



LATENT VIEW ANALYTICS LIMITED

Our Company was incorporated as Latent View Analytics Private Limited on January 3, 2006, at Chennai, Tamil Nadu as a private limited company under the Companies Act, 1956, pursuant to a certificate of incorporation issued by the Registrar of Companies, Tamil Nadu at Chennai. Our Company was converted into a public limited company pursuant to a special resolution passed by our Shareholders at the EGM held on June 18, 2021, and the name of our Company was changed to Latent View Analytics Limited. A fresh certificate of incorporation consequent upon conversion to a public limited company was issued by the Registrar of Companies, Tamil Nadu at Chennai on July 16, 2021. For details of change in name and Registered Office of our Company, see "History and Certain Corporate Matters" on page 157 of the Prospectus
Registered and Corporate Office: 5th Floor, Neville Tower, Unit 6,7 and 8, Ramanujan IT City, Rajiv Gandhi Salai, Taramani, Chennai- 600113, Tamil Nadu, India; **Tel:** +91 044 4344 1700; **Website:** www.latentview.com; **Contact Person:** Kesavan VR, Company Secretary and Compliance Officer; **E-mail:** investorcare@latentview.com; **Corporate Identity Number:** U72300TN2006PLC058481

OUR PROMOTERS: ADUGUDI VISWANATHAN VENKATRAMAN AND PRAMADWATHI JANDHYALA

Our Company has filed the Prospectus dated November 17, 2021 with the Registrar of Companies, (the "Prospectus") and the Equity Shares are proposed to be listed on the BSE Limited ("BSE") and the National Stock Exchange of India Limited ("NSE") and the trading will commence on November 23, 2021.

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFER OF 30,489,362 EQUITY SHARES OF FACE VALUE OF ₹1 EACH ("EQUITY SHARES") OF LATENT VIEW ANALYTICS LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ 197 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 196 PER EQUITY SHARE) ("OFFER PRICE") AGGREGATING TO ₹ 6,000.00 MILLION (THE "OFFER") COMPRISING A FRESH ISSUE OF 24,093,423 EQUITY SHARES AGGREGATING TO ₹ 4,740.00 MILLION BY OUR COMPANY (THE "FRESH ISSUE") AND AN OFFER FOR SALE OF 6,395,939 EQUITY SHARES AGGREGATING TO ₹ 1,260.00 MILLION BY THE SELLING SHAREHOLDERS (THE "OFFER FOR SALE") COMPRISING 3,053,077 EQUITY SHARES AGGREGATING TO ₹ 601.45 MILLION BY ADUGUDI VISWANATHAN VENKATRAMAN ("THE PROMOTER SELLING SHAREHOLDER"), 1,193,884 EQUITY SHARES AGGREGATING TO ₹ 235.20 MILLION BY GOPINATH KOTESWARAN, 1,776,652 EQUITY SHARES AGGREGATING TO ₹ 350.00 MILLION BY RAMESH HARIHARAN, 196,334 EQUITY SHARES AGGREGATING TO ₹ 38.68 MILLION BY SUBRAMANIAN RAMACHANDRAN, 60,420 EQUITY SHARES AGGREGATING TO ₹ 11.90 MILLION BY DIVYA BALAKRISHNAN, 58,268 EQUITY SHARES AGGREGATING TO ₹ 11.48 MILLION BY RAJKUMAR KALIYAPERUMAL, 37,316 EQUITY SHARES AGGREGATING TO ₹ 7.35 MILLION BY PRIYA BALAKRISHNAN, 19,988 EQUITY SHARES AGGREGATING TO ₹ 3.94 MILLION BY NAVIN LOGANATHAN (GOPINATH KOTESWARAN, RAMESH HARIHARAN, SUBRAMANIAN RAMACHANDRAN, DIVYA BALAKRISHNAN, RAJKUMAR KALIYAPERUMAL, PRIYA BALAKRISHNAN, AND NAVIN LOGANATHAN TOGETHER, REFERRED TO AS THE "OTHER SELLING SHAREHOLDERS, AND TOGETHER WITH THE PROMOTER SELLING SHAREHOLDER, REFERRED TO AS THE "SELLING SHAREHOLDERS" AND SUCH EQUITY SHARES, THE "OFFERED SHARES"). THE OFFER CONSTITUTES 15.41 % OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THE OFFER INCLUDED A RESERVATION OF 337,078 EQUITY SHARES AGGREGATING TO ₹ 60.00 MILLION (CONSTITUTING 0.17% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL), FOR SUBSCRIPTION BY ELIGIBLE EMPLOYEES (THE "EMPLOYEE RESERVATION PORTION"). THE OFFER LESS THE EMPLOYEE RESERVATION PORTION IS HEREINAFTER REFERRED TO AS "NET OFFER". THE OFFER AND NET OFFER CONSTITUTES 15.41% AND 15.24%, RESPECTIVELY, OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. OUR COMPANY IN CONSULTATION WITH THE BRLMs, OFFERED A DISCOUNT OF ₹ 19 OF THE ISSUE PRICE TO ELIGIBLE EMPLOYEES BIDDING IN THE EMPLOYEE RESERVATION PORTION ("EMPLOYEE DISCOUNT").

