

PRUDENT CORPORATE ADVISORY SERVICES LIMITED

Our Company was incorporated on June 4, 2003, as 'Prudent Corporate Advisory Services Limited', a public limited company under the Companies Act, 1956, pursuant to a certificate of incorporation issued by the Registrar of Companies, Gujarat at Ahmedabad. Our Company commenced its operations pursuant to a certificate for commencement of business dated June 20, 2003, issued by the RoC. For details of the change in the Registered Office of our Company, see the section titled "History and Certain Corporate Matters" on page 166 of the Prospectus dated May 14, 2022 ("Prospectus").

Registered Office: Prudent House, 3 Devang Park Society, Panjarapole Cross Road, Ambawadi, Ahmedabad - 380 015, Gujarat; **Tel:** +91 79 4020 9600
Corporate Office: 3rd Floor, HUB Town Solaris, Telli Gally Junction, NS Marg, Andheri East, Mumbai 400069, Maharashtra; **Tel:** +91 22 4212 4600, **Contact Person:** Dhavalkumar Ghetia, Company Secretary and Compliance Officer
E-mail: cs@prudentcorporate.com, **Website:** www.prudentcorporate.com; **Corporate Identity Number:** U91120GJ2003PLC042458

OUR PROMOTER IS SANJAY SHAH

Our Company has filed the Prospectus with the RoC, SEBI, National Stock Exchange of India Limited ("NSE") and BSE Limited ("BSE") and the Equity Shares are proposed to be listed on the BSE and NSE and the trading will commence on or about Friday, May 20, 2022.

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFER OF 68,08,820[#] EQUITY SHARES OF FACE VALUE OF ₹ 5 EACH (THE "EQUITY SHARES") OF PRUDENT CORPORATE ADVISORY SERVICES LIMITED (OUR "COMPANY") FOR CASH AT A PRICE OF ₹ 630* PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 625 PER EQUITY SHARE) AGGREGATING TO ₹ 4282.84 MILLION (THE "OFFER"), COMPRISING AN OFFER FOR SALE OF 65,95,381 EQUITY SHARES AGGREGATING TO ₹ 4148.58 MILLION BY WAGNER LIMITED ("WAGNER") AND 2,13,439 EQUITY SHARES AGGREGATING TO ₹134.26 MILLION BY SHIRISH PATEL (TOGETHER WITH WAGNER, THE "SELLING SHAREHOLDERS"). THE OFFER INCLUDED A RESERVATION OF 113,835 EQUITY SHARES AGGREGATING TO ₹ 65.00 MILLION (CONSTITUTING UP TO 0.27% OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY) FOR PURCHASE BY ELIGIBLE EMPLOYEES (THE "EMPLOYEE RESERVATION PORTION"). THE OFFER LESS THE EMPLOYEE RESERVATION PORTION IS HEREINAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER CONSTITUTES AT LEAST 16.44% AND 16.17% OF OUR POST-OFFER PAID-UP EQUITY SHARE CAPITAL, RESPECTIVELY.

Based on Basis of Allotment as approved by BSE, Designated Stock Exchange

***A discount of ₹ 59 per Equity Share is being offered to Eligible Employees bidding in the Employee Reservation Portion**

**OFFER PRICE:
₹ 630 PER EQUITY SHARE OF FACE VALUE OF ₹ 5 EACH
ANCHOR INVESTOR OFFER PRICE:
₹ 630 PER EQUITY SHARE
THE OFFER PRICE IS 126 TIMES THE FACE VALUE
OF THE EQUITY SHARES**

Risks to Investors

- The Three BRLMs associated with the Offer have handled 65⁵ public issues in the past three Fiscal Years, out of which 22 issues closed below the offer price on the listing date.
- The Price/Earnings ratio based on diluted EPS for Fiscal 2021 for our Company at higher end of the price band is 57.59 and Price/Earnings ratio of CNX Nifty as on the date of Red Herring Prospectus dated May 2, 2022 ("RHP") is 21.87.
- Weighted Average Return on Net Worth for Fiscals 2021, 2020 & 2019 is 26.83%.
- Average cost of acquisition of Equity Shares for the Selling Shareholders ranges from ₹ 0.13 per Equity Share to ₹ 150.94 per Equity Share and Offer Price at upper end of the Price Band is ₹ 630 per Equity Share.
- Details of acquisition of all Equity Shares transacted in last three years and one year preceding from date of RHP:

