Slip for Bidder</b>  |                                     |
| Bid Price <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span>                     | <b>Bid Cum Application Form No.</b>  |                                     |
| Amount Blocked (₹ in figures) <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span> | ASBA Bank A/c No. / UPI Id: <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span> |                                     |
| Bank Name & Branch: <span style="border-bottom: 1px solid black; display: inline-block; width: 150px;"></span>           | Important Note: Application made using third party UPI Id or ASBA Bank A/c are liable to be rejected.                  |                                     |

# Application Form – For Non – Residents

|  |  |   |
|--|--|---|
| <b>COMMON BID CUM APPLICATION FORM</b> | <b>MOVING MEDIA ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE - NR</b><br>Registered Office: B 39/155, Siddha CHS, Opp. Ozone, Swimming Pool, Siddharth Nagar, Goregaon West, Mumbai - 400104, Maharashtra, India<br>Tel No: + 91 9820011605; E-mail: info@movingmedia.me; Website: www.movingmedia.in;<br>Contact Person: Ms. Surbhi Gupta, Company Secretary and Compliance Officer; CIN: U92419MH2022PLC382959 | FOR NON-RESIDENTS, INCLUDING ELIGIBLE NRIs, FPIs, FVCIs AND REGISTERED MULTI LATERAL AND BILATERAL DEVELOPMENT FINANCIAL INSTITUTIONS ETC. APPLYING ON A REPATRIATION BASIS |
|  |  |   |

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|  <b>To,</b><br>The Board of Directors<br>MOVING MEDIA ENTERTAINMENT LIMITED | <b>100% BOOK BUILT ISSUE</b><br>ISIN – INE0XM301010 | <b>Bid Cum Application Form No.</b> |
|--|---|-------------------------------------|

|  |  |   |
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| <b>SYNDICATE MEMBER'S STAMP &amp; CODE</b>       | <b>REGISTERED BROKER'S / SCSB / CDP / RTA STAMP &amp; CODE</b> | <b>1. NAME &amp; CONTACT DETAILS OF SOLE/FIRST BIDDER</b><br>Mr. /Ms. /M/s. _____<br>_____<br>Address _____<br>_____<br>Email _____<br>Tel. No (with STD code) / Mobile _____ |
| <b>SUB-BROKER'S/SUB-AGENT'S STAMP &amp; CODE</b> | <b>SCSB BRANCH STAMP &amp; CODE</b>                            | <b>2. PAN OF SOLE/FIRST BIDDER</b><br>_____   |
| <b>BANK BRANCH SERIAL NO.</b>                    | <b>SCSB SERIAL NO.</b>   |   |

|   |                               |                               |
|---|-------------------------------|-------------------------------|
| <b>3. BIDDER'S DEPOSITORY ACCOUNT DETAILS</b> | <input type="checkbox"/> NSDL | <input type="checkbox"/> CDSL |
|---|-------------------------------|-------------------------------|

For NSDL enter 8 Digit DP ID followed by 8 Digit Client ID / For CDSL enter 16 Digit Client ID.


|  |  |   |   |   |   |   |   |   |   |   |   |   |  |  |                    |  |  |                                |
|--|--|---|---|---|---|---|---|---|---|---|---|---|--|--|--------------------|--|--|--------------------------------|
| <b>4. BID OPTIONS (Only Retail individual Bidders can BID at "Cut-Off").</b> |  |   |   |   |   |   |   |   |   |   |   |   |  |  | <b>5. CATEGORY</b> |  | <b>6. INVESTOR STATUS</b>  |                                |
| <b>Bid Options</b>   | <b>No. of Equity Shares Bid (In Figures)</b><br>(Bids must be in multiples of Bid Lot as advertised) |   |   |   |   |   |   |   |   |   | <b>Price per Equity Share (₹) / "Cut-off"</b><br>(Price in multiples of ₹ 1/- only) (In Figures only) |   |  |  |                    | <input type="checkbox"/> Retail Individual Bidder<br><br><input type="checkbox"/> Non Institutional Bidder<br><br><input type="checkbox"/> QIB | <input type="checkbox"/> Non-Resident Indian(s)<br>(Repatriation basis) - NRI<br><br><input type="checkbox"/> Registered Bilateral and Multilateral Development Financial Institutions - RBM<br><br><input type="checkbox"/> Foreign Venture Capital Investor - FVCI<br><br><input type="checkbox"/> Foreign Portfolio Investor - FPI<br><br><input type="checkbox"/> All entities other than QIBs, Bodies Corporate and Individuals - NOH<br><br><input type="checkbox"/> Other QIBs (Please Specify) - OTH |                                |
|  |  | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 3 | 2   | 1 |  |  |                    |  |  | "Cut-Off"<br>(Please (✓) tick) |
| Option 1   |  |   |   |   |   |   |   |   |   |   |   |   |  |  |                    |  |  |                                |
| (OR) Option 2  |  |   |   |   |   |   |   |   |   |   |   |   |  |  |                    |  |  |                                |
| (OR) Option 3  |  |   |   |   |   |   |   |   |   |   |   |   |  |  |                    |  |  |                                |

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| <b>7. PAYMENT DETAILS [IN CAPITAL LETTERS]</b>         |  |  |  |  |  |  |  |  |  |  |  |  |  |  | <b>PAYMENT OPTION : FULL PAYMENT <input checked="" type="checkbox"/> PART PAYMENT <input checked="" type="checkbox"/></b> |  |  |  |  |  |  |  |  |  |
| Amount Blocked (₹ in Figures) _____ (₹ in words) _____ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |  |  |  |  |  |  |  |  |
| ASBA Bank A/c No. _____                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |  |  |  |  |  |  |  |  |
| Bank Name & Branch _____                               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |  |  |  |  |  |  |  |  |
| OR<br>UPI ID _____<br>(Maximum 45 characters)          |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |  |  |  |  |  |  |  |  |

I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THIS BID CUM APPLICATION FORM AND THE ATTACHED ABRIDGED PROSPECTUS AND THE GENERAL INFORMATION DOCUMENT FOR INVESTING IN PUBLIC OFFERS ("GID") AND HEREBY AGREE AND CONFIRM THE 'BIDDER'S UNDERTAKING' AS GIVEN OVER LEAF I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THE BID CUM APPLICATION FORM GIVEN OVER LEAF.

|  |  |   |
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| <b>8A. SIGNATURE OF SOLE / FIRST BIDDER</b><br><br>Date: _____, 2025 | <b>8 B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S) (AS PER BANK RECORDS)</b><br>I/We authorize the SCSB to do all acts as are necessary to make the Application in the Issue<br>1) _____<br>2) _____<br>3) _____ | <b>MEMBER'S OF THE SYNDICATE / SUB-SYNDICATE MEMBER/ REGISTERED BROKER / SCSB / CDP / RTA / AGENT STAMP</b><br>(Acknowledging upload of Bid in Stock Exchange System) |
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|  <b>MOVING MEDIA ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE - NR</b> | <b>Acknowledgement Slip for Members of the Syndicate/Sub-Syndicate Member/Registered Broker/SCSB/CDP/RTA/Agent</b> | <b>Bid Cum Application Form No.</b> |
| DPID / CLID _____   | PAN of Sole / First Bidder _____   |                                     |
| Amount Blocked (₹ in figures) _____ ASBA Bank A/c No./UPI Id _____  | <b>Stamp &amp; Signature of SCSB Branch</b>  |                                     |
| Bank Name & Branch _____  |  |                                     |
| Received from Mr./Ms./M/s. _____  |  |                                     |
| Telephone / Mobile _____ Email _____  |  |                                     |

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|   |                                       |          |          |   |                                     |
|---|---------------------------------------|----------|----------|---|-------------------------------------|
| <b>MOVING MEDIA ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE - NR</b>                                 | Option 1                              | Option 2 | Option 3 | <b>Stamp &amp; Signature of Member of the Syndicate/Sub-Syndicate Member/Registered Broker/SCSB/CDP/RTA/Agent</b> | <b>Name of Sole / First Bidder</b>  |
|   | No. of Equity Shares                  |          |          |   |                                     |
|   | Bid Price                             |          |          |   |                                     |
|   | Amount Blocked (₹ in figures)         |          |          |   |                                     |
|   | ASBA Bank A/c No. / UPI Id: _____     |          |          |   |                                     |
| Bank Name & Branch: _____   | <b>Acknowledgment Slip for Bidder</b> |          |          |   |                                     |
| Important Note: Application made using third party UPI Id or ASBA Bank A/c are liable to be rejected. |                                       |          |          |   | <b>Bid Cum Application Form No.</b> |

MOVING MEDIA ENTERTAINMENT LIMITED 1

Specific instructions for filling various fields of the Resident Bid cum Application Form and Non-Resident Bid cum Application Form and samples are provided below.

#### 4.1.1. FIELD NUMBER 1: NAME AND CONTACT DETAILS OF THE SOLE/FIRST BIDDER/APPLICANT

Applicants should ensure that the name provided in this field is exactly the same as the name in which the Depository Account is held.

- (a) Bidders/Applicants should ensure that the name provided in this field is exactly the same as the name in which the Depository Account is held.
- (b) **Mandatory Fields:** Bidders/Applicants should note that the name and address fields are compulsory and e-mail and/or telephone number/mobile number fields are optional. Bidders/Applicants should note that the contact details mentioned in the Bid-cum Application Form/Application Form may be used to dispatch communications (including letters notifying the unblocking of the bank accounts of Bidders (other than Anchor Investors) in case the communication sent to the address available with the Depositories are returned undelivered or are not available. The contact details provided in the Bid cum Application Form may be used by the Issuer, Designated Intermediaries and the Registrar to the Offer only for correspondence(s) related to an Offer and for no other purposes.
- (c) **Joint Bids/Applications:** In the case of Joint Bids/Applications, the Bids /Applications should be made in the name of the Bidder/Applicant whose name appears first in the Depository account. The name so entered should be the same as it appears in the Depository records. The signature of only such first Bidder/Applicant would be required in the Bid cum Application Form/Application Form and such first Bidder/Applicant would be deemed to have signed on behalf of the joint holders. All communications may be addressed to such first Bidder/Applicant and may be dispatched to his or her address as per the Demographic Details received from the Depositories.
- (d) **Impersonation:** Attention of the Bidders/Applicants is specifically drawn to the provisions of sub-section (1) of Section 38 of the Companies Act, 2013 which is reproduced below:

*“Any person who:*

- (a) *makes or abets making of an application in a fictitious name to a company for acquiring, or subscribing for, its securities; or*
- (b) *makes or abets making of multiple applications to a company in different names or in different combinations of his name or surname for acquiring or subscribing for its securities; or*
- (c) *otherwise induces directly or indirectly a company to allot, or register any transfer of, securities to him, or to any other person in a fictitious name, shall be liable for action under Section 447.”*
- (e) **Nomination Facility to Bidder/Applicant:** Nomination facility is available in accordance with the provisions of Section 72 of the Companies Act, 2013. For Allotment of the Equity Shares in dematerialized form, there will be no separate nomination as the nomination registered with the Depository may prevail. For changing nominations, the Bidders/Applicants should inform their respective DP.

#### 4.1.2. FIELD NUMBER 2: PAN OF SOLE/FIRST BIDDER/APPLICANT

- (a) PAN (of the sole/ first Bidder/Applicant) provided in the Bid cum Application Form/Application Form should be exactly the same as the PAN of the person(s) in whose name the relevant beneficiary account is held as per the Depositories' records.
- (b) PAN is the sole identification number for participants transacting in the securities market irrespective of the amount of transaction except for Bids/Applications on behalf of the Central or State Government, Bids/Applications by officials appointed by the courts and Bids/Applications by Bidders/Applicants residing in Sikkim (“PAN Exempted Bidders/Applicants”). Consequently, all Bidders/Applicants, other than the PAN Exempted Bidders/Applicants, are required to disclose their PAN in the Bid cum Application Form/Application Form, irrespective of the Bid/Application Amount. A Bid cum Application Form/Application Form without PAN, except in case of PAN Exempted Bidders/Applicants, is liable to be rejected. Bids/Applications by the Bidders/Applicants whose PAN is not available as per the Demographic Details available in their Depository records, are liable to be rejected.
- (c) The exemption for the PAN Exempted Bidders/Applicants is subject to (a) the Demographic Details received from the respective Depositories confirming the exemption granted to the beneficial owner by a suitable description in the PAN field and the beneficiary account remaining in “active status”; and (b) in the case of

residents of Sikkim, the address as per the Demographic Details evidencing the same.

- (d) Bid cum Application Forms/Application Forms which provide the General Index Register Number instead of PAN may be rejected.
- (e) Bids/Applications by Bidders whose demat accounts have been 'suspended for credit' are liable to be rejected pursuant to the circular issued by SEBI on July 29, 2010, bearing number CIR/MRD/DP/22/2010. Such accounts are classified as "Inactive demat accounts" and Demographic Details are not provided by depositories.

#### **4.1.3. FIELD NUMBER 3: BIDDERS/APPLICANTS DEPOSITORY ACCOUNT DETAILS**

- (a) Bidders/Applicants should ensure that DP ID and the Client ID are correctly filled in the Bid cum Application Form/Application Form. The DP ID and Client ID provided in the Bid cum Application Form/Application Form should match with the DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form/Application Form is liable to be rejected.
- (b) Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form/Application Form is active.
- (c) Bidders/Applicants should note that on the basis of the PAN, DP ID and Client ID as provided in the Bid cum Application Form/Application Form, the Bidder/Applicant 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 any correspondence(s) related to the Offer.
- (d) 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.

#### **4.1.4. FIELD NUMBER 4: BID OPTIONS**

- (a) Price or Floor Price or Price Band, minimum Bid Lot and Discount (if applicable) may be disclosed in the Prospectus/RHP by the Issuer. The Issuer is required to announce the Floor Price or Price Band, minimum Bid Lot and Discount (if applicable) by way of an advertisement in at least one English, one Hindi and one regional newspaper, with wide circulation at the place where the Issuer's registered office is situated, at least two Working Days before Bid/ Issue Opening Date in case of an IPO, and at least one Working Day before Bid/ Issue Opening Date in case of an FPO.
- (b) The Bidders may Bid at or above Floor Price or within the Price Band for IPOs /FPOs undertaken through the Book Building Process. In the case of Alternate Book Building Process for an FPO, the Bidders may Bid at Floor Price or any price above the Floor Price (For further details Bidders may refer to (Section 5.6 (e))
- (c) **Cut-Off Price:** Retail Individual Investors or Employees or Retail Individual Shareholders in the Shareholder Reservation Portion (if any) can Bid at the Cut-off Price indicating their agreement to Bid for and purchase the Equity Shares at the Offer Price as determined at the end of the Book Building Process. Bidding at the Cut-off Price is prohibited for QIBs and NIIs and such Bids from QIBs and NIIs are liable to be rejected.
- (d) **Minimum Application Value and Bid Lot:** The Issuer in consultation with the Book Running Lead Managers may decide the minimum number of Equity Shares for each Bid as prescribed under SEBI Regulations/Circulars. The minimum Bid Lot is accordingly determined by an Issuer on the basis of such minimum application value.
- (e) **Allotment:** The Allotment of specified securities to each RII shall not be less than the minimum Bid Lot, subject to availability of shares in the Retail Category, and the remaining available shares, if any, shall be Allotted on a proportionate basis. For details of the minimum Bid Lot, Bidders may refer to the RHP/Prospectus or the advertisement regarding the Price Band published by the Issuer.

##### **4.1.4.1. Maximum and Minimum Bid Size**

**For Retail Individual Applicants:** The Application must be for a minimum of 2,000 equity shares. As the application price payable by the retail individual applicants cannot exceed Rs. 2,00,000 they can make Application for only minimum Application size i.e for 2,000 equity shares



**For Other Applicants (Non-Institutional Applicants and QIBs):** The Application must be for a minimum of such number of equity shares such that the Application Amount exceeds Rs. 2,00,000 and in multiples of 2,000 equity shares thereafter. An application cannot be submitted for more than the Issue Size. However, the maximum application by a QIB investor should not exceed the investment limits prescribed for them by applicable laws. Under existing SEBI Regulations, a QIB Applicant cannot withdraw its Application after the Issue Closing Date and is required to pay 100% QIB Margin upon submission of Application. In case of revision of Applications, the Non-Institutional Applicants, who are individuals, have to ensure that the Application Amount is greater than Rs. 2,00,000 for being considered for allocation in the Non-Institutional Portion. Applicants are advised to ensure that any single Application from them does not exceed the investment limits or maximum number of equity shares that can be held by them under prescribed law or regulation or as specified in the Red Herring Prospectus/Prospectus.

#### **4.1.4.2. Multiple Bids**

Applicant should submit only one Application Form. Submission of a second Application Form to either the same or to another member of the Syndicate, SCSB or Registered Broker and duplicate copies of Application Forms bearing the same application number shall be treated as multiple Applications and are liable to be rejected.

Applicants are requested to note the following procedures that may be followed by the Registrar to the Issue to detect multiple Applications:

- i. All Applications may be checked for common PAN as per the records of the Depository. For Applicants other than Mutual Funds and FII sub-accounts, Applications bearing the same PAN may be treated as multiple Application by Applicants and may be rejected.
- ii. For Application from Mutual Funds and FII sub-accounts, submitted under the same PAN, as well as Application on behalf of the PAN Exempted Applicants, the Application Forms may be checked for common DP ID and Client ID. Such Applications which have the same DP ID and Client ID may be treated as multiple applications and are liable to be rejected.

The following Applications may not be treated as multiple Applications:

- i. Applications by Reserved Categories making application in their respective Reservation Portion as well as application made by them in the Issue portion in public category.
- ii. Separate Applications by Mutual Funds in respect of more than one scheme of the Mutual Fund provided that the Applications clearly indicate the scheme for which the Application has been made.
- iii. Applications by Mutual Funds, and sub-accounts of FIIs (or FIIs and its sub-accounts) submitted with the same PAN but with different beneficiary account numbers, Client IDs and DP IDs.

