

**B.A.G. Convergence Limited**

(formerly known as B.A.G. Convergence Private Limited)  
CIN: L22121DL2007PLC161935  
**Corporate Office:** FC-23, Sector 16A, Film City, Noida - 201301, U.P.  
Tel. : 0120 6354200  
E-mail : info@bagconvergence.in  
Website : www.bagconvergence.in

BCL/NSE/CA/11/2026-27

May 15, 2026

To

**The Listing Department**

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor, 'G' Block,

Bandra Kurla Complex,

Bandra (East) Mumbai 400051

**Ref: Symbol: BAGDIGITAL;**

**Subject: Submission of Monitoring Agency Report for the Half Year Ended On March 31, 2026.**

Respected Sir/Madam,

Pursuant to Regulation 32(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with Regulation 41(4) of the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, we hereby enclosing the Monitoring Agency Report for the half year ended on March 31, 2026, in respect of utilization of the proceeds raised through issuance of equity shares by way of Initial Public Offer (IPO) of the Company, as received from the Monitoring Agency, Acuite Rating and Research Limited on May 15, 2026.

The above information is also available on the website of the Company <https://bagconvergence.in/>

Kindly take on your records and acknowledge the same.

Thanking You,

Yours Faithfully,

**For B.A.G. Convergence Limited**

**Kriti Jain**

**Company Secretary & Compliance Officer**

Encl: a/a

## Report of the Monitoring Agency (MA)

<b>Name of the issuer</b>	: B.A.G. Convergence Limited
<b>For quarter ended</b>	: H2-FY2025-26
<b>Name of the Monitoring Agency</b>	: Acuite Ratings and Research Limited
<b>(a) Deviation from the objects</b>	: No Deviation is observed.
<b>(b) Range of Deviation</b>	: Not Applicable
<b>(c) Any other material fact to be highlighted</b>	: None

### Declaration:

We declare that this report provides an objective view of the utilization of the issue proceeds in relation to the objects of the issue based on the information provided by the Issuer and information obtained from sources believed by it to be accurate and reliable. The MA does not perform an audit and undertakes no independent verification of any information/ certifications/ statements it receives. This Report is not intended to create any legally binding obligations on the MA which accepts no responsibility, whatsoever, for loss or damage from the use of the said information. The views and opinions expressed herein do not constitute the opinion of MA to deal in any security of the Issuer in any manner whatsoever. Nothing mentioned in this report is intended to or should be construed as creating a fiduciary relationship between the MA and any issuer or between the agency and any user of this report. The MA and its affiliates also do not act as an expert as defined under Section 2(38) of the Companies Act, 2013.

The MA or its affiliates may have credit rating or other commercial transactions with the entity to which the report pertains and may receive separate compensation for its ratings and certain credit-related analyses. We confirm that there is no conflict of interest in such relationship/interest while monitoring and reporting the utilization of the issue proceeds by the issuer, or while undertaking credit rating or other commercial transactions with the entity.

We have submitted the report herewith in line with the format prescribed by SEBI, capturing our comments, where applicable. There are certain sections of the report under the title "Comments of the Board of Directors", that shall be captured by the Issuer's Management / Audit Committee of the Board of Directors subsequent to the MA submitting their report to the issuer and before dissemination of the report through stock exchanges. These sections have not been reviewed by the MA, and the MA takes no responsibility for such comments of the issuer's Management/Board.