**OFFER PRICE: ₹ 197 PER EQUITY SHARE
OF FACE VALUE OF ₹1 EACH
ANCHOR INVESTOR OFFER PRICE: ₹ 197 PER EQUITY SHARE
THE OFFER PRICE IS 197 TIMES THE FACE VALUE**

Risks to Investors

- The 3 BRLMs associated with the Offer have handled 50 public issues in the past 3 years, out of which 19 issues closed below the offer price on the listing date.
- The Price/Earnings ratio based on diluted EPS (consolidated) for Fiscal 2021 for our Company at the Offer Price is 38.63.
- Average cost of acquisition of Equity Shares held by the Selling Shareholders namely Adugudi Viswanathan Venkatraman, Gopinath Koteswaran, Ramesh Hariharan, Subramanian Ramachandran, Divya Balakrishnan, Rajkumar Kaliyaperumal, Priya Balakrishnan, Navin Loganathan is ₹ 0.004, ₹ 2.38, Nil*, ₹ 6.29, ₹ 6.29, ₹ 6.29, ₹ 6.29, ₹ 6.29 respectively and Offer Price is ₹ 197 per Equity Share.
- Weighted Average Return on Net Worth for Fiscals 2021, 2020, 2019 is 21.15%.

**Average cost for acquisition per equity share is NIL as the Selling Shareholder has acquired share via transfer, ESOP or bonus issue of shares in ratio of 15:1 in the year 2010 and in the ratio 20:1 in the year 2021.*

**BID/ OFFER PERIOD: OPENED ON:
WEDNESDAY, NOVEMBER 10, 2021
CLOSED ON : FRIDAY, NOVEMBER 12, 2021
ANCHOR INVESTOR BIDDING DATE WAS :
TUESDAY, NOVEMBER 9, 2021**

The Offer has been made through the Book Building Process, in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 31 of the SEBI ICDR Regulations and in compliance with Regulation 6(2) of the SEBI ICDR Regulations, wherein not less than 75 % of the Net Offer was available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company and the Selling Shareholders, in consultation with the BRLMs, allocated 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("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 Anchor Investor Allocation Price. Further, 5% of the QIB Portion (excluding Anchor Investor Portion) ("Net QIB Portion") was available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion was available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids having been received at or above the Offer Price. However, if the aggregate demand from Mutual Funds was less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion were added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not more than 15% of the Net Offer was available for allocation on a proportionate basis to Non-Institutional Bidders and not more than 10% of the Net Offer was available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids having been received at or above the Offer Price. Further, Equity Shares was allocated on a proportionate basis to Eligible Employees applying under the Employee Reservation Portion, subject to valid Bids having been received from them at or above the Offer Price. All potential Bidders (except Anchor Investors) were required to mandatorily utilize the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts were blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors were not permitted to participate in the Offer through the ASBA process. For details, see "Offer Procedure" beginning on page 301 of the Prospectus.

The bidding for Anchor Investor opened and closed on November 9, 2021. The company received 34 applications from 22 anchor investors for 1,44,17,504 equity shares. The Anchor investor price was finalized at ₹ 197 per Equity Share. A total of 1,35,53,898 shares were allocated under the Anchor Investor Portion aggregating to ₹ 2,67,01,17,906.00.