#### **4.1.5. FIELD NUMBER 5: CATEGORY OF BIDDERS**

- (a) The categories of Bidders identified as per the SEBI ICDR Regulations for the purpose of Bidding, allocation and allotment in the Issue are RIIs, NIIs and QIBs.
- (b) Up to 60% of the QIB Category can be allocated by the Issuer, on a discretionary basis subject to the criteria of minimum and maximum number of Anchor Investors based on allocation size, to the Anchor Investors, in accordance with SEBI ICDR Regulations, with one-third of the Anchor Investor Portion reserved for domestic Mutual Funds subject to valid Bids being received at or above the Offer Price. For details regarding allocation to Anchor Investors, Bidders may refer to the RHP/Prospectus.
- (c) An Issuer can make reservation for certain categories of Bidders/Applicants as permitted under the SEBI ICDR Regulations. For details of any reservations made in the Offer, Bidders/Applicants may refer to the RHP/Prospectus.
- (d) The SEBI ICDR Regulations, specify the allocation or Allotment that may be made to various categories of Bidders in an Offer depending upon compliance with the eligibility conditions. Details pertaining to allocation are disclosed on reverse side of the Revision Form. For Offer specific details in relation to allocation Bidder/Applicant may refer to the RHP/Prospectus.

#### **4.1.6. FIELD NUMBER 6: BIDDER STATUS**

- (a) Each Bidder/Applicant should check whether it is eligible to apply under applicable law and ensure that any prospective Allotment to it in the Offer is in compliance with the investment restrictions under applicable law.



- (b) Certain categories of Bidders/Applicants, such as NRIs, FPIs and FVCIs may not be allowed to Bid/Apply in the Offer or hold Equity Shares exceeding certain limits specified under applicable law. Bidders/Applicants are requested to refer to the RHP/Prospectus for more details.
- (c) Bidders/Applicants should check whether they are eligible to apply on non-repatriation basis or repatriation basis and should accordingly provide the investor status. Details regarding investor status are different in the Resident Bid cum Application Form and Non-Resident Bid cum Application Form.
- (d) Bidders/Applicants should ensure that their investor status is updated in the Depository records.

#### 4.1.7. FIELD NUMBER 7: PAYMENT DETAILS

- (a) All Applicants are required to use ASBA facility or alternatively, the Retail Individual Applicants wishing to apply through UPI Channel, may provide the UPI ID and block the full Amount (net of any Discount, as applicable) along- with the Application Form. In case the Applicant doesn't provide any of the ASBA Bank account details or the UPI ID then the application would be rejected. If the Discount is applicable in the Issue, the RIIs should indicate the full Amount in the Application Form and the funds shall be blocked for Amount net of Discount, Sponsor Bank to initiate request for blocking of funds to investor in case of Retail Individual Applicants applying through UPI Channel. Only in cases where the Prospectus indicates that part payment may be made, such an option can be exercised by the Applicant. For application submitted to Designated Intermediaries (other than SCSBs), Applicants providing both the ASBA Bank account details as well as the UPI ID, the UPI ID will be considered for processing of the application.
- (b) All Applicants (other than Anchor Investors) can participate in the Issue only through the ASBA mechanism.
- (c) RIIs submitting their applications through Designated Intermediaries can participate in the Issue through the UPI mechanism, through their UPI ID linked with their bank account.
- (d) Application Amount cannot be paid in cash, cheque, and demand draft, through money order or through postal order.

##### 4.1.7.1. Instructions for Anchor Investors:

- (a) Anchor Investors shall submit their Bids only with any of the BRLMs to the Issue.
- (b) Payments should be made either by direct credit, RTGS, NACH or NEFT.
- (c) The Anchor Escrow Bank(s) shall maintain the monies in the Anchor Escrow Account for and on behalf of the Anchor Investors until the Designated Date.

##### 4.1.7.2. Payment instructions for Bidders (other than Anchor Investors)

- (a) **RIIs bidding through Designated Intermediaries** should note that with the introduction of UPI as a payment mechanism, there are three channels of making applications in public issues available to them in UPI Phase II (i.e., from July 1, 2019 until further notice). The three channels for making applications in public issues available to RIIs bidding through Designated Intermediaries are as follows:

| Category of Investor             | Channel I  | Channel II   | Channel III    | Channel IV  |
|----------------------------------|--|--|----------------|---|
| Retail Individual Investor (RII) | Investor may submit the Application Form with ASBA as the sole mechanism for making payment either physically (at the branch of the SCSB) or online. | Investor may submit the Application Form online using the facility of linked online trading, demat and bank account (3-in-1 type accounts) provided by Registered Brokers. | Not Applicable | RIIs may submit the Application Form with any of the Designated Intermediaries and use his/her UPI ID for the purpose of blocking of funds. |

| Category of Investor             | Channel I   | Channel II | Channel III  | Channel IV     |
|----------------------------------|---|------------|--|----------------|
| Non-Institutional Investor (NII) | For such applications the existing process of uploading the Application and blocking of funds in the RIIs account by the SCSB would continue. |            | Investor may submit the Application Form with any of the Designated Intermediaries, along with details of his/her ASBA Account for blocking of funds.<br><br>For such applications the Designated Intermediary will upload the Application in the stock exchange bidding platform and forward the application form to Designated Branch of the concerned SCSB for blocking of funds. | Not Applicable |

RIIs bidding in the Offer through UPI shall make such applications only through the SCSBs/mobile applications whose name appears on the SEBI website – [www.sebi.gov.in](http://www.sebi.gov.in) at the following path:

*Home » Intermediaries/Market Infrastructure Institutions » Recognised Intermediaries » Self-Certified Syndicate Banks eligible as Issuer Banks for UPI*

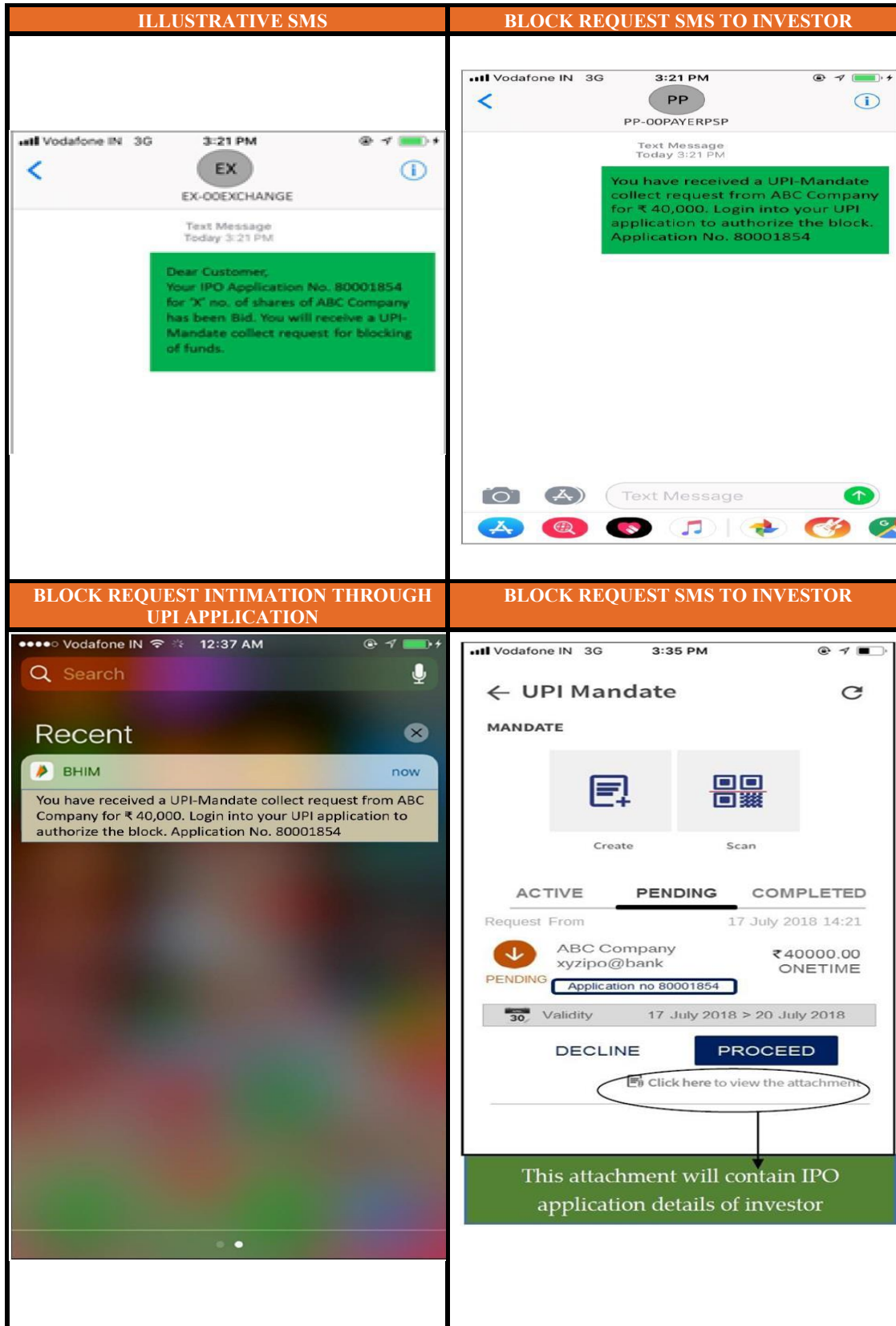
*Home » Intermediaries/Market Infrastructure Institutions » Recognised Intermediaries » list of mobile applications for using UPI in public issues*

RIIs whose bank is not live on UPI may use the other alternate channels available to them, i.e., submission of application form with SCSB (Channel I) or using the facility of linked online trading, demat and bank account (Channel II).

NRIs applying in the Offer through the UPI mechanism are advised to enquire with the relevant Bank, whether their account is UPI linked, prior to making such application through Channel III.

For UPI Phase III, RIIs will also have the option to use the same channels (as described above) for making applications in a public issue.

Please see below a graphical illustrative process of the investor receiving and approving the UPI Mandate Request.



# SAMPLE OF IPO DETAILS IN ATTACHMENT

Secure | https://

1 Enter Details

Investor Details

|                 |            |                 |
|-----------------|------------|-----------------|
| Depository Name | DP ID      | Client ID       |
| NSDL            | IN300513   | 14871468        |
| Beneficiary No  | PAN Card   | Investor's Name |
| -               | AAMPF7581P | SHYAM SHARMA    |

IPO Details

|                 |                   |               |
|-----------------|-------------------|---------------|
| Company Name    | IPO Symbol        | Bid Lot       |
| IPO             | SUPREMEENG        | 40000         |
| Face Value      | Maximum Price     | Minimum Price |
| 10.00           | ₹ 32.00           | ₹ 27.00       |
| Cut Off Price   | IPO Start Date    | IPO End Date  |
| ₹ 32.00         | 20 July 2018      | 27 July 2018  |
| Discount Amount | Discount Category |               |
| NA              | -                 |               |

## PRE-CONFIRMATION PAGE

Vodafone IN 3G 3:48 PM

Please check the below details as the amount will be **blocked** for the validity period and will be debited as per the mandate inputs. In case of non-execution of the Mandate, the amount will be unblocked

**Mandate Details**

To  
ABC Company

xyzipo@bank

AMOUNT  
₹ 0000.00

FREQUENCY  
ONETIME

VALIDITY  
20 JULY 2018 to 27 JULY 2018

REMARKS  
Application no 80001854

CANCEL CONFIRM

# POST VERIFICATION OF DETAILS ABOVE

Vodafone IN 3G 5:43 PM

← Create Mandate

TO  
ABC Company

xyzipo@bank Verified Merchant

Mandate Amount  
₹ 40000.00

The Amount entered will be blocked immediately & debited from payer account as per your Mandate inputs

Frequency  
ONETIME

Validity

Start Date 20 JULY 2018 > End Date 27 JULY 2018

Users account will be debited within validity period.

REMARKS  
Application no 80001834

Click here to view the attachment

PROCEED

## ENTERING OF UPI PIN

Vodafone IN 3G 1:39 AM

CANCEL

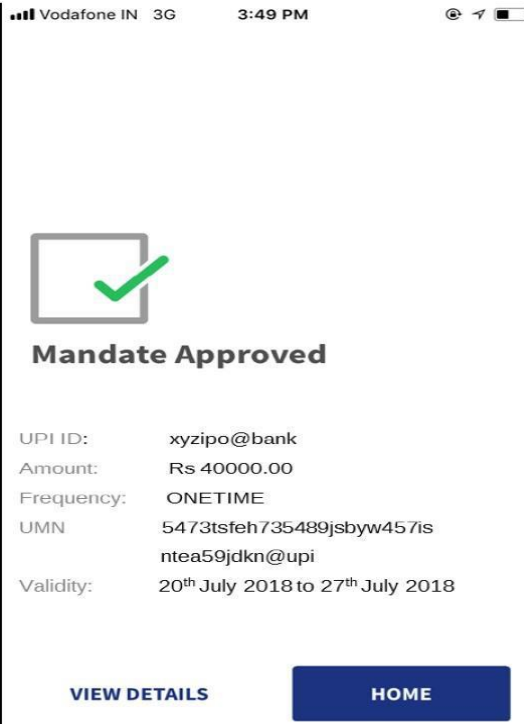
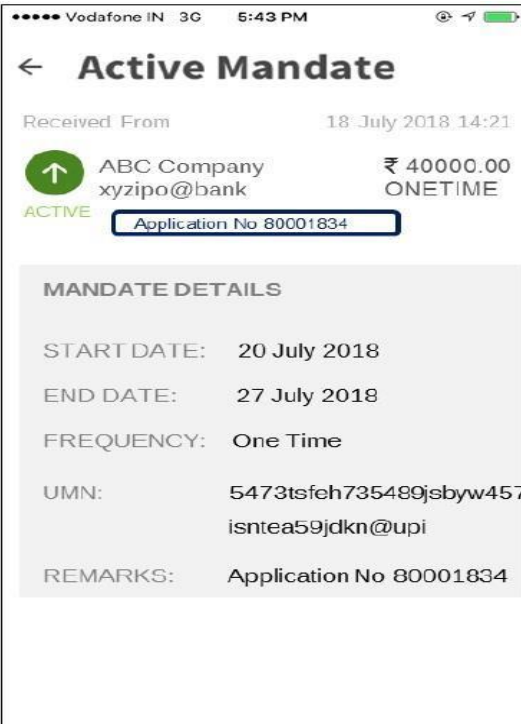


STATE BANK OF INDIA

ABC Company ₹ 40000

ENTER UPI PIN

— — — —

|   |   |        |
|---|---|--------|
| 1 | 2 | 3      |
| 4 | 5 | 6      |
| 7 | 8 | 9      |
| ✕ | 0 | SUBMIT |

| CONFIRMATION PAGE  | APPROVED MANDATES VISIBLE IN UPI APPLICATION   |
|--|--|
|  <p>Vodafone IN 3G 3:49 PM</p> <p><b>Mandate Approved</b></p> <p>UPI ID: xyzipo@bank<br/> Amount: Rs 40000.00<br/> Frequency: ONETIME<br/> UMN: 5473tsfeh735489jsbyw457isntea59jdkn@upi<br/> Validity: 20<sup>th</sup> July 2018 to 27<sup>th</sup> July 2018</p> <p>VIEW DETAILS HOME</p> |  <p>Vodafone IN 3G 5:43 PM</p> <p><b>Active Mandate</b></p> <p>Received From 18 July 2018 14:21</p> <p>ABC Company ₹ 40000.00<br/> xyzipo@bank ONETIME<br/> ACTIVE Application No 80001834</p> <p><b>MANDATE DETAILS</b></p> <p>START DATE: 20 July 2018<br/> END DATE: 27 July 2018<br/> FREQUENCY: One Time<br/> UMN: 5473tsfeh735489jsbyw457isntea59jdkn@upi<br/> REMARKS: Application No 80001834</p> |
| BLOCK CONFIRMATION SMS TO INVESTOR   | BLOCK CONFIRMATION APPLICATION INTIMATION  |
|  <p>Vodafone IN 3G 3:21 PM</p> <p>IB<br/>IB-00ISSUERBANK</p> <p>Text Message<br/>Today 3:21 PM</p> <p>Your UPI-Mandate is successfully created towards ABC Company for ₹ 40,000. Funds are blocked from A/C No. xxxx1933. Application No. 80001854</p> <p>Text Message</p>                |  <p>Vodafone IN 12:37 AM</p> <p>Search</p> <p>Recent</p> <p>BHIM now</p> <p>Your UPI-Mandate is successfully created towards ABC Company for ₹ 40,000. Funds are blocked from A/C No. xxxx1933. Application No. 80001854</p>   |

- (b) QIB and NII Bidders may submit the Bid cum Application Form either
  - i. to SCSBs in physical or electronic mode through the internet banking facility offered by an SCSB authorizing blocking of funds that are available in the ASBA account specified in the Bid cum Application Form, or
  - ii. in physical mode to any Designated Intermediary.
- (c) Bidders must specify the Bank Account number or the UPI ID (for RIIs bidding using the UPI mechanism), as applicable, in the Bid cum Application Form. The Bid cum Application Form submitted by a Bidder and which is accompanied by cash, demand draft, cheque, money order, postal order or any mode of payment other than blocked amounts in the ASBA Account, may not be accepted.
- (d) Bidders should note that application made using third party UPI ID or ASBA Account is liable to be rejected.
- (e) NRIs applying in the Issue through the UPI mechanism are advised to enquire with the relevant Bank, whether their account is UPI linked, prior to making such application through Channel III.
- (f) Bidders shall note that for the purpose of blocking funds under ASBA facility clearly demarcated funds shall be available in the ASBA Account.
- (g) Bidders (other than RIIs bidding through the non-UPI mechanism) should submit the Bid cum Application Form only at the Bidding Centers, i.e. to the respective member of the Syndicate at the Specified Locations, the SCSBs, the Registered Broker at the Broker Centers, the CRTA at the Designated RTA Locations or CDP at the Designated CDP Locations. RIIs bidding through the non-UPI mechanism should either submit the physical Bid cum Application Form with the SCSBs or Designated Branches of SCSBs under Channel I or submit the Bid cum Application Form online using the facility of 3-in-1 type accounts under Channel II.
- (h) **Bidders (other than RIIs bidding through the non-UPI mechanism) bidding through Designated Intermediaries** other than a SCSB, should note that ASBA Forms submitted to such Designated Intermediary may not be accepted, if the SCSB where the ASBA Account, as specified in the Bid cum Application Form, is maintained has not named at least one branch at that location for such Designated Intermediary, to deposit ASBA Forms.
- (i) **Bidders bidding directly through the SCSBs** should ensure that the Bid cum Application Form is submitted to a Designated Branch of a SCSB where the ASBA Account is maintained.
- (j) Upon receipt of the Bid cum Application Form, the Designated Branch of the SCSB may verify if sufficient funds equal to the Bid Amount are available in the ASBA Account, as mentioned in the Bid cum Application Form.
- (k) If sufficient funds are available in the ASBA Account, the SCSB may block an amount equivalent to the Bid Amount mentioned in the Bid cum Application Form and for application directly submitted to SCSB by investor, may enter each Bid option into the electronic bidding system as a separate Bid.
- (l) If sufficient funds are not available in the ASBA Account, the Designated Branch of the SCSB may not upload such Bids on the Stock Exchange platform and such bids are liable to be rejected.
- (m) Upon submission of a completed Bid cum Application Form each Bidder (not being a RII who has opted for the UPI mechanism and provided a UPI ID with the Bid cum Application Form) may be deemed to have agreed to block the entire Bid Amount and authorized the Designated Branch of the SCSB to block the Bid Amount specified in the Bid cum Application Form in the ASBA Account maintained with the SCSBs. For details regarding blocking of Bid Amount for RIIs who have provided a UPI ID with the Application Form please refer to paragraph 4.1.7.4.