**Vikas Y** Digitally signed  
by Vikas Y  
Mishra  
**Mishra** Date: 2026.05.15  
18:15:37 +05'30'

### Signature:

Vikas Mishra  
Deputy Vice President - Process Excellence

Report Date: May 15, 2026

## 1. Issuer Details:

**Name of the issuer** : B.A.G. Convergence Limited

**Names of the promoter:**

**Promoters**

Ms. Anuradha Prasad Shukla

**Industry/sector to which it belongs** : Digital Entertainment / Media Entertainment and Publication

## 2. Issue Details:

**Issue Period** : September 30, 2025 to October 03, 2025

**Type of issue** : Public Issue

**Type of specified securities** : Equity Shares

**IPO Grading, if any** : Not applicable

**Issue size** : INR 48.72 Cr.

### 3. Details of the arrangement made to ensure the monitoring of issue proceeds

Particulars	Reply from the issuer	Source of information/ certifications considered by Monitoring Agency for preparation of report	Comments of the Monitoring Agency	Comments the Board of Directors
1. Whether all utilization is as per the disclosures in the Offer Document?	Yes	Documents provided by the issuer: including Fixed Deposit Certificates, Bank Statements, invoices and Independent Auditors Certificate etc.	No. For details, please refer comments of MA in section 4.ii of the report against objects 1, 3 and 4	The Company have utilized the funds strictly as per the implementation. Although there were some delays in the implementation in some of the heads of spending mentioned in section 4(ii) below.
2. Whether shareholder approval has been obtained in case of material deviations from expenditures disclosed in the Offer Document?	Not Applicable		Material deviation is not observed.	There are no Deviation or Variations in the utilisation of issue proceeds from the object stated in the Prospectus.
3. Whether the means of finance for the disclosed objects of the issue has changed?	Not Applicable		No change is observed.	No comments
4. Is there any major deviation observed over the earlier monitoring agency reports?	Not Applicable		The issuer has not appointed any other Monitoring Agency to monitor utilization of these objects.	No Applicable
5. Whether all Government/statutory approvals related to the object(s) have been obtained?	No		Government / Statutory approval is not required for objects.	No comments
6. Whether all arrangements pertaining to technical assistance/collaboration are in operation?	Not Applicable		Arrangement pertaining to technical assistance / collaboration is not required with reference to the objects.	Not Applicable

7. Are there any favorable events improving the viability of these object(s)?	There is no event affecting the viability of these objects.		No favorable event is observed that may improve the viability of these objects.	No comments
8. Are there any unfavorable events affecting the viability of the object(s)?	There is no event affecting the viability of these objects.		No unfavorable event is observed affecting the viability of these objects.	No comments
9. Is there any other relevant information that may materially affect the decision making of the investors?	Not Applicable		No relevant information is evident that may materially affect the decision making of the investors.	No comments

#### 4. Details of object(s) to be monitored:

##### i. Cost of object(s)

Sr. No.	Item Head	Source of information / certifications considered by Monitoring Agency for preparation of report	Original cost (as per the Offer Document) [INR Cr.]	Revised Cost	Comments of the Monitoring Agency	Comments of the Board of Directors		
						Reason of Cost revision	Proposed financing option	Particulars of firm arrangement
1	Expansion of Existing Business	Documents provided by the issuer: including Fixed Deposit Certificates, Bank Statements and Independent Auditors Certificate etc.	13.49	-	No change is observed.	No	No	Not Applicable
2	Acquisition / Production of Content		13.29	-	No change is observed.	No	No	Not Applicable
3	Brand building expenses		5.00	-	No change is observed.	No	No	Not Applicable
4	General Corporate Purposes		12.14	-	No change is observed.	No	No	Not Applicable
5	Issue Related Expenses		4.80	-	No change is observed.	No	No	Not Applicable
	<b>Total</b>		<b>48.72</b>					