Period	Weighted Average Cost of Acquisition (in ₹)	Upper End of the Price Band (₹630) is 'X' times the Weighted Average Cost of Acquisition	Range of acquisition price: Lowest Price - Highest Price (in ₹)
Last 1 year	Nil*	NA	Nil
Last 3 years	Nil*	NA	Nil

* Acquired pursuant to bonus issue on August 3, 2021 and/or pursuant to conversion of compulsorily convertible preference shares on November 30, 2021.
\$: as on date of RHP

**BID/OFFER PERIOD: OPENED ON: TUESDAY, MAY 10, 2022
CLOSED ON: THURSDAY, MAY 12, 2022
ANCHOR INVESTOR BID OFFER PERIOD WAS:
MONDAY, MAY 09, 2022**

The Offer has been made in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended, (the "SCRR") read with Regulation 31 of the SEBI ICDR Regulations. The Offer has been made through the Book Building Process, in compliance with Regulation 6(1) of the SEBI ICDR Regulations, where not more than 50% of the Net Offer was available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Category"), provided that our Company and Selling Shareholders in consultation with the BRLMs, allocated up to 60% of the QIB Category to Anchor Investors, on a discretionary basis (the "Anchor Investor Portion"), of which one-third was reserved for domestic Mutual Funds, subject to valid Bids having been received from domestic Mutual Funds at or above the price at which Equity Shares are allocated to Anchor Investors. Further, 5% of the QIB Category (excluding the Anchor Investor Portion) was available for allocation on a proportionate basis to Mutual Funds only and the remainder of the QIB Category was available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Offer Price. Further, not less than 15.00% of the Net Offer was made available for allocation to Non-Institutional Bidders, of which (a) one third of such portion was reserved for applicants with application size of more than ₹200,000 and up to ₹1 million; and (b) two third of such portion was reserved for applicants with application size of more than ₹1 million, provided that the unsubscribed portion in either of such sub-categories was allocated to applicants in the other sub-category of Non-Institutional Bidders and not less than 35.00% of the Net Offer was made available for allocation to Retail Individual Bidders ("RIBs") in accordance with the SEBI ICDR Regulations, subject to valid Bids having been received at or above the Offer Price. All potential Bidders (other than Anchor Investors) were required to mandatorily participate in this Offer through the Application Supported by Block Amount ("ASBA") process and were required to provide details of their respective bank account (including UPI ID for UPI Bidders using the UPI Mechanism) in which the Bid Amount was blocked by the SCSBs or the Sponsor Bank under the UPI Mechanism, as the case may be. Anchor Investors were not permitted to participate in the Offer through the ASBA process. For details, specific attention is invited to "Offer Procedure" on page 329 of the Prospectus. The bidding for Anchor Investor opened and closed on Monday, May 09, 2022. The Company received 24 applications from 15 Anchor Investors for 27,77,825 Equity Shares. The Anchor investor price was finalized at ₹ 630 per Equity Share. A total of 2,530,651 Equity Shares were allocated under the Anchor Investor Offer Price aggregating to ₹ 1,594,310, 130.00.

The Offer received 42,868 applications for 71,34,301 Equity Shares (prior to technical rejections) resulting in 0.8345 times subscription. The details of the applications received in the Offer from various categories are as under: (before technical rejections):

	Category	No. of Appli-cations	No. of Equity Shares applied	Shares Reserved as per Prospectus	No. of times Subscribed	Amount (₹)
A.	Retail Investors	41,753	11,68,584	29,52,427	0.3958	73,58,88,358.00
B.	HNI upto 10 Lac	218	80,799	4,21,775	0.1916	5,08,84,395.00
C.	HNI above 10 Lac	127	8,63,374	8,43,551	1.0235	54,39,25,620.00
D.	Employee Reservation	735	1,23,119	1,13,835	1.0816	7,03,00,995.00
E.	QIB	11	21,20,600	16,87,101	1.2569	1,33,59,78,000.00
F.	Anchor Investors	24	27,77,825	25,30,651	1.0977	1,75,00,29,750.00
	TOTAL	42,868	71,34,301	85,49,340	0.8345	4,48,70,07,118.00