- (n) The Bid Amount may remain blocked in the aforesaid ASBA Account until finalization of the Basis of Allotment and consequent transfer of the Bid Amount against the Allotted Equity Shares to the Public Offer Account, or until withdrawal or failure of the Offer, or until withdrawal or rejection of the Bid, as the case may be.
- (o) SCSBs bidding in the Offer must apply through an Account maintained with any other SCSB; else their Bids are liable to be rejected.

#### **4.1.7.3. Unblocking of ASBA Account**

- (a) Once the Basis of Allotment is approved by the Designated Stock Exchange, the Registrar to the Issue may provide the following details to the controlling branches of each SCSB or the Sponsor Bank, as the case may be, along with instructions to unblock the relevant ASBA Accounts and for successful applications transfer the requisite money to the Public Issue Account designated for this purpose, within the specified timelines: (i) the number of Equity Shares to be Allotted against each Bid, (ii) the amount to be transferred from the relevant ASBA Account to the Public Issue Account, for each Bid, (iii) the date by which funds referred to in (ii) above may be transferred to the Public Issue Account, (iv) the amount to be unblocked, if any in case of partial allotments and (v) details of rejected ASBA Bids, if any, along with reasons for rejection and details of withdrawn or unsuccessful Bids, if any, to enable the SCSBs or the Sponsor Bank, as the case may be, to unblock the respective ASBA Accounts.
- (b) On the basis of instructions from the Registrar to the Issue, the SCSBs or the Sponsor Bank, as the case may be, may transfer the requisite amount against each successful Bidder to the Public Issue Account and may unblock the excess amount, if any, in the ASBA Account.
- (c) In the event of withdrawal or rejection of the Bid cum Application Form and for unsuccessful Bids, the Registrar to the Issue may give instructions to the SCSB or to the Sponsor Bank to revoke the mandate and, as the case may be, to unblock the Bid Amount in the relevant account within four Working Days of the Bid/Issue Closing Date.

#### **4.1.7.4. Additional Payment Instructions for RIIs bidding through Designated Intermediaries (other than SCSBs) using the UPI mechanism**

- (a) Before submission of the application form with the Designated Intermediary, an RII shall download the mobile application, associated with the UPI ID linked bank account, for UPI and create a UPI ID (xyz@bankname) of not more than 45 characters with its bank and link it to his/ her bank account where the funds equivalent to the application amount is available. RIIs shall also ensure that the name of the mobile application and the UPI handle being used for making the application in the Offer are appearing in the following path on SEBI website – [www.sebi.gov.in](http://www.sebi.gov.in):

*Home » Intermediaries/Market Infrastructure Institutions » Recognised Intermediaries » list of mobile applications for using UPI in public issues*

It is clarified that if a RII makes an application through a UPI handle not covered in the prescribed list (as mentioned in the path above), such an application is liable to be rejected.

- (b) RIIs shall ensure that the bank, with which it has its bank account, where the funds equivalent to the application amount is available for blocking has been notified as Issuer Banks for UPI. A list of such banks is available at the following path on SEBI website – [www.sebi.gov.in](http://www.sebi.gov.in):

*Home » Intermediaries/Market Infrastructure Institutions » Recognised Intermediaries » Self-Certified Syndicate Banks eligible as Issuer Banks for UPI*

It is clarified that if a RII makes an application using a bank account of an SCSB or bank which is not covered in the prescribed list (as mentioned in the path above), such an application is liable to be rejected.

- (c) RIIs shall mention his / her UPI ID along with the bid details in the Bid cum Application Form in capital letters and submit the Bid cum Application Form to any of the Designated Intermediaries (other than SCSBs). It is clarified that if an RII submits a third-party UPI ID instead of his/her own UPI ID in the Bid cum Application Form, the application is liable to be rejected.

- (d) The Designated Intermediary (other than SCSBs) upon receipt of the Bid cum Application Form will upload the bid details along with UPI ID in the stock exchange bidding platform.
- (e) Once the bid has been entered into the Stock Exchange bidding platform, the stock exchange will validate the PAN and Demat Account details of the RII with the Depository. The Depository will validate the aforesaid details on a real time basis and send a response to the stock exchange which will be shared by the stock exchange with the respective Designated Intermediary through its bidding platform, for corrections, if any.
- (f) Once the bid details have been validated by the Depository, the stock exchange will, on a continuous basis, electronically share the bid details along with the UPI ID of the concerned RII with the Sponsor Bank appointed by the Issuer.
- (g) The Sponsor Bank will validate the UPI ID of the RII before initiating the Mandate request.
- (h) The Sponsor Bank after validating the UPI ID will initiate a UPI Mandate Request for valid UPIID on the RII which will be electronically received by the RII as an SMS / intimation on his / her mobile number / mobile app associated with the UPI ID linked account. The RII shall ensure that the details of the Bid are correct by opening the attachment in the UPI Mandate Request and then proceed to authorise the UPI Mandate Request using his/her UPI PIN. Upon the authorization of the mandate using his/her UPI PIN, an RII may be deemed to have verified the attachment containing the application details of the RII in the UPI Mandate Request and have agreed to block the entire Bid Amount mentioned in the Bid Cum Application Form and subsequent debit in case of Allotment.
- (i) Upon successful validation of the block request by the RII, the said information would be electronically received by the RII's bank, where the funds, equivalent to the application amount would get blocked in the ASBA Account of the RII. Intimation regarding confirmation of such blocking of funds in the ASBA Account of the RII would also be received by the RII. Information on the block status request would be shared with the Sponsor Bank which in turn would share it with the stock exchange which in turn would share it with the Registrar in the form of a file for the purpose of reconciliation and display it on the stock exchange bidding platform for the information of the Designated Intermediary.
- (j) RIIs may continue to modify or withdraw the application till the closure of the Issue Period. For each modification of the application, the RII will submit a revised application and will receive a new UPI Mandate Request from the Sponsor Bank to be validated as per the process indicated above.
- (k) RIIs to check the correctness of the details on the mandate received before approving the Mandate Request.
- (l) Post closure of the Issue, the stock exchange will share the application details with the Registrar along with the final file received from the Sponsor Bank containing status of blocked funds or otherwise, along with the ASBA Account details with respect to applications made by RIIs using UPI ID.

#### **4.1.7.5. Discount (if applicable)**

- (a) The Discount is stated in absolute rupee terms.
- (b) Bidders applying under Retail Category, Retail Individual Shareholder and Employees under Employee Reservation Portion are only eligible for discount. For Discounts offered in the Offer, Bidders may refer to the RHP/Prospectus.
- (c) The Bidders entitled to the applicable Discount in the Offer may block their ASBA Account for an amount i.e. the Bid Amount less Discount (if applicable).
- (d) Bidder (other than employees) may note that in case the net amount blocked (post Discount) is more than two lakh Rupees, the Bidding system automatically considers such applications for allocation under Non- Institutional Category. These applications are neither eligible for Discount nor fall under Retail Category.

#### **ADDITIONAL PAYMENT INSTRUCTION FOR NRIS**

The Non-Resident Indians who intend to block funds through Non-Resident Ordinary (NRO) accounts shall use the form meant for Resident Indians (non-repatriation basis). In the case of applications by NRIs applying on a repatriation basis, payment shall not be accepted out of NRO Account.



#### **4.1.8. FIELD NUMBER 8: SIGNATURES AND OTHER AUTHORISATIONS**

- (a) Only the First Bidder/Applicant is required to sign the Bid cum Application Form/Application Form. Bidders/Applicants should ensure that signatures are in one of the languages specified in the Eighth Schedule to the Constitution of India.
- (b) The signature has to be correctly affixed in the authorization/undertaking box in the Bid cum Application Form/Application Form, or an authorization has to be provided to the SCSB or using the UPI to the Sponsor Bank, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Bid Amount mentioned in the Bid cum Application Form/ Application Form.
- (c) Bidders/ Applicants must note that Bid cum Application Form/Application Form without signature of Bidder/ Applicant and /or ASBA Account holder is liable to be rejected.

#### **4.1.9. ACKNOWLEDGEMENT AND FUTURE COMMUNICATION**

- (a) Bidders should ensure that they receive the Acknowledgment slip or the acknowledgement number duly signed and stamped by a Designated Intermediary, as applicable, for submission of the Bid cum Application Form.
- (b) All communications in connection with Bids/Applications made in the Offer should be addressed as under:
  - i. In case of queries related to Allotment, non-receipt of Allotment Advice, credit of Allotted Equity Shares, unblocking of funds, the Bidders/Applicants should contact the Registrar to the Offer.
  - ii. In case of Bids submitted to the Designated Branches of the SCSBs, the Bidders/Applicants should contact the relevant Designated Branch of the SCSB.
  - iii. In case of queries relating to uploading of Syndicate ASBA Bids, the Bidders/Applicants should contact the relevant Syndicate Member.
  - iv. In case of queries relating to uploading of Bids by a Designated Intermediary, the Bidders/Applicants should contact the relevant Designated Intermediary.
  - v. In case of queries relating to uploading of Bids through the UPI Mechanism, the Bidders/Applicants should contact the Designated Intermediary/BRLM.
  - vi. Bidder/Applicant may contact the Company Secretary and Compliance Officer or BRLM(s) in case of any other complaints in relation to the Offer.
- (c) The following details (as applicable) should be quoted while making any queries –
  - i. full name of the sole or First Bidder/Applicant, Bid cum Application Form number, Applicants'/Bidders' DP ID, Client ID, PAN, number of Equity Shares applied for, amount paid on application.
  - ii. name and address of the Designated Intermediary, where the Bid was submitted along with the acknowledgment slip from Designated Intermediary or
  - iii. Bids, ASBA Account number or the UPI ID (for RIIs who make the payment of Bid Amount through the UPI mechanism) linked to the ASBA Account where the Bid Amount was blocked.

For further details, Bidder/Applicant may refer to the RHP/Prospectus and the Bid cum Application Form.

#### **4.2. INSTRUCTIONS FOR FILING THE REVISION FORM**


- (a) During the Bid/Issue Period, any Bidder/Applicant (other than QIBs and NIIs, who can only revise their bid upwards) who has registered his or her interest in the Equity Shares at a particular price level is free to revise his or her Bid within the Price Band using the Revision Form, which is a part of the Bid cum Application Form.
- (b) RII may revise their Bids or withdraw their bids until Bid/Issue Closing date.
- (c) Revisions can be made in both the desired number of Equity Shares and the Bid Amount by using the Revision Form.

- (d) The Bidder/Applicant can make this revision any number of times during the Bid/ Issue Period. However, for any revision(s) in the Bid, the Bidders/Applicants will have to use the services of the same Designated Intermediary through which such Bidder/Applicant had placed the original Bid. It is clarified that RIIs whose original Bid is made using the UPI mechanism can make revision(s) to their Bid using the UPI mechanism only, whereby each time the Sponsor Bank will initiate a new UPI Mandate Request. Bidders/Applicants are advised to retain copies of the blank Revision Form and the Bid(s) must be made only in such Revision Form or copies thereof.

The samples of the Revision Form for Resident Applicants and Application Form for Non-Resident Applicants are reproduced below:

|   |   |   |
|---|---|---|
| <b>COMMON BID<br/>REVISION<br/>FORM</b> | <b>MOVING MEDIA ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE - REVISION - R</b><br>Registered Office: B 39/155, Siddha CHS, Opp. Ozone, Swimming Pool, Siddharth Nagar, Goregaon West, Mumbai - 400104, Maharashtra, India<br>Tel No: + 91 9820011605; E-mail: info@movingmedia.me; Website: www.movingmedia.in;<br>Contact Person: Ms. Surbhi Gupta, Company Secretary and Compliance Officer; CIN.: U92419MH2022PLC382959 | <b>FOR RESIDENT INDIANS INVESTORS,<br/>INCLUDING RESIDENT QIBs, NON<br/>INSTITUTIONAL BIDDERS, RETAIL<br/>INDIVIDUAL BIDDERS AND ELIGIBLE NRIs<br/>APPLYING ON A NON-REPATRIATION BASIS</b> |
|---|---|---|



**To,  
The Board of Directors  
MOVING MEDIA ENTERTAINMENT LIMITED**

**100% BOOK BUILT ISSUE**  
**ISIN – INE0XM301010**

**Bid Cum  
Application  
Form No.**

|   |   |   |
|---|---|---|
| <b>SYNDICATE MEMBER'S STAMP &amp; CODE</b><br><br><b>SUB-BROKER'S/SUB-AGENT'S STAMP &amp; CODE</b><br><br><b>BANK BRANCH SERIAL NO.</b> | <b>REGISTERED BROKER / SCSB / CDP / RTA<br/>STAMP &amp; CODE</b><br><br><b>SCSB BRANCH STAMP &amp; CODE</b><br><br><b>SCSB SERIAL NO.</b> | <b>1. NAME &amp; CONTACT DETAILS OF SOLE/FIRST BIDDER</b><br>Mr./Ms./M/s. _____<br>Address _____<br>Email _____<br>Tel. No (with STD code) / Mobile _____<br><b>2. PAN OF SOLE / FIRST BIDDER</b><br>_____<br><b>3. BIDDERS DEPOSITORY ACCOUNT DETAILS</b> <input type="checkbox"/> NSDL <input type="checkbox"/> CDSL<br>For NSDL enter 8 Digit DP ID followed by 8 Digit Client ID / For CDSL enter 16 Digit Client ID. |
|---|---|---|

**PLEASE CHANGE MY BID**

| 4. FROM (AS PER LAST BID OR REVISION) |   |   |   |   |   |   |   |   |   |                         |           |                              |
|---------------------------------------|---|---|---|---|---|---|---|---|---|-------------------------|-----------|------------------------------|
| Bid Options                           | No. of Equity Shares Bid (In Figures)<br>(Bids must be in multiples of Bid Lot as advertised) |   |   |   |   |   |   |   | Price per Equity Share (₹) / "Cut-off" (Price in multiples of ₹ 1/- only) (In Figures Only) |                         |           |                              |
|                                       | 8   | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Bid Price   | Retail Discount, if any | Net Price | "Cut-off"<br>(Please ✓ tick) |
| Option 1                              |   |   |   |   |   |   |   |   |   |                         |           | <input type="checkbox"/>     |
| (OR) Option 2                         |   |   |   |   |   |   |   |   |   |                         |           | <input type="checkbox"/>     |
| (OR) Option 3                         |   |   |   |   |   |   |   |   |   |                         |           | <input type="checkbox"/>     |

| 5. TO (REVISED BID) (Only Retail individual Bidders can BID at "Cut-Off") |   |   |   |   |   |   |   |   |   |                         |           |                              |
|---|---|---|---|---|---|---|---|---|---|-------------------------|-----------|------------------------------|
| Bid Options   | No. of Equity Shares Bid (In Figures)<br>(Bids must be in multiples of Bid Lot as advertised) |   |   |   |   |   |   |   | Price per Equity Share (₹) / "Cut-off" (Price in multiples of ₹ 1/- only) (In Figures Only) |                         |           |                              |
|   | 8   | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Bid Price   | Retail Discount, if any | Net Price | "Cut-off"<br>(Please ✓ tick) |
| Option 1  |   |   |   |   |   |   |   |   |   |                         |           | <input type="checkbox"/>     |
| (OR) Option 2   |   |   |   |   |   |   |   |   |   |                         |           | <input type="checkbox"/>     |
| (OR) Option 3   |   |   |   |   |   |   |   |   |   |                         |           | <input type="checkbox"/>     |

| 6. PAYMENT DETAILS [IN CAPITAL LETTERS]   |  |  |  |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|--|--|--|
| Additional Amount Blocked (₹ in Figures) _____ (₹ in words) _____<br>ASBA Bank A/c No. _____<br>Bank Name & Branch _____<br>OR<br>UPI ID _____<br>(Maximum 45 characters) |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>PAYMENT OPTION : FULL PAYMENT <input checked="" type="checkbox"/> PART PAYMENT <input checked="" type="checkbox"/></b>   |  |  |  |  |  |  |  |  |  |  |  |  |


