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EMI
Electronics Mart India Limited

ELECTRONICS MART INDIA LIMITED

Our Company was originally formed as a sole proprietorship under the name of 'M/s Bajaj Electronics' at Hyderabad in 1980 and it was converted into a partnership firm under the name of 'M/s Bajaj Electronics' (**"Bajaj Electronics"**) pursuant to partnership deed dated March 25, 2011, and was registered under the Indian Partnership Act, 1932 with the Registrar of Firms, Hyderabad (South) on April 13, 2011. Pursuant to the deed of partnership dated July 31, 2017, constitution of 'M/s Bajaj Electronics' was modified to admit new partners and a memorandum acknowledging receipt of documents for change in constitution of partnership was issued by Registrar of Firms, Hyderabad (South), on August 2, 2017. 'M/s Bajaj Electronics was thereafter converted into a public limited company under the Companies Act, 2013 with the name Electronics Mart India Limited pursuant to certificate of incorporation issued by Central Registration Centre, Registrar of Companies dated September 10, 2018. For details in relation to change in name of our Company, see "History and Certain Corporate Matters" on page 185 of the prospectus of the Company dated October 10, 2022 filed with the Registrar of Companies, Telangana at Hyderabad (**"RoC"**) on October 10, 2022 (**"Prospectus"**).

Registered Office: D. No: 6-1-91, Shop No. 10, Ground Floor, Next to Telephone Bhavan, Secretariat Road, Saifabad, Hyderabad – 500 004, Telangana, India; **Tel:** +91 40-2324 2512;
Corporate Office: 6-3-666/A1 to 7, 3rd and 4th Floors, Opposite NIMS Hospital, Punjagutta Main Road, Hyderabad – 500 082 Telangana, India; **Tel:** +91 40 2323 0244;
Contact Person: Rajiv Kumar, Company Secretary and Compliance Officer; **Tel:** +91 40 4875 1125
E-mail: cs@bajajelectronics.in; **Website:** www.electronicsmartindia.com; **Corporate Identity Number:** U52605TG2018PLC126593

OUR PROMOTERS: PAVAN KUMAR BAJAJ AND KARAN BAJAJ

Our Company has filed the Prospectus dated October 10, 2022 with the RoC, and the Equity Shares are proposed to be listed on the National Stock Exchange of India Limited (**"NSE"**) and BSE Limited (**"BSE"**) and trading is expected to commence on October 17, 2022.

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFERING OF 84,745,762 EQUITY SHARES OF FACE VALUE OF ₹10 EACH ("EQUITY SHARES") OF ELECTRONICS MART INDIA LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ 59 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 49 PER EQUITY SHARE) ("ISSUE PRICE") AGGREGATING TO ₹ 5,000 MILLION (THE "ISSUE"). THE ISSUE WOULD CONSTITUTE 22.03% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF THE COMPANY.

ISSUE PRICE: ₹ 59 PER EQUITY SHARE OF FACE VALUE OF ₹ 10 EACH
THE ISSUE PRICE IS 5.9 TIMES OF THE FACE VALUE

Risks to Investors:

• Weighted average cost of acquisition:

Period / Name of person	Weighted Average Cost of Acquisition (in ₹)	Cap Price is 'X' times the Weighted Average Cost of Acquisition	Range of acquisition price: lowest Price-highest Price (in ₹)
Last three years preceding the date of the Prospectus	NIL	NIL	NIL
Last one year preceding the date of the Prospectus	NIL	NIL	NIL

- As certified by Komandoor & Co LLP Chartered Accountants, by way of their certificate dated October 10, 2022.
- **Average cost of acquisition of Equity Shares held by the Promoters is ₹10 per Equity Share and Issue Price at upper end of the Price Band is ₹59 per Equity Share.**
- **The three BRLMs associated with the Issue have handled 53 public issues in the past three years, out of which 16 issues closed below the offer price on listing date.**

BID/ISSUE PROGRAMME
ANCHOR INVESTOR BIDDING DATE WAS: MONDAY, OCTOBER 3, 2022
BID/ISSUE OPENED ON TUESDAY, OCTOBER 4, 2022
BID/ISSUE CLOSED ON FRIDAY, OCTOBER 7, 2022