ii. Progress in the object(s) –

Sr. No.	Item Heads	Source of information / certifications considered by the Monitoring Agency for the preparation of report	Amount as proposed in the Offer Document [INR Cr.]	Amount raised [INR Cr.]	Amount utilized [INR Cr.]			Total unutilized amount [INR Cr.]	Comments of the Monitoring Agency	Comments of the Issuer's Board of Directors	
					As at beginning of the half year ended March 2026	During the half year ended March 2026	At the end of the half year ended March 2026			Reasons for idle funds	Proposed course of action
1	Expansion of Existing Business	Documents provided by the issuer: including Fixed Deposit Certificates, Bank Statements, invoices Independent Auditors Certificate issued by M/s Joy Mukherjee & Associates.	13.49	13.49	-	3.47	3.47	10.02	As per the Prospectus, INR 5.20 crores were proposed for utilisation by March 31, 2026, towards stated object.	The Company have deferred the spending on expansion of existing business due to escalated international tensions in middle east. Also the projects for which recruitment of manpower was supposed to be done in FY 2025-26 have been deferred to FY 2026-27 as the returns expected from the project is not visible as per projections.	There is complete visibility of returns on the investment in the manpower for projects in FY 2026-27. So company will utilise the unspent amount in the coming FY. Also The company is looking to acquire computers, servers and software which is coming from the route of. Middle east through local vendor as as mentioned in prospectus in coming FY 2026-27
2	Acquisition / Production of Content		13.29	13.29	-	10.37	10.37	2.92	No Comments	No comments	No comments
3	Brand building expenses		5.00	5.00	-	-	-	5.00	As per the Prospectus, INR 2.50 crores were proposed for utilisation by March 31, 2026, towards stated object.	The Company still is in process of finalising the marketing and branding Campaign as per the implementation schedule mentioned in the Prospectus. The campaign is	The company is to kick start the campaign of Marketing & branding as mentioned in prospectus in the FY 2026-27

											delayed as the requisite return on the campaign was not visible in FY 2025-26. Now the company got the clarity & committed to start campaign in this FY 2026-27.	
4	General Corporate Purposes		12.14	12.14	-	5.99	5.99	6.14	As per the Prospectus, INR 7.28 crores were proposed for utilisation by March 31, 2026, towards stated object.	The Company will spend unutilized amount in the upcoming quarters of the FY 2026-27.	The company will utilise the unspent amount in the coming quarters of FY 2026-27	
5	Issue Related Expenses		4.80	4.80		4.73	4.73	0.07	No Comments	No comments	No Comments	
	<b>Total</b>		<b>48.72</b>	<b>48.72</b>	<b>-</b>	<b>24.56</b>	<b>24.56</b>	<b>24.16</b>	INR 24.04 Cr. are deployed as Fixed Deposits and INR 0.12 crores are maintained with HDFC Bank monitoring account.			

iii. **Deployment of unutilised IPO Proceeds:**

Sr. No.	Type of instrument and name of the entity invested in	Amount invested (INR)	Maturity date	Earning (INR)	Return on Investment (%)	Market Value as at the end of half-year (INR)
1	FD with HDFC Bank - 50301248120576	1,50,00,000.00	May 24, 2026	3,03,472.60	5.47	1,50,00,000.00
2	FD with HDFC Bank - 50301248122582	2,00,00,000.00	November 27, 2026	4,60,109.59	6.22	2,00,00,000.00
3	FD with HDFC Bank - 50301248123612	2,00,00,000.00	November 27, 2026	4,60,109.59	6.22	2,00,00,000.00
4	FD with HDFC Bank - 50301248125032	3,00,00,000.00	November 27, 2026	6,90,164.38	6.22	3,00,00,000.00
5	FD with HDFC Bank - 50301248129452	2,00,00,000.00	November 27, 2026	4,60,109.59	6.22	2,00,00,000.00
6	FD with HDFC Bank – 50301248130871	3,00,00,000.00	November 27, 2026	6,90,164.38	6.22	3,00,00,000.00
7	FD with HDFC Bank - 50301248134350	2,00,00,000.00	June 06, 2026	4,04,630.14	5.47	2,00,00,000.00
8	FD with HDFC Bank – 50301248135811	4,00,00,000.00	November 29, 2026	9,20,219.18	6.22	4,00,00,000.00
9	FD with HDFC Bank – 50301248139247	2,00,00,000.00	November 27, 2026	4,60,109.59	6.22	2,00,00,000.00
10	FD with HDFC Bank – 50301248139629	2,00,00,000.00	November 27, 2026	4,60,109.59	6.22	2,00,00,000.00
11	FD with HDFC Bank – 50301248140159	35,00,000.00	May 27, 2026	70,810.27	5.47	35,00,000.00
12	FD with HDFC Bank – 50301266716814	5,00,000.00	December 23, 2026	8,561.64	6.25	5,00,000.00
13	FD with HDFC Bank – 50301266717895	5,00,000.00	December 24, 2026	8,520.55	6.22	5,00,000.00
14	FD with HDFC Bank – 50301266718909	5,00,000.00	December 25, 2026	8,520.55	6.22	5,00,000.00
15	FD with HDFC Bank – 50301266719875	2,00,000.00	December 26, 2026	3,408.22	6.22	2,00,000.00
16	FD with HDFC Bank – 50301266721741	2,00,000.00	December 28, 2026	3,408.22	6.22	2,00,000.00
	<b>Total</b>	<b>24,04,00,000.00</b>		<b>54,12,428.08*</b>		<b>24,04,00,000.00</b>