I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THIS BID REVISION FORM AND THE ATTACHED ABRIDGED PROSPECTUS AND THE GENERAL INFORMATION DOCUMENT FOR INVESTING IN PUBLIC ISSUES ("GID") AND HEREBY AGREE AND CONFIRM THE 'BIDDER'S UNDERTAKING' AS GIVEN OVERLEAF. I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THE BID REVISION FORM GIVEN OVERLEAF.

|   |  |   |
|---|--|---|
| <b>7 A. SIGNATURE OF SOLE / FIRST BIDDER</b><br><br>Date: _____, 2025 | <b>7 B. SIGNATURE OF ASBA BANK ACCOUNT<br/>HOLDER(S) (AS PER BANK RECORDS)</b><br>I/We authorize the SCSB to do all acts as are necessary to make the Application in the Issue<br>1) _____<br>2) _____<br>3) _____ | <b>MEMBER'S OF THE SYNDICATE / SUB-SYNDICATE MEMBER/<br/>REGISTERED BROKER / SCSB / CDP / RTA / AGENT STAMP</b><br>(Acknowledging upload of Bid in Stock Exchange System) |
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|  | <b>MOVING MEDIA ENTERTAINMENT<br/>LIMITED - BID REVISION FORM -<br/>INITIAL PUBLIC ISSUE - R</b> | <b>Acknowledgement Slip for Members<br/>of the Syndicate/<br/>Sub-Syndicate Member/Registered<br/>Broker/SCSB/CDP/RTA/Agent</b> | <b>Bid Cum<br/>Application<br/>Form No.</b> |
|---|--|---|---|

|                          |  |                                  |  |                                  |
|--------------------------|--|----------------------------------|--|----------------------------------|
| DPID / CLID _____        | Additional Amount Blocked (₹ in figures) _____ | ASBA Bank A/c No./UPI Id _____   | Stamp & Signature of SCSB Branch _____ | PAN of Sole / First Bidder _____ |
| Bank Name & Branch _____ |  | Received from Mr./Ms./M/s. _____ |  | _____                            |
| Telephone / Mobile _____ |  | Email _____                      |  |                                  |

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| <b>MOVING MEDIA<br/>ENTERTAINMENT LIMITED<br/>- BID REVISION FORM/INITIAL<br/>PUBLIC ISSUE - R</b> | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th></th> <th>Option 1</th> <th>Option 2</th> <th>Option 3</th> </tr> <tr> <td>No. of Equity Shares</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Bid Price</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Additional Amount Blocked (₹ in figures)</td> <td></td> <td></td> <td></td> </tr> <tr> <td>ASBA Bank A/c No. / UPI Id:</td> <td colspan="3"></td> </tr> <tr> <td>Bank Name &amp; Branch:</td> <td colspan="3"></td> </tr> </table> |          | Option 1 | Option 2 | Option 3 | No. of Equity Shares |  |  |  | Bid Price |  |  |  | Additional Amount Blocked (₹ in figures) |  |  |  | ASBA Bank A/c No. / UPI Id: |  |  |  | Bank Name & Branch: |  |  |  | <b>Stamp &amp; Signature of Member of the<br/>Syndicate/Sub- Syndicate Member/<br/>Registered Broker/SCSB/CDP/RTA/Agent</b> | <b>Name of Sole / First Bidder</b><br><br>_____<br><b>Acknowledgment Slip for Bidder</b><br><b>Bid Cum<br/>Application<br/>Form No.</b> |
|--|--|----------|----------|----------|----------|----------------------|--|--|--|-----------|--|--|--|--|--|--|--|-----------------------------|--|--|--|---------------------|--|--|--|---|---|
|  | Option 1   | Option 2 | Option 3 |          |          |                      |  |  |  |           |  |  |  |  |  |  |  |                             |  |  |  |                     |  |  |  |   |   |
| No. of Equity Shares   |  |          |          |          |          |                      |  |  |  |           |  |  |  |  |  |  |  |                             |  |  |  |                     |  |  |  |   |   |
| Bid Price  |  |          |          |          |          |                      |  |  |  |           |  |  |  |  |  |  |  |                             |  |  |  |                     |  |  |  |   |   |
| Additional Amount Blocked (₹ in figures)   |  |          |          |          |          |                      |  |  |  |           |  |  |  |  |  |  |  |                             |  |  |  |                     |  |  |  |   |   |
| ASBA Bank A/c No. / UPI Id:  |  |          |          |          |          |                      |  |  |  |           |  |  |  |  |  |  |  |                             |  |  |  |                     |  |  |  |   |   |
| Bank Name & Branch:  |  |          |          |          |          |                      |  |  |  |           |  |  |  |  |  |  |  |                             |  |  |  |                     |  |  |  |   |   |

Important Note: Application made using third party UPI Id or ASBA Bank A/c are liable to be rejected.

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PLEASE FILL IN BLOCK LETTERS

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**COMMON BID  
REVISION  
FORM**
**MOVING MEDIA ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE - REVISION - NR**

Registered Office: B 39/155, Siddha CHS, Opp. Ozone, Swimming Pool, Siddharth Nagar, Goregaon West, Mumbai - 400104, Maharashtra, India  
Tel No: +91 9820011605; E-mail: info@movingmedia.me; Website: www.movingmedia.in;  
Contact Person: Ms. Surbhi Gupta, Company Secretary and Compliance Officer; CIN: U92419MH2022PLC382959

FOR NON-RESIDENTS, INCLUDING ELIGIBLE NRIs, FPIs, FVCI and REGISTERED MULTI LATERAL AND BILATERAL DEVELOPMENT FINANCIAL INSTITUTIONS ETC. APPLYING ON A REPATRIATION BASIS



To,  
The Board of Directors  
MOVING MEDIA ENTERTAINMENT LIMITED

100% BOOK BUILT ISSUE  
ISIN – INE0XM301010

Bid Cum  
Application  
Form No.

|   |   |   |
|---|---|---|
| SYNDICATE MEMBER'S STAMP & CODE   | REGISTERED BROKER / SCSB / CDP / RTA STAMP & CODE | <b>1. NAME &amp; CONTACT DETAILS OF SOLE/FIRST BIDDER</b><br>Mr./Ms./M/s. _____<br>Address _____<br>Email _____<br>Tel. No (with STD code) / Mobile _____ |
| SUB-BROKER'S/SUB-AGENT'S STAMP & CODE   | SCSB BRANCH STAMP & CODE                          |   |
| BANK BRANCH SERIAL NO.  | SCSB SERIAL NO.                                   |   |
| <b>2. PAN OF SOLE / FIRST BIDDER</b><br>_____   |   |   |
| <b>3. BIDDERS DEPOSITORY ACCOUNT DETAILS ■ NSDL ■ CDSL</b><br>For NSDL enter 8 Digit DP ID followed by 8 Digit Client ID / For CDSL enter 16 Digit Client ID. |   |   |

**PLEASE CHANGE MY BID**

| Bid Options   | No. of Equity Shares Bid (In Figures)<br>(Bids must be in multiples of Bid Lot as advertised) | Price per Equity Share (₹) / "Cut-off" (Price in multiples of ₹ 1/- only) (In Figures Only) |                         |           |  | "Cut-off"<br>(Please ✓ tick) |
|---------------|---|---|-------------------------|-----------|--|------------------------------|
|               |   | Bid Price   | Retail Discount, if any | Net Price |  |                              |
| Option 1      | 8 7 6 5 4 3 2 1   | 3 2 1   | 2 1                     | 2         |  | <input type="checkbox"/>     |
| (OR) Option 2 |   |   |                         |           |  | <input type="checkbox"/>     |
| (OR) Option 3 |   |   |                         |           |  | <input type="checkbox"/>     |

| Bid Options   | No. of Equity Shares Bid (In Figures)<br>(Bids must be in multiples of Bid Lot as advertised) | Price per Equity Share (₹) / "Cut-off" (Price in multiples of ₹ 1/- only) (In Figures Only) |                         |           |  | "Cut-off"<br>(Please ✓ tick) |
|---------------|---|---|-------------------------|-----------|--|------------------------------|
|               |   | Bid Price   | Retail Discount, if any | Net Price |  |                              |
| Option 1      | 8 7 6 5 4 3 2 1   | 3 2 1   | 2 1                     | 2         |  | <input type="checkbox"/>     |
| (OR) Option 2 |   |   |                         |           |  | <input type="checkbox"/>     |
| (OR) Option 3 |   |   |                         |           |  | <input type="checkbox"/>     |

|  |              |   |  |
|--|--------------|---|--|
| <b>6. PAYMENT DETAILS [IN CAPITAL LETTERS]</b> |              | <b>PAYMENT OPTION : FULL PAYMENT <input checked="" type="checkbox"/> PART PAYMENT <input checked="" type="checkbox"/></b> |  |
| Amount Blocked<br>(₹ in Figures)               | (₹ in words) |   |  |
| ASBA Bank A/c No.                              |              |   |  |
| Bank Name & Branch                             |              |   |  |
| OR<br>UPI ID                                   |              |   |  |
| (Maximum 45 characters)                        |              |   |  |

I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THIS BID REVISION FORM AND THE ATTACHED ABRIDGED PROSPECTUS AND THE GENERAL INFORMATION DOCUMENT FOR INVESTING IN PUBLIC ISSUES ("GID") AND HEREBY AGREE AND CONFIRM THE 'BIDDER'S UNDERTAKING' AS GIVEN OVERLEAF. I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THE BID REVISION FORM GIVEN OVERLEAF.

|   |  |   |
|---|--|---|
| <b>7 A. SIGNATURE OF SOLE / FIRST BIDDER</b><br><br>Date: _____, 2025 | <b>7 B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S) (AS PER BANK RECORDS)</b><br>I/We authorize the SCSB to do all acts as are necessary to make the Application in the Issue<br>1) _____<br>2) _____<br>3) _____ | <b>MEMBER'S OF THE SYNDICATE / SUB-SYNDICATE MEMBER/ REGISTERED BROKER / SCSB / CDP / RTA / AGENT STAMP</b><br>(Acknowledging upload of Bid in Stock Exchange System) |
|   |  |   |
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|  |   |   |                                     |
|--|---|---|-------------------------------------|
|  | <b>MOVING MEDIA ENTERTAINMENT LIMITED - BID REVISION FORM - INITIAL PUBLIC ISSUE - NR</b> | <b>Acknowledgement Slip for Members of the Syndicate/ Sub-Syndicate Member/Registered Broker/SCSB/CDP/RTA/Agent</b> | <b>Bid Cum Application Form No.</b> |
| DPID / CLID                              | PAN of Sole / First Bidder  |   |                                     |
| Additional Amount Blocked (₹ in figures) | ASBA Bank A/c No./UPI Id  | Stamp & Signature of SCSB Branch  |                                     |
| Bank Name & Branch                       |   |   |                                     |
| Received from Mr./Ms./M/s.               |   |   |                                     |
| Telephone / Mobile                       | Email   |   |                                     |

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|   |  |          |          |   |                                     |
|---|--|----------|----------|---|-------------------------------------|
| <b>MOVING MEDIA ENTERTAINMENT LIMITED - BID REVISION FORM - INITIAL PUBLIC ISSUE - NR</b>             | Option 1                                 | Option 2 | Option 3 | <b>Stamp &amp; Signature of Member of the Syndicate/Sub-Syndicate Member/Registered Broker/SCSB/CDP/RTA/Agent</b> | <b>Name of Sole / First Bidder</b>  |
|   | No. of Equity Shares                     |          |          |   |                                     |
|   | Bid Price                                |          |          |   |                                     |
|   | Additional Amount Blocked (₹ in figures) |          |          |   |                                     |
| ASBA Bank A/c No. / UPI Id:   |  |          |          | <b>Acknowledgment Slip for Bidder</b>   | <b>Bid Cum Application Form No.</b> |
| Bank Name & Branch:   |  |          |          |   |                                     |
| Important Note: Application made using third party UPI Id or ASBA Bank A/c are liable to be rejected. |  |          |          |   |                                     |

Instructions to fill each field of the Revision Form can be found on the reverse side of the Revision Form. Other than instructions already highlighted at paragraph 4.1 above, point wise instructions regarding filling up various fields of the Revision Form are provided below:

**4.2.1. FIELDS 1, 2 AND 3: NAME AND CONTACT DETAILS OF SOLE/FIRST BIDDER/APPLICANT, PAN OF SOLE/FIRST BIDDER/APPLICANT & DEPOSITORY ACCOUNT DETAILS OF THE BIDDER/APPLICANT**

Bidders/Applicants should refer to instructions contained in paragraphs 4.1.1, 4.1.2 and 4.1.3.

**4.2.2. FIELD 4 & 5: BID OPTIONS REVISION 'FROM' AND 'TO'**

- (a) Apart from mentioning the revised options in the Revision Form, the Bidder/Applicant must also mention the details of all the bid options given in his or her Bid cum Application Form or earlier Revision Form. For example, if a Bidder/Applicant has Bid for three options in the Bid cum Application Form and such Bidder/Applicant is changing only one of the options in the Revision Form, the Bidder/Applicant must still fill the details of the other two options that are not being revised, in the Revision Form. The Designated Intermediaries may not accept incomplete or inaccurate Revision Forms.
- (b) In case of revision, bid options should be provided by Bidders/Applicants in the same order as provided in the Bid cum Application Form.
- (c) In case of revision of Bids by RIIs and Retail Individual Shareholders, such Bidders/Applicants should ensure that the Bid Amount, subsequent to revision, does not exceed ₹ 200,000. In case the Bid Amount exceeds ₹ 200,000 due to revision of the Bid or for any other reason, the Bid may be considered, subject to eligibility, for allocation under the Non-Institutional Category, not being eligible for Discount (if applicable) and such Bid may be rejected if it is at the Cut-off Price. The Cut-off Price option is given only to the RIIs, Employees and Retail Individual Shareholders indicating their agreement to Bid for and purchase the Equity Shares at the Offer Price as determined at the end of the Book Building Process.
- (d) If, however, the RII does not either revise the Bid or make additional payment and the Offer Price is higher than the cap of the Price Band prior to revision, the number of Equity Shares Bid for shall be adjusted downwards for the purpose of allocation, such that no additional payment would be required from the RII and the RII is deemed to have approved such revised Bid at Cut-off Price.
- (e) In case of a downward revision in the Price, RIIs who have applied at the Cut-off Price could either revise their application or the excess amount paid at the time of application may be unblocked in case of applicants.

**4.2.3. FIELD 6: PAYMENT DETAILS**

- (a) All Bidders/Applicants are required to authorize blocking of the full Bid Amount (less Discount (if applicable)) at the time of submitting the Bid Revision Form. In case of Bidders/Applicants specifying more than one Bid Option in the Bid cum Application Form, the total Bid Amount may be calculated for the highest of three options at net price, i.e. Bid price less discount offered, if any.
- (b) Bidder/Applicant may issue instructions to block the revised amount based on cap of the revised Price Band (adjusted for the Discount (if applicable)) in the ASBA Account, to the same Designated Intermediary through whom such Bidder/Applicant had placed the original Bid to enable the relevant SCSB to block the additional Bid Amount, if any.
- (c) In case of a downward revision in the Price Band, RIIs, Employees and Retail Individual Shareholders, who have bid at the Cut-off Price, could either revise their Bid or the excess amount paid at the time of Bidding may be unblocked.

**4.2.4. FIELD 7: SIGNATURES AND ACKNOWLEDGEMENTS**

Bidders/Applicants may refer to instructions contained at paragraphs 4.1.8 and 4.1.9 for this purpose.

**4.3. INSTRUCTIONS FOR FILING APPLICATION FORM IN ISSUES MADE OTHER THAN THROUGH THE BOOK BUILDING PROCESS (FIXED PRICE OFFER)**

**4.3.1. FIELDS 1, 2, 3 NAME AND CONTACT DETAILS OF SOLE/FIRST BIDDER/APPLICANT, PAN OF SOLE / FIRST BIDDER / APPLICANT & DEPOSITORY ACCOUNT DETAILS OF THE BIDDER /**

## APPLICANT

Applicants should refer to instructions contained in paragraphs 4.1.1, 4.1.2 and 4.1.3.

### 4.3.2. FIELD 4: PRICE, APPLICATION QUANTITY & AMOUNT

- (a) The Issuer may mention Price or Price Band in the Draft Red Herring Prospectus. However, a Prospectus registered with RoC contains one price or coupon rate (as applicable).
- (b) **Minimum Application Value and Bid Lot:** The Issuer in consultation with the Book Running Lead Manager to the Offer (BRLM) may decide the minimum number of Equity Shares for each Bid to ensure that the minimum application value is within the range as prescribed under SEBI circulars/regulations. The minimum Lot size is accordingly determined by an Issuer on basis of such minimum application value.
- (c) Applications by RIIs and Retail Individual Shareholders, must be for such number of shares so as to ensure that the application amount less Discount (as applicable) payable does not exceed ₹ 200,000.
- (d) Applications by other investors must be for such minimum number of shares such that the application amount exceeds ₹ 200,000 and in multiples of such number of Equity Shares thereafter, as may be disclosed in the application form and the Prospectus, or as advertised by the Issuer, as the case may be.
- (e) An application cannot be submitted for more than the Issue size.
- (f) The maximum application by any Applicant should not exceed the investment limits prescribed for them under the applicable laws.
- (g) **Multiple Applications:** An Applicant should submit only one Application Form. Submission of a second Application Form to either the same or other SCSB and duplicate copies of Application Forms bearing the same application number shall be treated as multiple applications and are liable to be rejected.
- (h) For details regarding the procedures to be followed by the Registrar to detect multiple applications. Applicants should refer to paragraphs 4.1.4.2(b) and 4.1.4.2(c).