This was an Issue in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended (**"SCRR"**), read with Regulation 31 of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the **"SEBI ICDR Regulations"**). The Issue has been made through the Book Building Process in terms of Regulation 6(1) of the SEBI ICDR Regulations, wherein not more than 50% of the Issue was made available for allocation on a proportionate basis to Qualified Institutional Buyers (**"QIBs"**) (the **"QIB Portion"**), and the Company, in consultation with the BRLMs, have allocated 60% of the QIB Portion to Anchor Investors on a discretionary basis, out of which one-third was reserved for domestic Mutual Funds only, 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. Further, 5% of the Net QIB Portion was made available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion was made available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors), including Mutual Funds, subject to valid Bids being received at or above the Issue Price. Further, not less than 15% of the Issue was made available for allocation on a proportionate basis to Non-Institutional Bidders (**"Non-Institutional Portion"**) of which one-third of the Non-Institutional Portion was made available for allocation to Non-Institutional Bidders with an application size between ₹ 200,000 to ₹ 1,000,000 and two-thirds of the Non-Institutional Portion was made available for allocation to Bidders with an application size of more than ₹ 1,000,000 and under-subscription in either of these two sub-categories of Non-Institutional Portion was allocated to Non-Institutional Bidders in the other sub-category of Non-Institutional Portion, and not less than 35% of the Issue was made available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Issue Price. All Bidders (except Anchor Investors) were required to mandatorily utilise the Application Supported by Blocked Amount (**"ASBA"**) process providing details of their respective bank account (including UPI ID for UPI Bidders using UPI Mechanism), in which the corresponding Bid Amounts were blocked by the SCSBs or the Sponsor Banks, as applicable. Anchor Investors were not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" on page 344 of the Prospectus.

The Offer received **2,059,449** applications for **4,512,425,570** Equity Shares resulting in **76.07** times subscription. The details of the applications received in the issue from Retail Individual Investors, Non-Institutional Investors and QIBs are as under (before technical rejections):

Sl. no.	Category	No of Applications received	No. of Equity Shares applied	Shares Reserved as per Prospectus	No. of times Subscribed	Amount (₹)
A	Retail Individual Bidders	1,960,804	629,676,414	29,661,017	21.23	37,146,881,256
B	Non-Institutional Bidders - More than 2 Lakhs Upto 10 Lakhs	71,314	268,606,778	4,237,288	63.39	15,843,619,824
C	Non-Institutional Bidders - Above 10 Lakhs	27,197	595,283,544	8,474,577	70.24	35,121,674,232
D	Qualified Institutional Bidders (excluding Anchor Investors)	134	3,018,858,834	16,949,152	178.11	178,112,671,206
	Total	**2,059,449**	**4,512,425,570**	**59,322,034**	**76.07**	**266,224,846,518**

Final Demand

A summary of the final demand as per BSE and NSE as on the Bid/Issue Closing Date at different Bid prices is as under:

Sl no	Bid Price	No. of Equity Shares	% to Total	Cumulative Total	Cumulative % of Total
1	56	3,521,964	0.08	3,521,964	0.08
2	57	2,376,932	0.05	5,898,896	0.13
3	58	2,822,194	0.06	8,721,090	0.19
4	59	4,003,831,718	85.54	4,012,552,808	85.72
18	CUTOFF	668,262,824	14.28	4,680,815,632	100.00
	TOTAL	**4,680,815,632**	**100.00**		

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange, being NSE on October 12, 2022.

A. Allotment to Retail Individual Bidders (After Technical Rejections) (including ASBA Applications)

The Basis of Allotment to the Retail Individual Investors, who have bid at cut-off or at the Issue Price of ₹ 59 per Equity, was finalized in consultation with the Designated Stock exchange, being NSE. This category has been subscribed to the extent of 20.33 times. The total number of Equity Shares Allotted in Retail Individual Bidders category is 29,661,017 Equity Shares to 116,775 successful applicants. 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	% of Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares allotted
254	1,725,307	91.81	438,227,978	72.67	254	109 : 1754	27,233,118
508	78,827	4.19	40,044,116	6.64	254	11 : 177	1,244,346
762	22,020	1.17	16,779,240	2.78	254	11 : 177	347,472
1016	12,118	0.64	12,311,888	2.04	254	11 : 177	191,262
1270	8,358	0.44	10,614,660	1.76	254	11 : 177	131,826
1524	4,395	0.23	6,697,980	1.11	254	11 : 177	69,342
1778	4,598	0.24	8,175,244	1.36	254	11 : 177	72,644
2032	2,099	0.11	4,265,168	0.71	254	11 : 177	33,020
2286	1,104	0.06	2,523,744	0.42	254	11 : 177	17,526
2540	3,995	0.21	10,147,300	1.68	254	11 : 177	62,992
2794	697	0.04	1,947,418	0.32	254	11 : 177	10,922
3048	899	0.05	2,740,152	0.45	254	11 : 177	14,224
3302	14,699	0.78	48,536,098	8.05	254	11 : 177	232,156
					1	167 : 9558	167
TOTAL	1,879,116	100.00	603,010,986	100.00			29,661,017