The Offer received 33,83,190 applications for 5,66,84,42,596 Equity Shares (prior to technical rejections) resulting in 185,9154 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	33,56,670	33,73,28,432	30,15,228	111,8749	66,46,66,17,456.00
B.	HNI	19,425	3,95,99,68,144	45,22,842	875,5486	7,80,10,78,90,760.00
C.	Employee	6,862	13,56,296	3,37,078	4,0237	24,17,72,188.00
D.	QIB	199	1,35,53,72,220	90,60,316	149,5944	2,67,00,83,27,340.00
E.	Anchor Investors	34	1,44,17,504	1,35,53,898	1,0637	2,84,02,48,288.00
	TOTAL	33,83,190	5,66,84,42,596	3,04,89,362	185,9154	11,16,66,48,56,032.00

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.	190	42,45,284	0.07	42,45,284	0.07
2.	191	4,73,176	0.01	47,18,460	0.08
3.	192	4,52,656	0.01	51,71,116	0.09
4.	193	57,67,776	0.01	57,48,792	0.10
5.	194	5,78,740	0.01	63,27,532	0.11
6.	195	28,12,304	0.05	91,39,836	0.16
7.	196	21,05,276	0.04	1,12,45,112	0.20
8.	197	5,42,34,63,968	94.57	5,43,47,09,080	94.77
9.	9,999	29,99,74,432	5.23	5,73,46,83,512	100.00
	TOTAL	5,73,46,83,512	100.00		

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange, being the BSE on November 17, 2021.

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

The Basis of Allotment to the Retail Individual Bidders, who have placed bid at the Cut-Off Price or at the Offer Price of ₹ 197 per Equity Share, was finalized in consultation with the BSE. This category has been subscribed to the extent of 106,0914 times. The total number of Equity Shares Allotted in Retail Portion is 30,15,228 Equity Shares to 39,674 successful Retail Individual Bidder. 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
76	28,64,074	89.88	21,76,69,624	68.05	76	3:241	27,10,008
152	1,66,324	5.22	2,52,81,248	7.90	76	3:241	1,57,396
228	49,556	1.56	1,12,98,768	3.53	76	3:241	46,892
304	23,019	0.72	69,97,776	2.19	76	3:241	21,812
380	18,566	0.58	70,55,080	2.21	76	3:241	17,556
456	9,161	0.29	41,77,416	1.31	76	3:241	8,664
532	8,674	0.27	46,14,568	1.44	76	3:241	8,208
608	2,927	0.09	17,79,616	0.56	76	3:241	2,736
684	1,837	0.06	12,56,508	0.39	76	3:241	1,748
760	7,953	0.25	60,44,280	1.89	76	3:241	7,524
836	1,436	0.05	12,00,496	0.38	76	3:241	1,368
912	2,245	0.07	20,47,440	0.64	76	3:241	2,128
988	30,837	0.97	3,04,66,956	9.52	76	3:241	29,184
	4016 Allottees from Serial no 2 to 13 Additional 1(One) share					4:4016	4
TOTAL	31,86,609	100.00	31,98,89,776	100.00			30,15,228