### 4.3.3. FIELD NUMBER 5: CATEGORY OF APPLICANTS

- (a) The categories of applicants identified as per the SEBI ICDR Regulations for the purpose of Bidding, allocation and Allotment in the Offer are RIIs, individual applicants other than RII's and other investors (including corporate bodies or institutions, irrespective of the number of specified securities applied for).
- (b) The SEBI ICDR Regulations specify the allocation or Allotment that may be made to various categories of applicants in an Issue depending upon compliance with the eligibility conditions. Details pertaining to allocation are disclosed on reverse side of the Revision Form. For Issue specific details in relation to allocation applicant may refer to the Prospectus.

### 4.3.4. FIELD NUMBER 6: INVESTOR STATUS

Applicants should refer to instructions contained in paragraphs 4.1.6.

### 4.3.5. FIELD 7: PAYMENT DETAILS

- (a) Bidders are required to enter either the ASBA Bank account details or the UPI ID in this field. In case the Bidder doesn't provide any of the ASBA Bank account details or the UPI ID then the application would be rejected. For application submitted to Designated Intermediaries (other than SCSBs), Bidder providing both the ASBA Bank account details as well as the UPI ID, the UPI ID will be considered for processing of the application.
- (b) All Applicants (other than Anchor Investors) are required to make use of ASBA for applying in the Offer.
- (c) UPI Bidders applying through Designated Intermediaries (other than SCSBs) may make use of the UPI mechanism for applying in the Offer. If UPI Bidders are applying in the Offer through non-UPI mechanism then it shall either submit physical Bid cum Application Form with the SCSBs or the Designated Branches of the SCSBs under Channel I or submit the Bid cum Application Form online using the facility of 3-in-1 type accounts under Channel II.

- (d) Application Amount cannot be paid in cash, cheques or demand drafts through money order or through postal order or through stock invest.
- (e) Applications made using the ASBA facility in initial public offerings (opening on or after September 1, 2022) shall be processed only after application monies are blocked in the bank accounts of investors (all categories).

#### **4.3.5.1. Payment instructions for Applicants**

Applicants should refer to instructions contained in paragraphs 4.1.7.2.

#### **4.3.5.2. Unblocking of ASBA Account**

Applicants should refer to instructions contained in paragraph 4.1.7.3.

#### **4.3.5.3. Additional Payment Instructions for RIIs bidding through Designated Intermediaries using the UPI mechanism**

Applicants should refer to instructions contained in paragraph 4.1.7.4.

#### **4.3.5.4. Discount (if applicable)**

Applicants should refer to instructions contained in paragraph 4.1.7.5.

#### **4.3.6. FIELD NUMBER 8: SIGNATURES AND OTHER AUTHORIZATIONS & ACKNOWLEDGEMENT AND FUTURE COMMUNICATION**

Applicants should refer to instructions contained in paragraphs 4.1.8 & 4.1.9.

#### **4.4. SUBMISSION OF BID CUM APPLICATION FORM/ REVISION FORM/APPLICATION FORM**

**4.4.1.** Bidders/Applicants may submit completed Bid-cum-application form / Revision Form in the following manner: -

| <b>Mode of Application</b>                                 | <b>Submission of Bid cum Application Form</b>  |
|--|--|
| Anchor Investors Application Form                          | To one of the Book Running Lead Managers at the Specified Locations mentioned in the Bid cum Application Form  |
| Applications from QIB's and NIIs                           | To members of the Syndicate in the Specified Locations or Registered Brokers at the Broker Centres or the CRTAs at the Designated RTA Locations or the CDPs at the Designated CDP Locations; and<br>To the Designated Branches of the SCSBs where the ASBA Account is maintained |
| Applications from RIIs                                     | (a) To members of the Syndicate in the Specified Locations or Registered Brokers   |
| Applying through UPI mechanism                             | at the Broker Centres or the CRTAs at the Designated RTA Locations or the CDPs at the Designated CDP Locations; and  |
| Applications from RIIs applying through non- UPI mechanism | To the Designated Branches of the SCSBs where the ASBA Account is maintained<br>To the Brokers providing the facility of linked online trading, demat and bank account (3-in-1 type accounts) online   |

- (a) Bidders/Applicants should submit the Revision Form to the same Designated Intermediary through which such Bidder/Applicant had submitted the original Bid.
- (b) Upon submission of the Bid-cum-Application Form, the Bidder/Applicant will be deemed to have authorized the Issuer to make the necessary changes in the RHP and the Bid cum Application Form as would be required for filing Prospectus with the Registrar of Companies (RoC) and as would be required by the RoC after such filing, without prior or subsequent notice of such changes to the relevant Bidder/Applicant.
- (c) Upon determination of the Issue Price and filing of the Prospectus with the RoC, the Bid-cum- Application Form will be considered as the application form.



## **SECTION 5: ISSUE PROCEDURE IN BOOK BUILT OFFER**

Book Building, in the context of the Offer, refers to the process of collection of Bids within the Price Band or above the Floor Price and determining the Issue Price based on the Bids received as detailed in Schedule XIII of SEBI ICDR Regulations 2018. The Issue Price is finalised after the Bid/Issue Closing Date. Valid Bids received at or above the Offer Price are considered for allocation in the Offer, subject to applicable regulations and other terms and conditions.

### **5.1. SUBMISSION OF BIDS**

- (a) During the Bid/Issue Period, ASBA Bidders/Applicants may approach any of the Designated Intermediary to register and submit their Bids. Anchor Investors who are interested in subscribing for the Equity Shares should approach one of the Book Running Lead Managers on the Anchor Investor Bidding Date to register and submit their Bid.
- (b) In case of Bidders/Applicants (excluding NIIs and QIBs) bidding at Cut-off Price, the Bidders/Applicants may instruct the SCSBs or the Sponsor Bank, as applicable, to block Bid Amount based on the Cap Price less discount (if applicable).
- (c) For details of the timing on acceptance and upload of Bids in the Stock Exchanges Platform Bidders/Applicants are requested to refer to the RHP.

### **5.2. ELECTRONIC REGISTRATION OF BIDS**

- (a) The Designated Intermediary may register the Bids using the on-line facility of the Stock Exchanges. The Designated Intermediaries can also set up facilities for off-line electronic registration of Bids, subject to the condition that they may subsequently upload the off-line data file into the on-line facilities for Book Building on a regular basis before the closure of the issue.
- (b) On the Bid/issue Closing Date, the Designated Intermediaries may upload the Bids till such time as may be permitted by the Stock Exchanges.
- (c) Only Bids that are uploaded on the Stock Exchanges Platform would be considered for allocation/ Allotment. In UPI Phase II, the Designated Intermediaries are given time till the Bid/ Issue Closing Date to modify select fields uploaded in the Stock Exchange Platform during the Bid/ Issue Period after which the Stock Exchange(s) send the bid information to the Registrar to the Offer for further processing.

### **5.3 BUILD UP OF THE BOOK**

- (a) Bids received from various Bidders/ Applicants through the Designated Intermediaries may be electronically uploaded on the Bidding Platform of the Stock Exchanges on a regular basis. The book gets built up at various price levels. This information may be available with the Book Running Lead Managers at the end of the Bid/ Issue Period.
- (b) Based on the aggregate demand and price for Bids registered on the Stock Exchanges Platform, a graphical representation of consolidated demand and price as available on the websites of the Stock Exchanges may be made available at the Bidding centres during the Bid/ Issue Period.

### **5.4 WITHDRAWAL OF BIDS**

- (a) RIIs can withdraw their Bids until Bid/Issue Closing Date. In case a RII wishes to withdraw the Bid, the same can be done by submitting a request for the same to the concerned Designated Intermediary, who shall do the requisite, including unblocking of the funds in the ASBA Account.
- (b) The Registrar to the Issue shall give instruction to the SCSB or the Sponsor Bank, as applicable, for unblocking the ASBA Account upon or after the finalization of basis of Allotment. QIBs and NIIs can neither withdraw nor lower the size of their Bids at any stage.



### 5.3. REJECTION & RESPONSIBILITY FOR UPLOAD OF BIDS

- (a) The Designated Intermediaries are individually responsible for the acts, mistakes or errors or omission in relation to
  - i. the Bids accepted by the Designated Intermediary;
  - ii. the Bids (including UP ID, as applicable) uploaded by the Designated Intermediary; and
  - iii. the Bid cum application forms accepted but not uploaded by the Designated Intermediaries.
- (b) The Book Running Lead Managers and their affiliate Syndicate Members, as the case may be, may reject Bids if all the information required is not provided and the Bid cum Application Form is incomplete in any respect.
- (c) The SCSBs or the Sponsor Banks, as applicable, shall have no right to reject Bids, except in case of unavailability of adequate funds in the ASBA Account or on technical grounds.
- (d) In case of QIB Bidders, only the (i) SCSBs (for Bids other than the Bids by Anchor Investors); and (ii) Book Running Lead Managers and their affiliate Syndicate Members (only in the specified locations) have the right to reject bids. However, such rejection shall be made at the time of receiving the Bid and only after assigning a reason for such rejection in writing.
- (e) All bids by QIBs, NIIs & RIIs Bids can be rejected on technical grounds listed herein.
- (f) All Bids by ASBA Bidders (other than 3-in-1 Bids) above ₹ 500,000, should be uploaded only by the SCSBs.

#### 5.3.1. GROUNDS FOR TECHNICAL REJECTIONS

Bidders are advised to note that Bids are liable to be rejected inter alia on the following technical grounds:

- Amount blocked does not tally with the amount payable for the Equity Shares applied for;
- In case of partnership firms, Equity Shares may be registered in the names of the individual partners and no firm as such shall be entitled to apply;
- Bid by persons not competent to contract under the Indian Contract Act, 1872 including minors, insane persons;
- PAN not mentioned in the Bid cum Application Form;
- Bids at a price less than the Floor Price and Bids at a price more than the Cap Price;
- GIR number furnished instead of PAN;
- Bid for lower number of Equity Shares than specified for that category of investors;
- Bids at Cut-off Price by NIIs and QIBs;
- Bids for number of Equity Shares which are not in multiples of Equity Shares which are not in multiples as specified in the Red Herring Prospectus;
- The amounts mentioned in the Bid cum Application Form / Application Form does not tally with the amount payable for the value of the Equity Shares Bid / Applied for;
- Bids for lower number of Equity Shares than the minimum specified for that category of investors;
- Category not ticked;
- Multiple Bids as defined in the Red Herring Prospectus;
- In case of Bids under power of attorney or by limited companies, corporate, trust etc., where relevant documents are not submitted;
- Bid accompanied by Stock invest / money order / postal order / cash / cheque / demand draft / pay order;
- Signature of sole Bidder is missing;
- Bid cum Application Forms not delivered by the Bidder within the time prescribed as per the Bid cum Application
- Forms, Bid / Issue Opening Date advertisement and the Red Herring Prospectus and as per the instructions in the Red Herring Prospectus and the Bid cum Application Forms;
- In case no corresponding record is available with the Depositories that matches three parameters namely, names of the Bidders (including the order of names of joint holders), the Depository Participant 's identity (DP ID) and the beneficiary's account numbers.
- Bids for amounts greater than the maximum permissible amounts prescribed by the regulations;
- Bid by OCBs;
- Bids by US persons other than in reliance on Regulation S or "qualified institutional buyers" as defined in Rule 144A under the Securities Act.

- Inadequate funds in the bank account to block the Bid Amount specified in the Bid cum Application Form / Application Form at the time of blocking such Bid Amount in the bank account;
- Bids not uploaded on the terminals of the Stock Exchanges.
- Where no confirmation is received from SCSB for blocking of funds;
- Bids by SCSBs wherein a separate account in its own name held with any other SCSB is not mentioned as the ASBA Account in the Bid cum Application Form / Application Form. Bids not duly signed by the sole / First Bidder;
- Bids by any persons outside India if not in compliance with applicable foreign and Indian laws;
- Bids that do not comply with the securities laws of their respective jurisdictions are liable to be rejected;
- Bids by persons prohibited from buying, selling or dealing in the shares directly or indirectly by SEBI or any other regulatory authority;
- Bids by persons who are not eligible to acquire Equity Shares of the Company in terms of all applicable laws, rules, regulations, guidelines, and approvals; and
- Details of ASBA Account not provided in the Bid cum Application form

#### 5.4. BASIS OF ALLOCATION

- The SEBI ICDR Regulations specify the allocation or Allotment that may be made to various categories of Bidders/Applicants in an Issue depending on compliance with the applicable eligibility conditions. Certain details pertaining to the percentage of Issue size available for allocation to each category is disclosed overleaf of the Bid cum Application Form and in the RHP / Prospectus. For details in relation to allocation, the Bidder/Applicant may refer to the RHP/ Prospectus.
- Under-subscription in any category (except QIB category) is allowed to be met with spill-over from any other category or combination of categories at the discretion of the Issuer and in consultation with the Book Running Lead Managers and the Designated Stock Exchange and in accordance with the SEBI ICDR Regulations. Unsubscribed portion in QIB Category is not available for subscription to other categories.
- In case of under subscription in the Net Issue, spill-over to the extent of such under-subscription may be permitted from the Reserved Portion to the Net Issue. For allocation in the event of an under-subscription applicable to the Issuer, Bidders/Applicants may refer to the RHP.
- Illustration of the Book Building and Price Discovery Process**

*Bidders should note that this example is solely for illustrative purposes and is not specific to the Offer; it also excludes Bidding by Anchor Investors.*

Bidders can bid at any price within the price band. For instance, assume a price band of ₹ 20 to ₹ 24 per share, issue size of 3,000 equity shares and receipt of five bids from Bidders, details of which are shown in the table below. The illustrative book given below shows the demand for the equity shares of the issuer at various prices and is collated from bids received from various bidders.

| Bid Quantity | Bid Amount (₹) | Cumulative Quantity | Subscription |
|--------------|----------------|---------------------|--------------|
| 500          | 24             | 500                 | 16.67%       |
| 1,000        | 23             | 1,500               | 50.00%       |
| 1,500        | 22             | 3,000               | 100.00%      |
| 2,000        | 21             | 5,000               | 166.67%      |
| 2,500        | 20             | 7,500               | 250.00%      |

The price discovery is a function of demand at various prices. The highest price at which the Issuer is able to offer the desired number of equity shares is the price at which the book cuts off, i.e., ₹ 22.00 in the above example. The issuer, in consultation with the Book Running Lead Managers, may finalise the Offer Price at or below such cut-off price, i.e., at or below ₹ 22.00. All bids at or above this Offer Price and cut-off bids are valid bids and are considered for allocation in the respective categories.

#### (e) Alternate Method of Book Building

In case of FPOs, Issuers may opt for an alternate method of Book Building in which only the Floor Price is specified for the purposes of Bidding (“Alternate Book Building Process”).

The Issuer may specify the Floor Price in the RHP or advertise the Floor Price at least one Working Day

prior to the Bid/Issue Opening Date. QIBs may Bid at a price higher than the FloorPrice and the Allotment to the QIBs is made on a price priority basis. The Bidder with the highest Bid Amount is allotted the number of Equity Shares Bid for and then the second highest Bidder is Allotted Equity Shares and this process continues until all the Equity Shares have been allotted. RIIs, NIIs and Employees are Allotted Equity Shares at the Floor Price and allotment to these categories of Bidders is made proportionately. If the number of Equity Shares Bid for at a price is more than available quantity then the Allotment may be done on a proportionate basis. Further, the Issuer may place a cap either in terms of number of specified securities or percentage of issued capital of the Issuer that may be Allotted to a single Bidder, decide whether a Bidder be allowed to revise the bid upwards or downwards in terms of price and/or quantity and also decide whether a Bidder be allowed single or multiple bids.

**SECTION 6: ISSUE PROCEDURE IN FIXED PRICE OFFER**

**This being the Book Built Issue this section is not applicable for this Issue**

## **SECTION 7: ALLOTMENT PROCEDURE AND BASIS OF ALLOTMENT**

The Allotment of Equity Shares to Bidders/Applicants other than Retail Individual Investors and Anchor Investors may be on proportionate basis. For Basis of Allotment to Anchor Investors, Bidders/Applicants may refer to RHP/Prospectus. No Retail Individual Investor will be allotted less than the minimum Bid Lot subject to availability of shares in Retail Individual Investor Category and the remaining available shares, if any will be Allotted on a proportionate basis. The Issuer is required to receive a minimum subscription of 90% of the Issue (excluding any Offer for Sale of specified securities). However, in case the Offer is in the nature of Offer for Sale only, then minimum subscription may not be applicable.

### **7.1. ALLOTMENT TO RIIs**

Bids received from the RIIs at or above the Issue Price may be grouped together to determine the total demand under this category. If the aggregate demand in this category is less than or equal to the Retail Category at or above the Issue Price, full Allotment may be made to the RIIs to the extent of the valid Bids. If the aggregate demand in this category is greater than the allocation in the Retail Category at or above the Issue Price, then the maximum number of RIIs who can be Allotted the minimum Bid Lot will be computed by dividing the total number of Equity Shares available for Allotment to RIIs by the minimum Bid Lot ("Maximum RII Allottees"). The Allotment to the RIIs will then be made in the following manner:

- (a) In the event the number of RIIs who have submitted valid Bids in the Issue is equal to or less than Maximum RII Allottees; (i) all such RIIs shall be Allotted the minimum Bid Lot; and (ii) the balance available Equity Shares, if any, remaining in the Retail Category shall be Allotted on a proportionate basis to the RIIs who have received Allotment as per (i) above for the balance demand of the Equity Shares Bid by them (i.e. who have Bid for more than the minimum Bid Lot).
- (b) In the event the number of RIIs who have submitted valid Bids in the Issue is more than Maximum RII Allottees, the RIIs (in that category) who will then be Allotted minimum Bid Lot shall be determined on the basis of draw of lots.