Final Demand

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

Sr. No.	Rate	Shares	% to total	Cumulative Total	Cumulative % to Total
1.	595	37,007	0.50	37,007	0.50
2.	596	2,001	0.03	39,008	0.53
3.	597	966	0.01	39,974	0.54
4.	598	529	0.01	40,503	0.55
5.	599	690	0.01	41,193	0.56
6.	600	13,248	0.18	54,441	0.74
7.	601	621	0.01	55,062	0.75
8.	602	184	0.00	55,246	0.75
9.	603	230	0.00	55,476	0.75
10.	604	161	0.00	55,637	0.76
11.	605	1,955	0.03	57,592	0.78
12.	606	184	0.00	57,776	0.78
13.	607	69	0.00	57,845	0.79
14.	608	115	0.00	57,960	0.79
15.	609	299	0.00	58,259	0.79
16.	610	6,164	0.08	64,423	0.87
17.	611	276	0.00	64,699	0.88
18.	612	552	0.01	65,251	0.89
19.	613	184	0.00	65,435	0.89
20.	614	161	0.00	65,596	0.89
21.	615	3,358	0.05	68,954	0.94
22.	616	161	0.00	69,115	0.94
23.	617	184	0.00	69,299	0.94
24.	618	322	0.00	69,621	0.94
25.	619	69	0.00	69,690	0.95
26.	620	4,807	0.07	74,497	1.01
27.	621	345	0.00	74,842	1.02
28.	622	115	0.00	74,957	1.02
29.	623	207	0.00	75,164	1.02
30.	624	46	0.00	75,210	1.02
31.	625	2,254	0.03	77,464	1.05
32.	626	138	0.00	77,602	1.05
33.	627	207	0.00	77,809	1.06
34.	628	1,196	0.02	79,005	1.07
35.	629	1,656	0.02	80,661	1.09
36.	630	38,38,769	52.11	39,19,430	53.20
37.	9,999	34,47,884	46.80	73,67,314	100.00
	TOTAL	73,67,314	100.00		

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange, being BSE on May 18, 2022.

A. Allotment to Retail Individual Bidders (after technical rejections) (including ASBA Applications)

The Basis of Allotment to the Retail Individual Bidders, who have Bid at the Cut-Off Price or at the Offer Price of ₹ 630 per Equity Share, was finalized in consultation with the Designated Stock Exchange, being BSE. This category has been subscribed to the extent of 0.3744 times. The total number of Equity Shares Allotted in Retail Portion is 11,05,242 Equity Shares to 39,550 successful Retail Individual Bidders. The category-wise details of the Basis of Allotment are as under:

Category	No. of Applications Received	% of Total	Total No. of Equity Shares applied	% to Total	No. of Equity Shares allotted per Bidder	Ratio	Total No. of Equity Shares allotted
23	36,414	92.07	8,37,522	75.78	23	1:1	8,37,522
46	1,824	4.61	83,904	7.59	46	1:1	83,904
69	451	1.14	31,119	2.82	69	1:1	31,119
92	194	0.49	17,848	1.61	92	1:1	17,848
115	190	0.48	21,850	1.98	115	1:1	21,850
138	69	0.17	9,522	0.86	138	1:1	9,522
161	81	0.20	13,041	1.18	161	1:1	13,041
184	17	0.04	3,128	0.28	184	1:1	3,128
207	8	0.02	1,656	0.15	207	1:1	1,656
230	60	0.15	13,800	1.25	230	1:1	13,800
253	8	0.02	2,024	0.18	253	1:1	2,024
276	6	0.02	1,656	0.15	276	1:1	1,656
299	228	0.58	68,172	6.17	299	1:1	68,172
	TOTAL	39,550	100.00	11,05,242	100.00		11,05,242

B. Allotment to Non-Institutional Bidders (After Technical Rejections) (Upto 10 lacs)

The Basis of Allotment to the Non-Institutional Bidders, who have Bid at the Offer Price of ₹ 630 per Equity Share, was finalized in consultation with the Designated Stock Exchange, being BSE. The Non-Institutional Portion has been subscribed to the extent of 0.1876 times. The total number of Equity Shares Allotted in this category is 79,143 Equity Shares to 213 successful Non-Institutional Bidders. The category-wise details of the Basis of Allotment are as under:

Category	No. of Applications Received	% of Total	Total No. of Equity Shares applied	% to Total	No. of Equity Shares allotted per Bidder	Ratio	Total No. of Equity Shares allotted
322	177	83.10	56,994	72.01	322	1:1	56,994
345	12	5.63	4,140	5.23	345	1:1	4,140
368	5	2.35	1,840	2.32	368	1:1	1,840
460	1	0.47	460	0.58	460	1:1	460
483	2	0.94	966	1.22	483	1:1	966
506	1	0.47	506	0.64	506	1:1	506
575	1	0.47	575	0.73	575	1:1	575
621	1	0.47	621	0.78	621	1:1	621
690	2	0.94	1,380	1.74	690	1:1	1,380
782	3	1.41	2,346	2.96	782	1:1	2,346
805	1	0.47	805	1.02	805	1:1	805
851	2	0.94	1,702	2.15	851	1:1	1,702
1,012	1	0.47	1,012	1.28	1,012	1:1	1,012
1,035	1	0.47	1,035	1.31	1,035	1:1	1,035
1,587	3	1.41	4,761	6.02	1,587	1:1	4,761
	TOTAL	213	100	79,143	100		79,143