Please Note: 1 additional Share shall be allotted to 167 Allottees from amongst 9558 Successful Applicants from the categories 508-3302 (i.e., excluding successful applicants from Category 254) in the ratio of 167 : 9558

B. Allotment to Non-Institutional Bidders (After Technical Rejections) (including ASBA Applications)

The Basis of Allotment to the Non-Institutional Bidders (More than 2 Lacs to 10 Lacs), who have bid at the Issue Price of ₹ 59 per Equity Share or above, was finalized in consultation with the Designated Stock exchange being NSE. The Non-Institutional Portion (More than 2 Lacs to 10 Lacs) has been subscribed to the extent of 61.83 times. The total number of Equity Shares Allotted in this category is 4,237,288 Equity Shares to 1,191 successful Non- Institutional Bidder. The category-wise details of the Basis of Allotment are as under: (Sample)

Category	No. of Applications Received	% of Total	Total No. of Equity Shares applied	% to Total	No. of Equity Shares Allotted per Applicant	Ratio	Total No. of Equity Shares Allotted
3556	65180	93.64	231,780,080	88.47	3556	9 : 526	3,968,496
3810	1305	1.87	4,972,050	1.90	3556	22 : 1305	78,232
4064	361	0.52	1,467,104	0.56	3556	6 : 361	21,336
4318	165	0.24	712,470	0.27	3556	1 : 55	10,668
4572	129	0.19	589,788	0.23	3556	2 : 129	7,112
4826	47	0.07	226,822	0.09	3556	1 : 47	3,556
5080	409	0.59	2,077,720	0.79	3556	7 : 409	24,892
5334	99	0.14	528,066	0.20	3556	2 : 99	7,112
8128	23	0.03	186,944	0.07	3556	1 : 23	3,556
8382	235	0.34	1,969,770	0.75	3556	4 : 235	14,224
8636	112	0.16	967,232	0.37	3556	1 : 56	7,112
8890	58	0.08	515,620	0.20	3556	1 : 58	3,556
9144	20	0.03	182,880	0.07	3556	1 : 20	3,556
15494	8	0.01	123,952	0.05	3556	0 : 8	0
15748	6	0.01	94,488	0.04	3556	0 : 6	0
16002	13	0.02	208,026	0.08	3556	0 : 13	0
16256	12	0.02	195,072	0.07	3556	0 : 12	0
16510	31	0.04	511,810	0.20	3556	1 : 31	3,556
16764	298	0.43	4,995,672	1.91	3556	5 : 298	17,780
					27	1 : 1	2,025
					1	67 : 75	67
TOTAL	69,606	100	261,994,904	100			4,237,288

Please Note : 27 additional Share shall be allotted to 75 Successful Allottees from the categories 3810 - 16764 (I.e.excluding successful applicants from Category 3556) in the ratio of 1 : 1.

Please Note : 1 additional Share shall be allotted to 67 Allottees from amongst 75 Successful Allottees from the 3810 - 16764 (I.e.excluding successful applicants from Category 3556) in the ratio of 67:75

C. Allotment to Non-Institutional Bidders (Above 10 Lacs) (after technical rejections)

The Basis of Allotment to the Non-Institutional Bidders (Above 10 Lacs), who have bid at the Issue Price of ₹59 per Equity Share or above, was finalized in consultation with NSE. The Non-Institutional Portion (Above 10 Lacs) has been subscribed to the extent of 69.48 times. The total number of Equity Shares Allotted in this category is 8,474,577 Equity Shares to 2,383 successful Non-Institutional Bidder. The category-wise details of the Basis of Allotment are as under: (Sample)