### **7.2. ALLOTMENT TO NIIs**

Bids received from NIIs at or above the Issue Price may be grouped together to determine the total demand under this category. The Allotment to all successful NIIs may be made at or above the Issue Price. If the aggregate demand in this category is less than or equal to the Non-Institutional Category at or above the Issue Price, full Allotment may be made to NIIs to the extent of their demand. In case the aggregate demand in this category is greater than the Non-Institutional Category at or above the Issue Price, Allotment may be made on a proportionate basis up to a minimum of the Non-Institutional Category.

### **7.3. ALLOTMENT TO QIBs**

For the Basis of Allotment to Anchor Investors, Bidders/Applicants may refer to the SEBI ICDR Regulations or RHP / Prospectus. Bids received from QIBs Bidding in the QIB Category (net of Anchor Portion) at or above the Offer Price may be grouped together to determine the total demand under this category. The QIB Category may be available for Allotment to QIBs who have Bid at a price that is equal to or greater than the Offer Price. Allotment may be undertaken in the following manner:

- (a) In the first instance allocation to Mutual Funds for up to 5% of the QIB Category may be determined as follows: (i) In the event that Bids by Mutual Fund exceeds 5% of the QIB Category, allocation to Mutual Funds may be done on a proportionate basis for up to 5% of the QIB Category; (ii) In the event that the aggregate demand from Mutual Funds is less than 5% of the QIB Category then all Mutual Funds may get full allotment to the extent of valid Bids received above the Issue Price; and (iii) Equity Shares remaining unsubscribed, if any and not allocated to Mutual Funds may be available for allotment to all QIBs as set out at paragraph 7.4(b) below.
- (b) In the second instance, allotment to all QIBs may be determined as follows: (i) In the event of oversubscription in the QIB Category, all QIBs who have submitted Bids above the Offer Price may be Allotted Equity Shares on a proportionate basis for up to 95% of the QIB Category; (ii) Mutual Funds, who have received allocation as per (a) above, for less than the number of Equity Shares Bid for by them, are eligible to receive Equity Shares on a proportionate basis along with other QIBs; and (iii) Under-subscription below 5% of the QIB Category, if any, from Mutual Funds, may be included for allocation to the remaining QIBs on a proportionate basis.

### **7.4. ALLOTMENT TO ANCHOR INVESTOR (IF APPLICABLE)**

- (a) Allocation of Equity Shares to Anchor Investors at the Anchor Investor Issue Price will be at the discretion of the issuer subject to compliance with the following requirements:
- i. not more than 60% of the QIB Category will be allocated to Anchor Investors;
  - ii. one-third of the Anchor Investor Portion shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the price at which allocation is being done to other Anchor Investors; and
  - iii. allocation to Anchor Investors shall be on a discretionary basis and subject to:
    - a maximum number of two Anchor Investors for allocation up to ₹2 crores;
    - a minimum number of two Anchor Investors and maximum number of 15 Anchor Investors for allocation of more than ₹2 crores and up to ₹25 crores subject to minimum allotment of ₹1 crores per such Anchor Investor; and
    - in case of allocation above twenty-five crore rupees; a minimum of 5 such investors and a maximum of 15 such investors for allocation up to twenty-five crore rupees and an additional 10 such investors for every additional twenty-five crore rupees or part thereof, shall be permitted, subject to a minimum allotment of one crore rupees per such investor.
- (b) A physical book is prepared by the Registrar on the basis of the Bid cum Application Forms received from Anchor Investors. Based on the physical book and at the discretion of the issuer in consultation with the BRLMs, selected Anchor Investors will be sent a CAN and if required, a revised CAN.
- (c) In the event that the Issue Price is higher than the Anchor Investor Issue Price: Anchor Investors will be sent a revised CAN within one day of the Pricing Date indicating the number of Equity Shares allocated to such Anchor Investor and the pay-in date for payment of the balance amount. Anchor Investors are then required to pay any additional amounts, being the difference between the Offer Price and the Anchor Investor Offer Price, as indicated in the revised CAN within the pay-in date referred to in the revised CAN. Thereafter, the Allotment Advice will be issued to such Anchor Investors.
- (d) In the event the Issue Price is lower than the Anchor Investor Offer Price: Anchor Investors who have been Allotted Equity Shares will directly receive Allotment Advice.

#### **7.5. BASIS OF ALLOTMENT FOR QIBs (OTHER THAN ANCHOR INVESTORS), NIIs AND RESERVED CATEGORY IN CASE OF OVER-SUBSCRIBED ISSUE**

In the event of the Offer being over-subscribed, the Issuer may finalise the Basis of Allotment in consultation with the Designated Stock Exchange in accordance with the SEBI ICDR Regulations.

The allocation may be made in marketable lots, on a proportionate basis as explained below:

- (a) Bidders may be categorized according to the number of Equity Shares applied for.
- (b) The total number of Equity Shares to be Allotted to each category as a whole may be arrived at on a proportionate basis, which is the total number of Equity Shares applied for in that category (number of Bidders in the category multiplied by the number of Equity Shares applied for) multiplied by the inverse of the over-subscription ratio.
- (c) The number of Equity Shares to be Allotted to the successful Bidders may be arrived at on a proportionate basis, which is total number of Equity Shares applied for by each Bidder in that category multiplied by the inverse of the over-subscription ratio.
- (d) In all Bids where the proportionate Allotment is less than the minimum Bid Lot decided per Bidder, the Allotment may be made as follows: the successful Bidders out of the total Bidders for a category may be determined by a draw of lots in a manner such that the total number of Equity Shares Allotted in that category is equal to the number of Equity Shares calculated in accordance with (b) above; and each successful Bidder may be Allotted a minimum of such Equity Shares equal to the minimum Bid Lot finalised by the Issuer.
- (e) If the proportionate Allotment to a Bidder is a number that is more than the minimum Bid Lot but is not a multiple of one (which is the marketable lot), the decimal may be rounded off to the higher whole number

if that decimal is 0.5 or higher. If that number is lower than 0.5 it may be rounded off to the lower whole number. Allotment to all Bidders in such categories may be arrived at after such rounding off.

- (f) If the Equity Shares allocated on a proportionate basis to any category are more than the Equity Shares Allotted to the Bidders in that category, the remaining Equity Shares available for allotment may be first adjusted against any other category, where the Allotted Equity Shares are not sufficient for proportionate Allotment to the successful Bidders in that category. The balance Equity Shares, if any, remaining after such adjustment may be added to the category comprising Bidders applying for minimum number of Equity Shares.

#### 7.6. DESIGNATED DATE AND ALLOTMENT OF EQUITY SHARES

- (a) **Designated Date:** On the Designated Date, the Anchor Escrow Bank shall transfer the funds represented by allocation of Equity Shares to Anchor Investors from the Escrow Accounts, as per the terms of the Cash Escrow Agreement, into the Public Offer Account with the Bankers to the Issue. The balance amount after transfer to the Public Offer Account shall be transferred to the Refund Account. Payments of refund to the Bidders applying in the Anchor Investor Portion shall be made from the Refund Account as per the terms of the Cash Escrow Agreement and the RHP. On the Designated Date, the Registrar to the Issue shall instruct the SCSBs or the Sponsor Bank, as applicable, to transfer funds represented by allocation of Equity Shares from ASBA Accounts into the Public Issue Account.
- (b) **Issuance of Allotment Advice:** Upon approval of the Basis of Allotment by the Designated Stock Exchange, the Registrar shall upload the same on its website. On the basis of the approved Basis of Allotment, the Issuer shall pass necessary resolutions and undertake corporate actions to facilitate the Allotment and credit of Equity Shares to successful Bidders/Applicants. Bidders/Applicants are advised to instruct their Depository Participant to accept the Equity Shares that may be allotted to them pursuant to the Issue.

Pursuant to confirmation of such corporate actions, the Registrar will dispatch Allotment Advice to the Bidders/Applicants who have been Allotted Equity Shares in the Issue.

- (c) The dispatch of Allotment Advice shall be deemed a valid, binding and irrevocable contract.
- (d) Issuer will ensure that: (i) the Allotment of Equity Shares; and (ii) credit of shares to the successful Bidders/Applicants Depository Account will be completed within two Working Days of the Bid/ Issue Closing Date.

## **SECTION 8: INTEREST AND REFUNDS**

### **8.1. COMPLETION OF FORMALITIES FOR LISTING & COMMENCEMENT OF TRADING**

The Issuer may ensure that all steps for the completion of the necessary formalities for listing and commencement of trading at all the Stock Exchanges are taken within three Working Days of the Bid/ Issue Closing Date.

### **8.2. GROUNDS FOR REFUND**

#### **8.2.1. NON-RECEIPT OF LISTING PERMISSION**

An Issuer makes an application to the Stock Exchange(s) for permission to deal in/list and for an official quotation of the Equity Shares. All the Stock Exchanges from where such permission is sought are disclosed in RHP/Prospectus. The Designated Stock Exchange will be disclosed in the RHP/Prospectus with which the Basis of Allotment may be finalised.

If the Issuer fails to make application to the Stock Exchange(s) and obtain permission for listing of the Equity Shares, in accordance with the provisions of Section 40 of the Companies Act, 2013, the Issuer may be punishable with a fine which shall not be less than ₹ 5 lakhs but which may extend to ₹ 50 lakhs and every officer of the Issuer who is in default shall be punishable with imprisonment for a term which may extend to one year or with fine which shall not be less than ₹ 50,000 but which may extend to ₹ 3 lakhs, or with both.

If the permissions to deal in and for an official quotation of the Equity Shares are not granted by any of the Stock Exchange(s), the Issuer may forthwith take steps to refund, without interest, all moneys received from the Bidders/Applicants in pursuance of the RHP/Prospectus.

If such money is not refunded to Bidders within the prescribed time after the Issuer becomes liable to repay it, then the Issuer and every director of the Issuer who is an officer in default may, on and from such expiry of such period, be liable to repay the money, with interest at such rate, as disclosed in the RHP/Prospectus.

#### **8.2.2. NON-FULFILLMENT OF THE OBLIGATIONS BY THE UNDERWRITERS**

This Issue is not restricted to any minimum subscription level and is 100% underwritten. As per Section 39 of the Companies Act, 2013, if the stated minimum amount has not been subscribed and the sum payable on application is not received within a period of 30 days from the date of the Prospectus, the application money has to be returned within such period as may be prescribed. If our Company does not receive the 100% subscription of the issue through the Issue Document including devolvement of Underwriters, if any, within sixty (60) days from the date of closure of the issue, our Company shall forthwith refund the entire subscription amount received. If there is a delay beyond eight days after our Company becomes liable to pay the amount, our Company and every officer in default will, on and from the expiry of this period, be jointly and severally liable to repay the money, with interest or other penalty as prescribed under the SEBI Regulations, the Companies Act 2013 and applicable law.

#### **8.2.3. NON-RECEIPT OF MINIMUM SUBSCRIPTION**

If the Issuer does not receive a minimum subscription of 90% of the Net Offer (excluding any offer for sale of specified securities), including devolvement to the Underwriters, as applicable, the Issuer may forthwith, take steps to unblock the entire subscription amount received within six Working Days of the Bid/ Issue Closing Date and repay, without interest, all moneys received from Anchor Investors. This is further subject to the compliance with Rule 19(2) (b) of the SCRR. In case the Offer is in the nature of Offer for Sale only, then minimum subscription may not be applicable. In case of under-subscription in the Offer, the Equity Shares in the Offer will be issued prior to the sale of Equity Shares in the Offer for Sale.

If there is a delay beyond the prescribed time after the Issuer becomes liable to pay or unblock the amount received from Bidders, then the Issuer and every director of the Issuer who is an officer in default may on and from expiry of prescribed time period under applicable laws, be jointly and severally liable to repay the money, with interest at the rate of 15% per annum in accordance with the Companies (Prospectus and Allotment of Securities) Rules, 2014, as amended.

#### **8.2.4. MINIMUM NUMBER OF ALLOTTEES**

The Issuer may ensure that the number of prospective Allottees to whom Equity Shares may be allotted may not be less than 50 failing which the entire application monies may be refunded forthwith.

#### **8.2.5. IN CASE OF OFFERS MADE UNDER COMPULSORY BOOK BUILDING**



In case an Issuer not eligible under Regulation 6(1) of the SEBI ICDR Regulations comes for an Offer under Regulation 6(2) of SEBI ICDR Regulations but fails to Allot at least 75% of the Offer to QIBs, in such case full subscription money is to be refunded.

### 8.3. MODE OF REFUND

1. **In case of ASBA Bids:** Within six Working Days of the Bid/ Issue Closing Date, the Registrar to the Issue may give instructions to SCSBs or in case of Bids by RIIs applying through the UPI mechanism to the Sponsor Bank to revoke the mandate and for unblocking the amount for unsuccessful Bids or for any excess amount blocked on Bidding.
2. **In case of Anchor Investors:** Within six Working Days of the Bid/ Issue Closing Date, the Registrar to the Issue may dispatch the refund orders for all amounts payable to unsuccessful Anchor Investors.
3. In case of Anchor Investors, the Registrar to the Issue may obtain from the depositories the Bidders' bank account details, including the MICR code, on the basis of the DP ID, Client ID and PAN provided by the Anchor Investors in their Bid cum Application Forms for refunds. Accordingly, Anchor Investors are advised to immediately update their details as appearing on the records of their depositories. Failure to do so may result in delays in dispatch of refund orders or refunds through electronic transfer of funds, as applicable, and any such delay may be at the Anchor Investors' sole risk and neither the Issuer, the Registrar to the Issue, the Escrow Collection Banks, or the Syndicate, may be liable to compensate the Anchor Investors for any losses caused to them due to any such delay, or liable to pay any interest for such delay. Please note that refunds shall be credited only to the bank account from which the Bid Amount was remitted to the Escrow Bank.
4. In the case of Bids from Eligible NRI Bidders and FPIs, refunds, if any, may generally be payable in Indian Rupees only and net of bank charges and/or commission. If so desired, such payments in Indian Rupees may be converted into U.S. Dollars or any other freely convertible currency as may be permitted by the RBI at the rate of exchange prevailing at the time of remittance and may be dispatched by registered post. The Company may not be responsible for loss, if any, incurred by the Bidder/Applicant on account of conversion of foreign currency.

#### 8.3.1. Electronic mode of making refunds for Anchor Investors

The payment of refund, if any, may be done through various electronic modes as mentioned below:

- i. **NACH**—National Automated Clearing House is a consolidated system of ECS. Payment of refund would be done through NACH for Anchor Investors having an account at any of the centres specified by the RBI where such facility has been made available. This would be subject to availability of complete bank account details including Magnetic Ink Character Recognition (MICR) code wherever applicable from the depository. The payment of refund through NACH is mandatory for Anchor Investors having a bank account at any of the centres where NACH facility has been made available by the RBI (subject to availability of all information for crediting the refund through NACH including the MICR code as appearing on a cheque leaf, from the depositories), except where the applicant is otherwise disclosed as eligible to get refunds through NEFT or Direct Credit or RTGS.
- ii. **NEFT**—Payment of refund may be undertaken through NEFT wherever the branch of the Anchor Investors' bank is NEFT enabled and has been assigned the Indian Financial System Code ("IFSC"), which can be linked to the MICR of that particular branch. The IFSC may be obtained from the website of RBI as at a date prior to the date of payment of refund, duly mapped with MICR numbers. Wherever the Anchor Investors have registered their nine-digit MICR number and their bank account number while opening and operating the demat account, the same may be duly mapped with the IFSC of that particular bank branch and the payment of refund may be made to the Anchor Investors through this method. In the event NEFT is not operationally feasible, the payment of refunds may be made through any one of the other modes as discussed in this section.
- iii. **Direct Credit**—Anchor Investors having their bank account with the Refund Banker may be eligible to receive refunds, if any, through direct credit to such bank account.
- iv. **RTGS**—Anchor Investors having a bank account with a bank branch which is RTGS enabled as per the information available on the website of RBI and whose refund amount exceeds ₹ 0.2 million, shall be eligible to receive refund through RTGS, provided the Demographic Details downloaded from the Depositories contain the nine digit MICR code of the Anchor Investor's bank which can be mapped with the RBI data to obtain the corresponding IFSC. Charges, if any, levied by the Anchor Escrow Bank for the same would be borne by our Company. Charges, if any, levied by the Anchor Investor's bank receiving the credit would be

borne by the Anchor Investor.

Please note that refunds through the abovementioned modes shall be credited only to the bank account from which the Bid Amount was remitted to the Escrow Bank.

For details of levy of charges, if any, for any of the above methods, Bank charges, if any, for cashing such cheques, pay orders or demand drafts at other centers etc. Bidders/Applicants may refer to RHP/Prospectus.

#### **8.4. INTEREST IN CASE OF DELAY IN ALLOTMENT OR REFUND**

In case of (i) any delay in unblocking of amounts in the ASBA Accounts (including amounts blocked through the UPI Mechanism) for cancelled/ withdrawn/ deleted ASBA Forms, the Bidder shall be compensated at a uniform rate of ₹ 100 per day or 15% per annum of the Bid Amount, whichever is higher from the date on which the request for cancellation/ withdrawal/ deletion is placed in the Stock Exchanges bidding platform until the date on which the amounts are unblocked (ii) any blocking of multiple amounts for the same ASBA Form (for amounts blocked through the UPI Mechanism), the Bidder shall be compensated at a uniform rate of ₹ 100 per day or 15% per annum of the total cumulative blocked amount except the original application amount, whichever is higher from the date on which such multiple amounts were blocked till the date of actual unblock; (iii) any blocking of amounts more than the Bid Amount, the Bidder shall be compensated at a uniform rate of ₹ 100 per day or 15% per annum of the difference in amount, whichever is higher from the date on which such excess amounts were blocked till the date of actual unblock; (iv) any delay in unblocking of non-allotted/ partially allotted Bids, exceeding four Working Days from the Bid/Offer Closing Date, the Bidder shall be compensated at a uniform rate of ₹ 100 per day or 15% per annum of the Bid Amount, whichever is higher for the entire duration of delay exceeding four Working Days from the Bid/ Offer Closing Date by the SCSB responsible for causing such delay in unblocking. The post Offer BRLM shall be liable for compensating the Bidder at a uniform rate of ₹ 100 per day or 15% per annum of the Bid Amount, whichever is higher from the date of receipt of the Investor grievance until the date on which the blocked amounts are unblocked. For the avoidance of doubt, the provisions of the SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2021/2480/1/M dated March 16, 2021, as amended pursuant to SEBI circular no. SEBI/HO/CFD/DIL2/P/CIR/2021/570 dated June 2, 2021, SEBI Circular No: SEBI/HO/CFD/DIL2/CIR/P/2022/51 dated April 20, 2022 and SEBI Circular No: SEBI/HO/MIRSD/MIRSD\_RTAMB/P/CIR/2022/76 dated May 30, 2022 and SEBI circular no. SEBI/HO/CFD/TPD1/CIR/P/2023/140 dated August 9, 2023 shall be deemed to be incorporated in this General Information Document and in the deemed agreement of the Bank with the SCSBs to the extent applicable.