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

The Basis of Allotment to the Non-Institutional Bidders, who have placed bid at the Offer Price of ₹ 197 per Equity Share, was finalized in consultation with the BSE. The Non-Institutional Portion has been subscribed to the extent of 867,8118 times. The total number of Equity Shares Allotted in this category is 45,22,842 Equity Shares to 4,310 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 Bidder	Ratio	Total No. of Equity Shares allotted
1,064	4,694	25.08	49,94,416	0.13	76	76:4694	5,776
1,140	1,060	5.66	12,08,400	0.03	76	18:1060	1,368
1,216	297	1.59	3,61,152	0.01	76	5:297	380
1,292	182	0.97	2,35,144	0.01	76	3:182	228
1,368	136	0.73	1,86,048	0.00	76	3:136	228
1,444	86	0.46	1,24,184	0.00	76	2:86	152
1,520	783	4.18	11,90,160	0.03	76	18:783	1,368
1,596	195	1.04	3,11,220	0.01	76	5:195	380
5,244	15	0.08	78,660	0.00	76	1:15	76
5,320	114	0.61	6,06,480	0.02	76	9:114	684
5,396	20	0.11	1,07,920	0.00	76	2:20	152
5,472	25	0.13	1,36,800	0.00	76	2:25	152
5,548	30	0.16	1,66,440	0.00	76	2:30	152
5,624	21	0.11	1,18,104	0.00	76	2:21	152
5,700	64	0.34	3,64,800	0.01	76	5:64	380
5,776	18	0.10	1,03,968	0.00	76	1:18	76
11,096	9	0.05	99,864	0.00	76	1:9	76
11,172	7	0.04	78,204	0.00	76	1:7	76
11,248	3	0.02	33,744	0.00	76	1:3	76
11,324	3	0.02	33,972	0.00	76	1:3	76
11,400	87	0.46	9,91,800	0.03	76	15:87	1,140
11,476	7	0.04	80,332	0.00	76	1:7	76
11,552	5	0.03	57,760	0.00	76	1:5	76
11,628	13	0.07	1,51,164	0.00	76	2:13	152
12,388	8	0.04	99,104	0.00	76	2:8	152
12,464	6	0.03	74,784	0.00	76	1:6	76
2,56,728	1	0.01	2,56,728	0.01	298	1:1	298
2,58,324	1	0.01	2,58,324	0.01	298	1:1	298
2,58,400	2	0.01	5,16,800	0.01	298	1:1	596
2,58,856	1	0.01	2,58,856	0.01	298	1:1	298
2,58,932	1	0.01	2,58,932	0.01	298	1:1	298
2,64,024	1	0.01	2,64,024	0.01	304	1:1	304
2,70,560	1	0.01	2,70,560	0.01	312	1:1	312
2,71,624	1	0.01	2,71,624	0.01	313	1:1	313
2,72,460	1	0.01	2,72,460	0.01	314	1:1	314
2,74,056	1	0.01	2,74,056	0.01	316	1:1	316
2,75,120	1	0.01	2,75,120	0.01	317	1:1	317
2,76,944	1	0.01	2,76,944	0.01	319	1:1	319
2,79,148	4	0.02	11,16,592	0.03	322	1:1	1,288
2,79,300	2	0.01	5,58,600	0.01	322	1:1	644
2,86,140	1	0.01	2,86,140	0.01	330	1:1	330
2,86,216	1	0.01	2,86,216	0.01	330	1:1	330
2,86,748	1	0.01	2,86,748	0.01	330	1:1	330
27,91,860	2	0.01	55,83,720	0.14	3,217	1:1	6,434
27,92,240	1	0.01	27,92,240	0.07	3,218	1:1	3,218
28,00,600	8	0.04	2,24,04,800	0.57	3,227	1:1	25,816
29,44,164	1	0.01	29,44,164	0.08	3,393	1:1	3,393
29,44,240	1	0.01	29,44,240	0.08	3,393	1:1	3,393
30,45,320	1	0.01	30,45,320	0.08	3,509	1:1	3,509
30,45,624	19	0.10	5,78,66,856	1.47	3,510	1:1	66,690
30,45,700	1	0.01	30,45,700	0.08	3,510	1:1	3,510
30,53,300	5	0.03	1,52,66,500	0.39	3,518	1:1	17,590
30,97,380	1	0.01	30,97,380	0.08	3,569	1:1	3,569
31,97,928	1	0.01	31,97,928	0.08	3,685	1:1	3,685
32,07,048	1	0.01	32,07,048	0.08	3,696	1:1	3,696
32,98,400	1	0.01	32,98,400	0.08	3,801	1:1	3,801
32,99,464	5	0.03	1,64,97,320	0.42	3,802	1:1	19,010
33,13,296	1	0.01	33,13,296	0.08	3,818	1:1	3,818
33,24,848	1	0.01	33,24,848	0.08	3,831	1:1	3,831
35,35,520	2	0.01	70,71,040	0.18	4,074	1:1	8,148
35,49,200	1	0.01	35,49,200	0.09	4,090	1:1	4,090
35,53,228	3	0.02	1,06,59,684	0.27	4,094	1:1	12,282
35,53,304	1	0.01	35,53,304	0.09	4,095	1:1	4,095
36,61,984	1	0.01	36,61,984	0.09	4,220	1:1	4,220
37,66,484	1	0.01	37,66,484	0.10	4,340	1:1	4,340
38,07,068	38	0.20	14,46,68,584	3.69	4,387	1:1	1,66,706
74,61,908	1	0.01	74,61,908	0.19	8,598	1:1	8,598
75,12,676	12	0.06	9,01,52,112	2.30	8,656	1:1	1,03,872
75,12,752	2	0.01	1,50,25,504	0.38	8,656	1:1	17,312
75,24,000	2	0.01	1,50,48,000	0.38	8,669	1:1	17,338

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