\* Interest on the fixed deposit is credited monthly to the company's current account; therefore, the Market value is shown at its original value of investment.

iv. **Delay in implementation of the object(s):** Not Applicable

Object(s)	Completion date		Delay As on 31 <sup>st</sup> March 2026	Comments of the Issuer's Board of Directors	
	As per the offer document	Actual		Reason for delay	Proposed course of action
-	-	-	-		

**5. Details of utilization of proceeds stated as General Corporate Purpose (GCP) amount in the offer document**

Sr. No.	Item Head	Amount (INR Cr.)	Source of information/certifications considered by Monitoring Agency for preparation of report	Comments of The Monitoring Agency	Comments of the Board of Directors
1	Payments to vendor	2.49	As per the documents provided by the issuer, including Bank Statements, invoices and Independent Auditors Certificate	No Comments	The Board of Directors are satisfied on the clarifications of the management on the spending of proceeds towards ordinary business expenses and Income Tax under the designated head of general corporate expenses
2	Tax payment	3.42			
3	Misc. expenses	0.08			
	<b>Total</b>	<b>5.99</b>			

**Disclaimer:**

- a) This Report is prepared by Acuite Ratings & Research Limited (hereinafter referred to as "Monitoring Agency/MA"). The MA has taken utmost care to ensure accuracy and objectivity while developing this Report based on the information provided by the Issuer and information obtained from sources believed by it to be accurate and reliable. The views and opinions expressed herein do not constitute the opinion of MA to deal in any security of the Issuer in any manner whatsoever.
- b) This Report has to be seen in its entirety; the selective review of portions of the Report may lead to inaccurate assessments. For the purpose of this Report, MA has relied upon the information provided by the management /officials/ consultants of the Issuer and third-party sources like statutory auditors appointed by the Issuer believed by it to be accurate and reliable.
- c) Nothing contained in this Report is capable or intended to create any legally binding obligations on the MA which accepts no responsibility, whatsoever, for loss or damage from the use of the said information. The MA is also not responsible for any errors in transmission and specifically states that it, or its directors, employees do not have any financial liabilities whatsoever to the users of this Report.
- d) The MA and its affiliates do not act as a fiduciary. The MA and its affiliates also do not act as an expert to the extent defined under Section 2(38) of the Companies Act, 2013. While the MA has obtained information from sources it believes to be reliable, it does not perform an audit and undertakes no independent verification of any information/ certifications/ statements it receives from auditors, lawyers, chartered engineers or other experts, and relies on in its reports.
- e) The MA or its affiliates may have other commercial transactions with the entity to which the report pertains. As an example, the MA may rate the issuer or any debt instruments / facilities issued or proposed to be issued by the issuer that is subject matter of this report. The MA may receive separate compensation for its ratings and certain credit-related analyses, normally from issuers or underwriters of the instruments, facilities, securities or from obligors.



### **About Acuité Ratings & Research**

Acuité is a full-service Credit Rating Agency registered with the Securities & Exchange Board of India (SEBI). The company received RBI Accreditation as an External Credit Assessment Institution (ECAI) for Bank Loan Ratings under BASEL-II norms in the year 2012. Acuité has assigned ratings to various securities, debt instruments and bank facilities of entities spread across the country and across a wide cross section of industries. It has its Registered and Head Office in Kanjurmarg, Mumbai.