## **SECTION 9: GLOSSARY AND ABBREVIATIONS**

*Unless the context otherwise indicates or implies, certain definitions and abbreviations used in this document may have the meaning as provided below. References to any legislation, act or regulation may be to such legislation, act or regulation as amended from time to time. In case of inconsistency in the description of a term mentioned herein below and the description ascribed to such term in the Red Herring Prospectus, the description as ascribed to such term in the Red Herring Prospectus/ Prospectus shall prevail.*

### **RELATED TERMS**

| <b>Term</b>                                    | <b>Description</b>   |
|--|--|
| Abridged Prospectus                            | Abridged Prospectus to be issued under Regulation 255 of SEBI ICDR Regulations and appended to the Application Form  |
| Acknowledgement Slip                           | The slip or document issued by the Designated Intermediary to an Applicant as proof of having accepted the Application Form.   |
| Allocation / Allocation of Equity Shares       | Unless the context otherwise requires, the allotment of the Equity Shares pursuant to the Issue.   |
| Allot / Allotment / Allotted                   | Unless the context otherwise requires, allotment of the Equity Shares pursuant to the Issue of Equity Shares to the successful Applicants.   |
| Allottee(s)                                    | A successful Applicant(s) to whom the Equity Shares are being / have been allotted   |
| Anchor Investor(s)                             | A Qualified Institutional Buyer, applying under the Anchor Investor Portion in accordance with the requirements specified in the SEBI ICDR Regulations and the Red Herring Prospectus and who has Bid for an amount of at least ₹ 200 Lakhs.   |
| Anchor Investor Allocation Price               | The price at which Equity Shares will be allocated to the Anchor Investors in terms of the Red Herring Prospectus and the Prospectus, which will be decided by our Company in consultation with the Book Running Lead Manager during the Anchor Investor Bid / Issue Period.   |
| Anchor Investor Application Form               | The application form used by an Anchor Investor to make a Bid in the Anchor Investor Portion and which will be considered as an application for Allotment in terms of the Red Herring Prospectus and Prospectus.   |
| Anchor Investor Bid / Issue Period             | One Working Day prior to the Bid / Issue Opening Date, on which Bids by Anchor Investors shall be submitted and allocation to the Anchor Investors shall be completed.   |
| Anchor Investor Issue Price                    | The final price at which the Equity Shares will be Allotted to the Anchor Investors in terms of the Red Herring Prospectus and the Prospectus, which price will be equal to or higher than the Issue Price but not higher than the Cap Price. The Anchor Investor Issue Price will be decided by our Company, in consultation with the Book Running Lead Manager.  |
| Anchor Investor Portion                        | Up to 60% of the QIB Portion which may be allocated by our Company, in consultation with the Book Running Lead Manager, to the Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations. One-third of the Anchor Investor Portion shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price, in accordance with the SEBI ICDR Regulations. |
| Applicant / Investor                           | Any prospective investor who makes an application pursuant to the terms of the Red Herring Prospectus and the Application Form.  |
| Application                                    | An indication to make an application during the Issue Period by an Applicant, pursuant to submission of Application Form, to subscribe for or purchase our Equity Shares at the Issue Price including all revisions and modifications thereto, to the extent permissible under the SEBI (ICDR) Regulations.  |
| Application Form                               | The Form in terms of which the applicant shall apply for the Equity Shares of the Company.   |
| Application Supported by Blocked Amount / ASBA | An application whether physical or electronic, used by ASBA Applicant to make an application authorizing an SCSB to block the Application Amount in the specified Bank Account maintained with such SCSB and will include amounts blocked by RIIs using the UPI mechanism.   |
| ASBA Account                                   | A bank account maintained with an SCSB and specified in the Application Form submitted by the Applicants or the account of the RII Applicants blocked upon acceptance of UPI Mandate Request by RIIs using the UPI mechanism, to the extent of the Application Amount specified by the Applicant.  |
| ASBA Applicant(s)                              | Any prospective investors in the Issue who intend to submit the Application through the ASBA   |

| Term   | Description  |
|--|--|
|  | process  |
| ASBA Application / Application               | An application form, whether physical or electronic, used by ASBA Applicants which will be considered as the application for Allotment in terms of the Red Herring Prospectus.   |
| Bankers to the Company                       | Such banks which are disclosed as Bankers to our Company in the chapter titled titled “ <b>General Information</b> ” on page 63 of the Red Herring Prospectus.   |
| Bankers to the Issue / Refund Banker         | The banks which are Clearing Members and registered with SEBI as Banker to an Issue with whom the Escrow Agreement is entered and in this case being Axis Bank Limited   |
| Bankers to the Issue Agreement               | Bank which is a clearing member and registered with SEBI as Banker to the Issue and with whom the Public Issue Account will be opened, in this case being Axis Bank Limited.   |
| Basis of Allotment                           | The basis on which the Equity Shares will be Allotted to successful Applicants under the Issue, described in “ <b>Issue Procedure</b> ” on page 249 of the Red Herring Prospectus.   |
| Bid  | An indication to make an offer during the Bid / Issue Period by a Bidder (other than an Anchor Investor) pursuant to submission of the ASBA Form, or during the Anchor Investor Bid / Issue Period by an Anchor Investor, pursuant to submission of the Anchor Investor Application Form, to subscribe to or purchase the Equity Shares at a price within the Price Band, including all revisions and modifications thereto as permitted under the SEBI ICDR Regulations and in terms of the Red Herring Prospectus and the Bid cum Application Form. The term “Bidding” shall be construed accordingly.   |
| Bid Amount                                   | The highest value of optional Bids indicated in the Bid cum Application Form and in the case of Retail Individual Bidders Bidding at Cut Off Price, the Cap Price multiplied by the number of Equity Shares Bid for by such Retail Individual Bidder and mentioned in the Bid cum Application Form and payable by the Retail Individual Bidder or blocked in the ASBA Account upon submission of the Bid in the Issue.   |
| Bid / Issue Closing Date                     | Except in relation to any Bids received from the Anchor Investors, the date after which the Syndicate, the Designated Branches and the Registered Brokers shall not accept the Bids, which shall be notified in in all editions of the English Edition of Business Standard (A Widely Circulated English National Daily Newspaper) and Hindi Edition of Business Standard (A Widely Circulated Hindi National Daily Newspaper) and Marathi Edition of Regional newspaper Pratahkala, where the registered office of the company is situated, each with wide circulation, and in case of any revision, the extended Bid / Issue closing Date also to be notified on the website and terminals of the Syndicate, SCSB’s and Sponsor Bank, as required under the SEBI ICDR Regulations. |
| Bid / Issue Opening Date                     | Except in relation to any Bids received from the Anchor Investors, the date after which the Syndicate, the Designated Branches and the Registered Brokers shall not accept the Bids, which shall be notified in in all editions of the English Edition of Business Standard (A Widely Circulated English National Daily Newspaper) and Hindi Edition of Business Standard (A Widely Circulated Hindi National Daily Newspaper) and Marathi Edition of Regional newspaper Pratahkala, where the registered office of the company is situated, each with wide circulation, and in case of any revision, the extended Bid / Issue opening Date also to be notified on the website and terminals of the Syndicate, SCSB’s and Sponsor Bank, as required under the SEBI ICDR Regulations. |
| Bid / Issue Period                           | Except in relation to any Bids received from the Anchor Investors, the period between the Bid / Issue Opening Date and the Bid / Issue Closing Date or the QIB Bid / Issue Closing Date, as the case may be, inclusive of both days, during which Bidders can submit their Bids, including any revisions thereof. Provided however that the Bidding / Issue Period shall be kept open for a minimum of three Working Days for all categories of Bidders.   |
| Bidder / Applicant                           | Any prospective investor who makes a bid pursuant to the terms of the Red Herring Prospectus and the Bid-Cum-Application Form and unless otherwise stated or implied, which includes an ASBA Bidder and an Anchor Investor.  |
| Bidding                                      | The process of making a Bid.   |
| Book Building Process / Book Building Method | Book building process, as provided in Part A of Schedule XIII of the SEBI ICDR Regulations, in terms of which the Issue is being made.   |
| Bidding / Collection Centers                 | Centers at which the Designated intermediaries shall accept the ASBA Forms, i.e. Designated SCSB Branches for SCSBs, specified locations for syndicates, broker centers for registered brokers, designated RTA Locations for RTAs and designated CDP locations for CDPs.   |
| Broker Centers                               | Broker centers notified by the Stock Exchanges, where the Applicants can submit the Application Forms to a Registered Broker. The details of such broker centers, along with the   |

| Term  | Description   |
|---|---|
|   | name and contact details of the Registered Brokers, are available on the website of Stock Exchanges ( <a href="http://www.bseindia.com">www.bseindia.com</a> and <a href="http://www.nseindia.com">www.nseindia.com</a> ) and are updated from time to time   |
| Business Day  | Monday to Friday (except public holidays)   |
| CAN / Confirmation of Allocation Note                     | Confirmation of Allocation Note / the note or advice or intimation of Allotment, sent to each successful Applicant who has been or is to be Allotted the Equity Shares after approval of the Basis of Allotment by the Designated Stock Exchange.   |
| Cap Price   | The higher end of the price band above which the Issue Price will not be finalized and above which no Bids (or a revision thereof) will be accepted.  |
| Circular's on Streamlining of Public Issues               | Circular (CIR/CFD/POLICYCELL/11/2015) dated November 10, 2015 amended by circular (SEBI/HO/CFD/DIL2/CIR/P/2018/138) dated November 1, 2018, circular (SEBI/HO/CFD/DIL2/CIR/P/2019/50) dated April 3, 2019, circular (SEBI/HO/CFD/DIL2/CIR/P/2019/76) dated June 28, 2019, circular (SEBI/HO/CFD/DIL2/CIR/P/2019/85) dated July 26, 2019 and circular (SEBI/HO/CFD/DCR2/CIR/P/2019/133) dated November 8, 2019 and any subsequent circulars issued by SEBI in this regard.   |
| Client ID   | Client identification number of the Applicant's beneficiary account   |
| Collecting Depository Participant or CDP                  | A depository participant as defined under the Depositories Act, 1996, registered with SEBI and who is eligible to procure Application Forms at the Designated CDP Locations in terms of circular no. GR/CFD/POLICYCELL/11/2015 dated November 10, 2015 issued by SEBI.  |
| Collecting Registrar and Share Transfer Agent             | Registrar to an Issue and share transfer agents registered with SEBI and eligible to procure Bids at the Designated RTA Locations in terms of circular no. CIR/CFD/POLICYCELL/11/2015 dated November 10, 2015 issued by SEBI.   |
| Controlling Branches / Controlling Branches of the SCSBs. | Such branches of the SCSBs which co-ordinate Application Forms by the ASBA Applicants with the Registrar to the Issue and Stock Exchanges and a list of which is available at <a href="http://www.sebi.gov.in">http://www.sebi.gov.in</a> or at such other website as may be prescribed by SEBI from time to time.  |
| Cut Off Price   | The Issue Price, which shall be any price within the Price band as finalized by our Company in consultation with the BRLM. Only Retail Individual Investors are entitled to Bid at the Cut-off Price. QIBs (including Anchor Investor) and Non-Institutional Investors are not entitled to Bid at the Cut-off Price.  |
| Demographic Details                                       | The demographic details of the Applicants such as their Address, PAN, Occupation and Bank Account details and UPI ID wherever applicable.   |
| Depository / Depositories                                 | A depository registered with SEBI under the SEBI (Depositories and Participants) Regulations, 1996  |
| Depository Participant / DP                               | A depository participant as defined under the Depositories Act  |
| Designated CDP Locations                                  | Such locations of the CDPs where Applicants can submit the Application Forms to Collecting Depository Participants. The details of such Designated CDP Locations, along with names and contact details of the Collecting Depository Participants eligible to accept Application Forms are available on the website of the Stock Exchanges ( <a href="http://www.bseindia.com">www.bseindia.com</a> and <a href="http://www.nseindia.com">www.nseindia.com</a> )   |
| Designated Date   | The date on which relevant amounts are transferred from the ASBA Accounts to the Public Issue Account or the Refund Account, as the case may be, and the instructions are issued to the SCSBs (in case of RIIs using UPI Mechanism, instruction issued through the Sponsor Bank) for the transfer of amounts blocked by the SCSBs in the ASBA Accounts to the Public Issue Account or the Refund Account, as the case may be, in terms of the Red Herring Prospectus following which Equity Shares will be Allotted in the Issue.   |
| Designated Intermediaries / Collecting Agent              | <p>In relation to ASBA Forms submitted by RIIs authorising an SCSB to block the Application Amount in the ASBA Account, Designated Intermediaries shall mean SCSBs.</p> <p>In relation to ASBA Forms submitted by RIIs where the Application Amount will be blocked upon acceptance of UPI Mandate Request by such RII using the UPI Mechanism, Designated Intermediaries shall mean syndicate members, sub-syndicate members, Registered Brokers, CDPs and RTAs.</p> <p>In relation to ASBA Forms submitted by QIBs and NIBs, Designated Intermediaries shall mean SCSBs, syndicate members, sub-syndicate members, Registered Brokers, CDPs and RTAs.</p> |
| Designated Market Maker /                                 | In our case, Gretex Share Broking Limited having its registered office at A-401, Floor 4th, Plot  |

| Term                                       | Description  |
|--|--|
| Market Maker                               | FP-616, (PT), Naman Midtown, Senapati Bapat Marg, Near Indiabulls, Delisle Road, Dadar (West), Mumbai – 400013, Maharashtra, India.  |
| Designated RTA Locations                   | Such locations of the RTAs where Applicants can submit the Application Forms to RTAs. The details of such Designated RTA Locations, along with names and contact details of the RTAs eligible to accept Application Forms are available on the website of the Stock Exchanges (www.bseindia.com and www.nseindia.com)  |
| Designated SCSB Branches                   | Such branches of the SCSBs which shall collect the Application Forms, a list of which is available on the website of SEBI at <a href="http://www.sebi.gov.in/">http://www.sebi.gov.in/</a> or at such other website as may be prescribed by SEBI from time to time.  |
| Designated Stock Exchange / Stock Exchange | Emerge Platform of National Stock Exchange of India Limited (“NSE Emerge”).  |
| Draft Red Herring Prospectus               | The Draft Red Herring Prospectus dated January 20, 2025 filed with the Emerge Platform of National Stock Exchange of India Limited (“NSE Emerge”) in accordance with the SEBI ICDR Regulations   |
| DP   | Depository Participant   |
| DP ID                                      | Depository Participant’s Identity number   |
| Eligible NRI                               | NRI eligible to invest under the FEMA Regulations, from jurisdictions outside India where it is not unlawful to make an application or invitation to participate in the Issue and in relation to whom the Application Form and the Prospectus will constitute an invitation to subscribe for Equity Shares and who have opened dematerialized accounts with SEBI registered qualified depository participants  |
| Eligible QFIs                              | QFIs from such jurisdictions outside India where it is not unlawful to make an issue or invitation under the Issue and in relation to whom the Prospectus constitutes an invitation to purchase the Equity shares issued thereby and who have opened Demat accounts with SEBI registered qualified depository participants   |
| Escrow Account(s)                          | Account(s) opened with the Banker(s) to the Issue pursuant to Escrow and Sponsor Bank Agreement.   |
| Escrow and Sponsor Bank Agreement          | Agreement dated June 10, 2025 entered into amongst the Company, Book Running Lead Manager, the Registrar, the Banker to the Issue and Sponsor bank to receive monies from the Applicants through the SCSBs Bank Account on the Designated Date in the Public Issue Account.  |
| FII / Foreign Institutional Investors      | Foreign Institutional Investor (as defined under SEBI (Foreign Institutional Investors) Regulations, 1995, as amended) registered with SEBI under applicable laws in India.  |
| First / Sole Applicant                     | Applicant whose name shall be mentioned in the Application Form or the Revision Form and in case of joint Bids, whose name shall also appear as the first holder of the beneficiary account held in joint names.   |
| Fresh Issue                                | Fresh Issue of upto 62,00,000* Equity Shares of face value ₹ 10.00 each of Moving Media Entertainment Limited for cash at a price of ₹ [●] per Equity Shares (including premium of ₹ [●] per Equity Shares) aggregating ₹ [●] Lakhs, by our Company.<br><b>*Subject to Finalization of Basis of Allotment</b>  |
| Floor Price                                | The lower end of the Price Band, subject to any revision(s) thereto, at or above which the Issue Price and the Anchor Investor Issue Price will be finalised and below which no Bids will be accepted  |
| Foreign Venture Capital Investors          | Foreign Venture Capital Investors registered with SEBI under the SEBI (Foreign Venture Capital Investor) Regulations, 2000.  |
| FPI/ Foreign Portfolio Investor            | A Foreign Portfolio Investor who has been registered pursuant to the of Securities and Exchange Board of India (Foreign Portfolio Investors) Regulations, 2014, provided that any FII or QFI who holds a valid certificate of registration shall be deemed to be a foreign portfolio investor till the expiry of the block of three years for which fees have been paid as per the SEBI (Foreign Institutional Investors) Regulations, 1995, as amended. |
| Fugitive Economic Offender                 | An individual who is declared a fugitive economic offender under Section 12 of Fugitive Economic Offenders Act, 2018   |
| General Corporate Purposes                 | Include such identified purposes for which no specific amount is allocated or any amount so specified towards general corporate purpose or any such purpose by whatever name called, in the offer document. Provided that any issue related expenses shall not be considered as a part of general corporate purpose merely because no specific amount has been allocated for such expenses in the offer document.  |