C. Allotment to Non-Institutional Bidders (After Technical Rejections) (Above 10 lacs)

The Basis of Allotment to the Non-Institutional Bidders, who have Bid at the Offer Price of ₹ 630 per Equity Share, was finalized in consultation with the Designated Stock Exchange, being BSE. The Non-Institutional Portion has been subscribed to the extent of 0.7245 times. The total number of Equity Shares Allotted in this category is 859,349 Equity Shares to 126 successful Non-Institutional Bidders. The category-wise details of the Basis of Allotment are as under:

Category	No. of Applications Received	% of Total	Total No. of Equity Shares applied	% to Total	No. of Equity Shares allotted per Bidder	Ratio	Total No. of Equity Shares allotted
1,610	108	85.71	1,73,880	20.23	1,610	1:1	1,73,880
2,990	1	0.79	2,990	0.35	2,990	1:1	2,990
3,450	2	1.59	6,900	0.80	3,450	1:1	6,900
4,761	1	0.79	4,761	0.55	4,761	1:1	4,761
7,935	1	0.79	7,935	0.92	7,935	1:1	7,935
8,993	4	3.17	35,972	4.19	8,993	1:1	35,972
31,740	1	0.79	31,740	3.69	31,740	1:1	31,740
39,675	2	1.59	79,350	9.23	39,675	1:1	79,350
39,698	1	0.79	39,698	4.62	39,698	1:1	39,698
79,350	4	3.17	3,17,400	36.93	79,350	1:1	3,17,400
1,58,723	1	0.79	1,58,723	18.47	1,58,723	1:1	1,58,723
	TOTAL	126	100	859,349	100		859,349

D. Allotment to Eligible Employees: (Upto ₹ 2,00,000)

The Basis of Allotment to the Eligible Employees, who have Bid at the Offer Price of ₹ 630 (including discount of ₹ 59 per Equity Share offered to Eligible Employees) per Equity Share, was finalized in consultation with the Designated Stock Exchange, being BSE. The Employee Reservation Portion has been subscribed to the extent of 0.7668 times. The total number of Equity Shares Allotted in this category is 87,285 Equity Shares to 517 successful Eligible Employees. The category-wise details of the Basis of Allotment are as under:

Category	No. of Applications Received	% of Total	Total No. of Equity Shares applied	% to Total	No. of Equity Shares allotted per Bidder	Ratio	Total No. of Equity Shares allotted
23	110	21.28	2,530	2.90	23	1:1	2,530
46	75	14.51	3,450	3.95	46	1:1	3,450
69	24	4.64	1,656	1.90	69	1:1	1,656
92	41	7.93	3,772	4.32	92	1:1	3,772
115	18	3.48	2,070	2.37	115	1:1	2,070
138	12	2.32	1,656	1.90	138	1:1	1,656
161	13	2.51	2,093	2.40	161	1:1	2,093
184	20	3.87	3,680	4.22	184	1:1	3,680
207	5	0.97	1,035	1.19	207	1:1	1,035
230	12	2.32	2,760	3.16	230	1:1	2,760
253	3	0.58	759	0.87	253	1:1	759
276	5	0.97	1,380	1.58	276	1:1	1,380
299	25	4.84	7,475	8.56	299	1:1	7,475
322	7	1.35	2,254	2.58	322	1:1	2,254
345	62	11.99	21,390	24.51	345	1:1	21,390
368	11	2.13	3,795	4.35	345	1:1	3,795
391	5	0.97	1,725	1.98	345	1:1	1,725
414	6	1.16	2,070	2.37	345	1:1	2,070
437	3	0.58	1,035	1.19	345	1:1	1,035
506	2	0.39	690	0.79	345	1:1	690
529	5	0.97	1,725	1.98	345	1:1	1,725
552	1	0.19	345	0.40	345	1:1	345
621	2	0.39	690	0.79	345	1:1	690
690	4	0.77	1,380	1.58	345	1:1	1,380
713	2	0.39	690	0.79	345	1:1	690
782	5	0.97	1,725	1.98	345	1:1	1,725
851	6	1.16	2,070	2.37	345	1:1	2,070
874	33	6.38	11,385	13.04	345	1:1	11,385
TOTAL	517	100.00	87,285	100.00			87,285