Category	No. of Applications Received	% of Total	Total No. of Equity Shares applied	% to Total	No. of Equity Shares Allotted per Applicant	Ratio	Total No. of Equity Shares Allotted
17018	24,311	90.47	413,724,598	70.26	3556	47 : 530	7,666,736
17272	392	1.46	6,770,624	1.15	3556	5 : 56	124,460
17526	188	0.70	3,294,888	0.56	3556	17 : 188	60,452
17780	350	1.30	6,223,000	1.06	3556	31 : 350	110,236
18034	97	0.36	1,749,298	0.30	3556	9 : 97	32,004
18288	93	0.35	1,700,784	0.29	3556	8 : 93	28,448
18542	61	0.23	1,131,062	0.19	3556	6 : 61	21,336
18796	18	0.07	338,328	0.06	3556	1 : 9	7,112
19050	59	0.22	1,123,950	0.19	3556	5 : 59	17,780
19304	33	0.12	637,032	0.11	3556	1 : 11	10,668
19558	6	0.02	117,348	0.02	3556	1 : 6	3,556
19812	23	0.09	455,676	0.08	3556	2 : 23	7,112
20066	37	0.14	742,442	0.13	3556	4 : 37	14,224
20320	70	0.26	1,422,400	0.24	3556	3 : 35	21,336
48514	1	0.00	48,514	0.01	3556	0 : 1	-
49276	1	0.00	49,276	0.01	3556	0 : 1	-
49530	1	0.00	49,530	0.01	3556	0 : 1	-
49784	1	0.00	49,784	0.01	3556	0 : 1	-
50292	1	0.00	50,292	0.01	3556	0 : 1	-
50800	44	0.16	2,235,200	0.38	3556	1 : 11	14,224
51054	13	0.05	663,702	0.11	3556	1 : 13	3,556
51308	1	0.00	51,308	0.01	3556	0 : 1	-
51816	1	0.00	51,816	0.01	3556	0 : 1	-
52070	2	0.01	104,140	0.02	3556	0 : 2	-
52578	1	0.00	52,578	0.01	3556	0 : 1	-
53340	2	0.01	106,680	0.02	3556	0 : 2	-
53848	1	0.00	53,848	0.01	3556	0 : 1	-
54356	2	0.01	108,712	0.02	3556	0 : 2	-
49022	3	0.01	147,066	0.02	3556	0 : 3	-
52324	3	0.01	156,972	0.03	3556	0 : 3	-
54102	3	0.01	162,306	0.03	3556	0 : 3	-
55880	3	0.01	167,640	0.03	3556	0 : 3	-
63500	3	0.01	190,500	0.03	3556	0 : 3	-
64770	3	0.01	194,310	0.03	3556	0 : 3	-
66040	3	0.01	198,120	0.03	3556	0 : 3	-
67564	3	0.01	202,692	0.03	3556	0 : 3	-
67818	3	0.01	203,454	0.03	3556	0 : 3	-
68580	3	0.01	205,740	0.03	3556	0 : 3	-
86614	3	0.01	259,842	0.04	3556	0 : 3	-
152400	3	0.01	457,200	0.08	3556	0 : 3	-
180594	3	0.01	541,782	0.09	3556	0 : 3	-
254254	3	0.01	762,762	0.13	3556	0 : 3	-
266700	3	0.01	800,100	0.14	3556	0 : 3	-
508000	3	0.01	1,524,000	0.26	3556	0 : 3	-
508254	3	0.01	1,524,762	0.26	3556	0 : 3	-
					3556	1 : 15	21,336
					1	629 : 2383	629
TOTAL	26,872	100	588,821,784	100			8,474,577

Please Note : 1 (One) lot of 3556 shares have been allotted to All the Applicants from Serial No. 313 to 342 in the ratio of 1:15 (All these categories have been moved at the end for easy reference)

Please Note : 1 additional Share has be allotted to 629 Allottees from amongst 2383 Successful Allottees from all the categories (Serial No. 1 to 342) in the ratio of 629 : 2383

D. Allotment to QIBs (excluding Anchor investors) (After Technical Rejections)

Allotment to QIBs (excluding Anchor investors), who have bid at the Issue Price of ₹ 59 per Equity Share or above, has been done on a proportionate basis in consultation with the Designated stock exchange, being NSE. This category has been subscribed to the extent of 178.11 times of Net QIB Portion. As per the SEBI (ICDR) Regulation, Mutual Funds were allotted 5% of the Equity Shares of Net QIB portion available i.e., 847,458 Equity Shares and other QIBs and unsatisfied demand of Mutual Funds were allotted the remaining available Equity Shares i.e., 16,101,694 Equity Shares on a proportionate basis. The total number of Equity Shares allotted in the QIB category is 16,949,152 Equity Shares, which were allotted to 134 successful Applicants.