| Term   | Description   |
|--|---|
| General Information Document   | The General Information Document for investing in public issues prepared and issued in accordance with the circular (CIR/CFD/DIL/12/2013) page October 23, 2013, notified by SEBI and updated pursuant to the circular (CIR/CFD/POLICYCELL/11/2015) dated November 10, 2015, the circular (CIR/CFD/DIL/1/2016) dated January 1, 2016 and (SEBI/HO/CFD/DIL/CIR/P/2016/26) dated January 21, 2016, circular (SEBI/HO/CFD/DIL2/CIR/P/2018/138) dated November 1, 2018, circular no. (SEBI/HO/CFD/DIL2/CIR/P/2019/50) dated April 3, 2019, circular no. (SEBI/HO/CFD/DIL2/CIR/P/2019/76) dated June 28, 2019, circular no. (SEBI/HO/CFD/DIL2/CIR/P/2019/85) dated July 26, 2019 and circular (SEBI/HO/CFD/DCR2/CIR/P/2019/133) dated November 8, 2019, issued by SEBI. The General Information Document is available on the websites of the Stock Exchanges and the BRLM. |
| Issue / Public Issue / Issue size / Initial Public Offer / Initial Public Offering / IPO / Present Issue | Fresh Issue of upto 62,00,000* Equity Shares of face value ₹ 10.00 each of Moving Media Entertainment Limited for cash at a price of ₹ [●] per Equity Shares (including premium of ₹ [●] per Equity Shares) aggregating ₹ [●] Lakhs, by our Company.<br><b><i>*Subject to Finalization of Basis of Allotment</i></b>  |
| Issue Agreement  | The agreement dated December 19, 2024, entered into between our Company and the Book Running Lead Manager and addendum to Issue Agreement dated June 10, 2025, pursuant to which certain arrangements are agreed to in relation to the Issue.   |
| Issue Closing Date   | The date on which the Issue closes for subscription   |
| Issue Opening Date   | The date on which the Issue opens for subscription  |
| Issue Proceeds   | The proceeds of the Issue as stipulated by the Company. For further information about use of the Issue Proceeds please see the chapter titled “ <b><i>Objects of the Issue</i></b> ” beginning on page 87 of the Red Herring Prospectus   |
| Book Running Lead Manager / BRLM   | The Book Running Lead Manager to the Issue, in this case being Gretex Corporate Services Limited.   |
| Listing Agreement  | Unless the context specifies otherwise, this means the Equity Listing Agreement to be signed between our Company and the Stock Exchange.  |
| Lot Size   | The Market lot and Trading lot for the Equity Share is 2,000 and in multiples of 2,000 thereafter; subject to a minimum allotment of 2,000 Equity Shares to the successful applicants.  |
| Market Making Agreement  | Market Making Agreement dated December 19, 2024 and addendum to Market Making Agreement dated June 10, 2025, between our Company, the Book Running Lead Manager and Market Maker.   |
| Market Maker Reservation Portion   | Upto 14,98,000 Equity Shares of ₹10.00 each at ₹ [●] per Equity Share (including premium of ₹ [●] per Equity Share) aggregating to ₹ [●] Lakh reserved for subscription by the Market Maker.  |
| Mobile App(s)  | The mobile applications listed on the website of SEBI at <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmId=40">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmId=40</a> or such other website as may be updated from time to time, which may be used by RIIs to submit Applications using the UPI Mechanism.   |
| Minimum Promoters' Contribution  | Aggregate of 20% of the fully diluted Post- Issue Equity Share capital of our Company held by our Promoters which shall be provided towards minimum promoters of 20% and locked-in for a period of three years from the date of Allotment.  |
| Mutual Fund  | A Mutual Fund registered with SEBI under the SEBI (Mutual Funds) Regulations, 1996, as amended.   |
| Mutual Fund Portion  | 5% of the Net QIB Portion, or [●] Equity Shares, which shall be available for allocation to Mutual Funds only on a proportionate basis, subject to valid Bids being received at or above the Issue Price  |
| Net Issue  | The Issue excluding the Market Maker Reservation Portion of upto 47,02,000 Equity Shares of face value of ₹ 10.00 each fully paid up for cash at a price of ₹ [●] per Equity Share (including premium of ₹ [●] per Equity Share) aggregating ₹ [●] Lakh by our Company.   |
| Net Proceeds   | Proceeds of the Issue that will be available to our Company, which shall be the gross proceeds of the Issue less the Issue expenses.  |
| Net QIB Portion  | The portion of the QIB Portion less the number of Equity Shares Allocated to the Anchor Investors.  |
| Non-Institutional Investors / NIIs   | All Applicants, including Category III FPIs that are not QIBs or Retail Individual Investors who have made Application for Equity Shares for an amount of more than ₹ 2.00 Lakh (but not  |



| Term   | Description  |
|--|--|
|  | including NRIs other than Eligible NRIs).  |
| Non-Resident                                 | A person resident outside India, as defined under FEMA Regulations   |
| Non-Resident Indian / NRI                    | A person resident outside India, who is a citizen of India or a Person of Indian Origin as defined under FEMA Regulations, as amended  |
| Other Investor                               | Investors other than Retail Individual Investors. These include individual applicants other than retail individual investors and other investors including corporate bodies or institutions irrespective of the number of specified securities applied for.  |
| OCB / Overseas Corporate Body                | Overseas Corporate Body means and includes an entity defined in clause (xi) of Regulation 2 of the Foreign Exchange Management (Withdrawal of General Permission to Overseas Corporate Bodies (OCB's) Regulations 2003 and which was in existence on the date of the commencement of these Regulations and immediately prior to such commencement was eligible to undertake transactions pursuant to the general permission granted under the Regulations. OCBs are not allowed to invest in this Issue  |
| Pay-in-Period                                | The period commencing on the Bid / Issue Opening date and extended till the closure of the Anchor Investor Pay-in-Date.  |
| Payment through electronic transfer of funds | Payment through NECS, NEFT or Direct Credit, as applicable.  |
| Person or Persons                            | Any individual, sole proprietorship, unincorporated association, unincorporated organization, body corporate, corporation, Company, partnership, limited liability Company, joint venture, or trust or any other entity or organization validly constituted and / or incorporated in the jurisdiction in which it exists and operates, as the context requires.  |
| Price Band                                   | Price Band of a minimum price (Floor Price) of ₹ 66.00 and the maximum price (Cap Price) of ₹ 70.00 and includes revisions thereof. The Price Band will be decided by our Company in consultation with the Book Running Lead Manager and advertised in two national daily newspapers (one each in English and in Hindi) with wide circulation and one daily regional newspaper with wide circulation at least two working days prior to the Bid/ Issue Opening Date.   |
| Pricing Date                                 | The date on which our Company in consultation with the BRLM, will finalize the Issue Price.  |
| Prospectus                                   | The Prospectus to be filed with the RoC in accordance with the provisions of Section 26 and 32 of the Companies Act, 2013.   |
| Public Issue Account                         | The account to be opened with the Banker to the Issue under Section 40 of the Companies Act, 2013 to receive monies from the ASBA Accounts on the Designated Date.   |
| QIB Category / QIB Portion                   | The portion of the Net Issue (including the Anchor Investor Portion) being not more than 50% of the Net Issue, consisting of upto [●] Equity Shares aggregating to ₹[●] lakhs which shall be Allotted to QIBs (including Anchor Investors) on a proportionate basis, including the Anchor Investor Portion (in which allocation shall be on a discretionary basis, as determined by our Company in consultation with the Book Running Lead Manager), subject to valid Bids being received at or above the Issue Price or Anchor Investor Issue Price (for Anchor Investors). |
| Qualified Institutional Buyers or QIBs       | A qualified institutional buyer as defined under Regulation 2(1) (ss) of the SEBI ICDR Regulations, 2018.  |
| Red Herring Prospectus / RHP                 | The Red Herring Prospectus to be issued in accordance with Section 26 and 32 of the Companies Act, 2013 and the provisions of the SEBI ICDR Regulations, which will not have complete particulars of the price at which the Equity Shares will be Issued and the size of the Issue, including any addenda or corrigenda thereto.   |
| Refund Bank / Refund Banker                  | Bank which is / are clearing member(s) and registered with the SEBI as Bankers to the Issue at which the Refund Account will be opened, in this case being Axis Bank Limited   |
| Refund Account                               | The 'no-lien' and 'non-interest bearing' account opened with the Refund Bank, from which refunds, if any, of the whole or part, of the Bid Amount to the Anchor Investors shall be made.   |
| Registered Brokers                           | Stockbrokers registered with the stock exchanges having nationwide terminals.  |
| Registrar Agreement                          | The Agreement between the Registrar to the Issue and the Issuer Company dated August 28, 2024 and addendum to Registrar to Issue agreement dated June 10, 2025. in relation to the responsibilities and obligations of the Registrar to the Issue pertaining to the Issue.   |
| Registrar and Share Transfer Agents or RTAs  | Registrar and share transfer agents registered with SEBI and eligible to procure Applications at the Designated RTA Locations in terms of circular no. CIR/CFD/POLICYCELL/11/2015 dated November 10, 2015 issued by SEBI   |
| Registrar to the Issue                       | Registrar to the Issue being Maashitla Securities Private Limited.   |
| Retail Individual Investors /                | Applicants (including HUFs, in the name of Karta and Eligible NRIs) whose Application  |

| Term   | Description  |
|--|--|
| RIIs   | Amount for Equity Shares in the Issue is not more than ₹ 2.00 Lakh.  |
| Revision Form  | Form used by the Applicants to modify the quantity of the Equity Shares or the Applicant Amount in any of their ASBA Form(s) or any previous Revision Form(s).<br>QIB Applicants and Non-Institutional Applicants are not allowed to withdraw or lower their applications (in terms of quantity of Equity Shares or the Application Amount) at any stage. Retail Individual Applicants can revise their Application during the Issue Period and withdraw their Applications until Issue Closing Date.  |
| Securities laws  | Means the Act, the Securities Contracts (Regulation) Act, 1956, the Depositories Act, 1996 and the rules and regulations made thereunder and the general or special orders, guidelines or circulars made or issued by the Board thereunder and the provisions of the Companies Act, 2013 or any previous company law and any subordinate legislation framed thereunder, which are administered by the Board.   |
| NSE Emerge   | Emerge Platform of National Stock Exchange of India Limited (“NSE Emerge”)   |
| Specified Locations                                    | Collection centers where the SCSBs shall accept application form, a list of which is available on the website of SEBI ( <a href="https://www.sebi.gov.in/">https://www.sebi.gov.in/</a> ) and updated from time to time.   |
| Specified Securities                                   | Equity shares offered through the Red Herring Prospectus.  |
| Sub Syndicate Member                                   | A SEBI Registered member of NSE appointed by the BRLM and / or syndicate member to act as a Sub Syndicate Member in the Issue.   |
| Syndicate  | Includes the BRLM, Syndicate Members and Sub Syndicate Members   |
| Syndicate Agreement                                    | The agreement dated June 10, 2025 entered into amongst our Company, the BRLM and the Syndicate Members, in relation to the collection of Bids in this Issue.   |
| Syndicate ASBA Bidding Locations                       | Bidding Centers where an ASBA Bidder can submit their Bid in terms of SEBI Circular no. CIR/CFD/DIL/1/2011 dated April 29, 2011, namely Mumbai, Chennai, Kolkata, Delhi  |
| Syndicate Members / Members of the Syndicate           | Intermediaries registered with SEBI eligible to act as a syndicate member and who is permitted to carry on the activity as an underwriter, in this case being Gretex Share Broking Limited.  |
| Systemically Important Nonbanking Financial Company    | Systemically important non-banking financial company as defined under Regulation 2(1)(iii) of the SEBI ICDR Regulations.   |
| Transaction Registration Slip / TRS                    | The slip or document issued by the member of the Syndicate or SCSB (only on demand) as the case may be, to the Applicant as proof of registration of the Application.  |
| SEBI (ICDR) Regulations / ICDR Regulation / Regulation | SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 issued by SEBI on September 11, 2018, as amended, including instructions and clarifications issued by SEBI from time to time.  |
| SEBI (Venture Capital) Regulations                     | Securities Exchange Board of India (Venture Capital) Regulations, 1996 as amended from time to time.   |
| Sponsor Bank   | The Banker to the Issue registered with SEBI which is appointed by the issuer to act as a conduit between the Stock Exchanges and the National Payments Corporation of India in order to push the mandate collect requests and / or payment instructions of the RIIs into the UPI, the Sponsor Bank in this case being Axis Bank Limited.  |
| Underwriter  | Gretex Corporate Services Limited and Gretex Share Broking Limited.  |
| Underwriting Agreement                                 | The agreement dated December 19, 2024, and addendum to underwriting agreement dated June 10, 2025 entered between the Underwriters, our Company and the Book Running Lead Manager.   |
| UPI Circulars  | Collectively, the SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2018/138 dated November 1, 2018, SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2019/50 dated April 3, 2019, SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2019/76 dated June 28, 2019, SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2019/85 dated July 26, 2019, SEBI/HO/CFD/DCR2/CIR/P/2019/133 dated November 8, 2019, SEBI/HO/CFD/DIL2/CIR/P/2020/50 dated March 30, 2020, SEBI circular number SEBI/HO/CFD/DIL2/CIR/P/2021/2480/1/M dated March 16, 2021, SEBI circular no. SEBI/HO/CFD/DIL2/P/CIR/2021/570 dated June 2, 2021, SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2022/45 dated April 5, 2022, SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2022/51 dated April 20, 2022, SEBI circular no. SEBI/HO/CFD/DIL2/P/CIR/2022/75 dated May 30, 2022, the RTA Master Circular and SEBI master circular no. SEBI/HO/CFD/PoD-1/P/CIR/2024/0154 dated November 11, 2024 (to the extent that such circulars pertain to the UPI Mechanism), SEBI master circular with circular number along with the circular issued by the National Stock Exchange of India Limited having reference no. 25/2022 dated August 3, 2022 and the circular issued by BSE Limited having reference no. 20220803-40 dated August 3, 2022, SEBI master circular no. SEBI/HO/CFD/PoD-2/P/CIR/2023/00094 dated |

| Term                       | Description   |
|----------------------------|---|
|                            | June 21, 2023, SEBI circular no. SEBI/HO/CFD/TPD1/CIR/P/2023/140 dated August 9, 2023, along with the circular issued by the National Stock Exchange of India Limited having reference no. 25/2022 dated August 3, 2022 and the circular issued by BSE Limited having reference no. 20220803-40 dated August 3, 2022 and any subsequent circulars or notifications issued by SEBI or the Stock Exchanges in this regard, and any subsequent circulars or notifications issued by SEBI and Stock Exchanges in this regard.   |
| UPI                        | Unified Payments Interface (UPI) is an instant payment system developed by the NPCI. It enables merging several banking features, seamless fund routing & merchant payments into one hood. UPI allows instant transfer of money between any two persons bank accounts using a payment address which uniquely identifies a person's bank a/c.  |
| UP ID                      | ID created on Unified Payment Interface (UPI) for single-window mobile payment system developed by the National Payments Corporation of India (NPCI)  |
| UPI Mandate Request        | A request (intimating the RII by way of a notification on the UPI application and by way of a SMS directing the RII to such UPI application) to the RII initiated by the Sponsor Bank to authorise blocking of funds on the UPI application equivalent to Application Amount and subsequent debit of funds in case of Allotment.  |
| UPI mechanism              | The bidding mechanism that may be used by an RII to make an Application in the Issue in accordance with SEBI circular (SEBI/HO/CFD/DIL2/CIR/P/2018/138) dated November 01, 2018 read with SEBI circular (SEBI/HO/CFD/DIL2/CIR/P/2019/50) dated April 3, 2019 and SEBI circular (SEBI/HO/CFD/DIL2/CIR/P/2019/76) dated June 28, 2019 circular no. SEBI/HO/CFD/DIL2/CIR/P/2019/85 dated July 26, 2019 and circular no. SEBI/HO/CFD/DCR2/CIR/P/2019/133 dated November 08, 2019.   |
| UPI PIN                    | Password to authenticate UPI transaction  |
| U.S. Securities Act        | U.S. Securities Act of 1933, as amended   |
| Venture Capital Fund / VCF | Foreign Venture Capital Funds (as defined under the Securities and Exchange Board of India (Venture Capital Funds) Regulations, 1996) registered with SEBI under applicable laws in India   |
| Wilful Defaulter(s)        | Wilful defaulter as defined under Regulation 2(1) (III) of the SEBI (ICDR) Regulations, 2018.   |
| Working Days               | All days on which commercial banks in Mumbai are open for business; provided however, with reference to (a) announcement of Price Band; and (b) Bid / Issue Period, “Working Day” shall mean all days, excluding all Saturdays, Sundays and public holidays, on which commercial banks in Mumbai are open for business; (c) the time period between the Bid / Issue Closing Date and the listing of the Equity Shares on the Stock Exchanges, “Working Day” shall mean all trading days of Stock Exchanges, excluding Sundays and bank holidays, as per the circulars issued by SEBI. |