Category	AIF	IC	FI	FIIs/FPIs	MFs	OTHs	Total
QIB	-	649,080	7,015,512	3,594,994	1,868,280	3,821,286	16,949,152

E. Allotment to Anchor Investors (After Technical Rejections)

The Company in consultation with the BRLMs, has allocated 25,423,728 Equity Shares to 15 Anchor Investors (through 20 Anchor Applications) at the Anchor Investor Issue Price of ₹ 59 per Equity Share in accordance with the SEBI ICDR Regulations. This represents 60% of the QIB Portion.

Category	MFs	ICs	AIFs	FPI/FIIs	NBFC	Total
Anchor	15,253,716	2,542,511	847,569	5,932,363	847,569	25,423,728

The IPO committee of our Company at its meeting held on October 12, 2022 has taken on record the basis of allotment of Equity Shares approved by the Designated Stock Exchange, being NSE and has allotted the Equity Shares to various successful applicants. The Allotment Advice Cum Refund Intimation has been dispatched to the address of the investors as registered with the depositories. Further, instructions to the SCSBs have been issued for unblocking of funds and transfer to the Public Issue Account on October 13, 2022 and the payments to non-syndicate brokers have been issued on October 13, 2022,. In case the same is not received within ten days, investors may contact the Registrar to the Issue at the address given below. The Equity Shares allotted to the successful allottees were uploaded and credited into their respective beneficiary accounts on October 13,2022. The Company has received the listing and trading approval from NSE and BSE, and trading is expected to commence on or about October 17 , 2022.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus.

INVESTORS PLEASE NOTE

These details of the Allotment made shall be hosted on the website of Registrar to the Issue, KFin Technologies Limited at www.kfintech.com.

All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the first/ sole applicant, serial number of the ASBA form, number of Equity Shares bid for, name of the Member of the Syndicate, place where the bid was submitted and payment details at the address given below:

KFINTECH

KFin Technologies Limited
(Formerly known as KFin Technologies Private Limited)
Selenium Tower-B, Plot 31 & 32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad - 500 032 Telangana, India; **Tel:** +91 40 6716 2222; **E-mail:** emil.ipo@kfintech.com
Investor Grievance E-mail: einward.ris@kfintech.com; **Website:** www.kfintech.com; **Contact person:** M Murali Krishna
SEBI Registration No.: INR000000221

For **ELECTRONICS MART INDIA LIMITED**
On behalf of the Board of Directors
Sd/-

Place: Hyderabad
Date: October 14, 2022
Company Secretary & Compliance Officer

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES ON LISTING OR THE BUSINESS PROSPECTS OF ELECTRONICS MART INDIA LIMITED.

ELECTRONICS MART INDIA LIMITED has filed the Prospectus dated October 10, 2022 with the RoC and thereafter with Securities and Exchange Board of India (**"SEBI"**) and the NSE and BSE. The Prospectus is available on the website of the SEBI at www.sebi.gov.in as well as on the websites of the book running lead managers, Anand Rathi Advisors Limited, IIFL Securities Limited and JM Financial Limited at www.rathi.com, www.iiflcap.com and www.jmfl.com, respectively, the website of the National Stock Exchange of India Limited at www.nseindia.com and the website of the BSE Limited at www.bseindia.com, respectively. Any potential investor should note that investment in equity shares involves a high degree of risk and for details relating to such risks, see "Risk Factors" on page 27 of the Prospectus.

This announcement does not constitute an offer of securities for sale in any jurisdiction, including the United States, and any securities described in this announcement may not be offered or sold in the United States absent registration under the U.S. Securities Act or an exemption from such registration. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from the issuer or the selling security holder and that will contain detailed information about the Company and management, as well as financial statements. No offering or sale of securities in the United States is contemplated.

CONCEPT

24 x 50 cm