



QVC EXPORTS PRIVATE LIMITED

CIN: U27109WB2005PLC104672

QVC Exports Private Limited (the "Company") is incorporated on August 9, 2005 as a private limited company under the name and style of "QVC Exports Private Limited", under the Companies Act, 1956, pursuant to a certificate of incorporation issued by the Registrar of Companies, West Bengal at Kolkata. Further, the Company was converted into a public limited company pursuant to a resolution passed by its Shareholders in an Extraordinary General Meeting held on February 14, 2022 and consequently the name of the Company was changed to "QVC Exports Limited" and a fresh certificate of incorporation dated March 1, 2022 was issued by the Registrar of Companies, West Bengal at Kolkata. For details of change in Registered Office of the Company, please refer to the chapter titled "History and Certain Corporate Matters" on page 123 of the Prospectus.

Registered Office: 6th Floor, South City Business Park 770, EM Bypass, Anandapur, Adarsh Nagar, E.K.T. Kolkata-700 007, West Bengal, India. **Telephone:** +91 33 2419 7677. **Corporate Office (where books of accounts are maintained):** 2nd FR, Southern Avenue, Kalighat, Kolkata - 700 026, West Bengal, India. **Telephone:** +91 33 4948 6782. **E-mail:** info@qvcgroup.com. **Website:** www.qvcgroup.com. **Contact Person:** Khushboo Singh, Company Secretary and Compliance Officer

PROMOTERS OF OUR COMPANY: NILESH KUMAR SHARMA, MADHU SHARMA, PRITI SHARMA, MATASHREE MERCANTILE PRIVATE LIMITED AND UNITY VYAPAR PRIVATE LIMITED

The Issue is being made in accordance with Chapter IX of the SEBI (ICDR) Regulations (IPO of Small and Medium Enterprises) and the equity shares are proposed to be listed on Emerge Platform of National Stock Exchange of India Limited ("NSE EMERGE").

BASIS OF ALLOTMENT

PUBLIC OFFER OF ₹ 28,40,00,000 EQUITY SHARES OF FACE VALUE ₹ 10 EACH ("EQUITY SHARES") OF THE COMPANY FOR CASH AT A PRICE OF ₹ 86/- PER EQUITY SHARE (INCLUDING A SECURITIES PREMIUM OF ₹ 76/- PER EQUITY SHARE) ("THE OFFER PRICE"), AGGREGATING TO ₹ 2,40,62,00,000 LACS ("OFFER"), COMPRISING A FRESH ISSUE OF 20,49,60,000 EQUITY SHARES AGGREGATING TO ₹ 1,72,62,00,000 LACS ("THE FRESH ISSUE") AND AN OFFER FOR SALE OF 74,80,000 EQUITY SHARES BY MATASHREE MERCANTILE PRIVATE LIMITED ("THE SELLING SHAREHOLDER") ("OFFER FOR SALE") AGGREGATING TO ₹ 64,37,00,000 LACS, OUT OF WHICH 14,80,000 EQUITY SHARES AGGREGATING TO ₹ 1,21,80,00,000 LACS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION"). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. OFFER OF 35,57,00,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH AT AN OFFER PRICE OF ₹ 86/- PER EQUITY SHARE AGGREGATING TO ₹ 2,28,54,00,000 LACS IS HEREINAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER WILL CONSTITUTE 26.78% AND 25.43%, RESPECTIVELY OF THE POST OFFER PAID UP EQUITY SHARE CAPITAL OF THE COMPANY.

THE FACE VALUE OF THE EQUITY SHARE IS ₹10/- AND THE OFFER PRICE IS 8.60 TIMES OF THE FACE VALUE.

OFFER PROGRAMME

OFFER OPENED ON: WEDNESDAY, AUGUST 21, 2024

OFFER CLOSED ON: FRIDAY, AUGUST 23, 2024

Our Company has filed the Prospectus dated 15, 2024 with the Registrar of Companies, West Bengal at Kolkata (the "Prospectus"). The Equity Shares of the Company are proposed to be listed on the Emerge Platform of National Stock Exchange of India Limited (i.e., NSE EMERGE), in terms of the Chapter IX of the SEBI (ICDR) Regulations, 2018 as amended from time to time. Our Company has received an in-principle approval from NSE for the listing of the Equity Shares pursuant to letter dated July 25, 2024. NSE is the Designated Stock Exchange for the purpose of the Offer. The trading is proposed to be commenced on Wednesday, August 28, 2024 (Subject to receipt of listing and trading approvals from the NSE).

The Offer is being made under the Fixed Price process, the allocation in the Net Offer to the Public category is made pursuant to Regulation 253(2) of the SEBI (ICDR) Regulations, 2018, as amended from time to time, wherein a minimum of 50% of the Net Offer of shares to the Public is initially made available for allotment to Retail Individual Investors. The balance of Net Offer of shares to the public is made available for allotment to Individual Applicants other than Retail Individual Investors and other categories, including Corporate Bodies & Institutions respectively of number of shares applied for. If the Retail Individual Investors category is entitled to more than 50% of the Net Offer, they shall be allotted that higher percentage. Under subscription, if any category is entitled to more than 50% of the Net Offer, they shall be allotted that higher percentage. Such inter-se allocation, if any, would be affected in accordance with applicable laws, regulations and guidelines. All potential investors shall participate in the Offer only through an Application Supported by Blocked Amount ("ASBA") process including through UPI mode (as applicable) by providing details of the respective bank accounts and/or UPI IDs, in case of RIs, if applicable, which will be blocked by the Self Certified Syndicate Banks ("SCSBs") for the same.

SUBSCRIPTION DETAILS

The Offer has received 34142 applications for 135873400 Equity Shares (including the Market maker reservation portion) before technical rejections resulting in 484.88 times subscription. The details of the applications received in the issue (before and after technical rejections & withdrawals) are as follows:

Sr. No.	Category	Gross Applications		Technical Rejections		Valid Applications	
		No. of Applications received	No. of Equity Shares applied	No. of Applications received	No. of Equity Shares applied	No. of Applications received	No. of Equity Shares applied
1	Reserved for Market Makers	0	0	0	0	0	0
2	Retail Individual Investors	351221	56195360	4816	7705900	346406	55242400
3	Other than Retail Individual Investors	32660	79478400	396	2936000	32564	791848000
Total		384182	135873400	5212	10641600	378970	1314236800

The Shares available for allotment have been arrived in the proportion of the respective over subscription ratio of Retail Individual Investors and Other than Retail Individual Investors category. In view of the explanation provided under regulations 253(2) of the SEBI (ICDR) Regulations, 2018, the Retail Individual Investors category has applied for 41.7% and 58.33% by Other than Retail Individual Investors. Accordingly, we have derived the issue size for different categories.

In other than Retail Individual Investor Category, there was over subscription of 79478400 Equity Shares before technical rejection and 791848000 Equity Shares after technical rejection. In Retail Individual Investors Category there was over subscription of 56195360 Equity Shares before technical rejection and 55242400 Equity Shares after technical rejection. The Basis of Allocation was as follows:

A. Allotment to Market Maker (After Technical Rejections & Withdrawals)

The Basis of Allocation to the Market Maker, at the Offer Price of ₹ 86/- per Equity Share, was finalised in consultation with NSE. The category was subscribed by 1.00 time. The total number of shares allotted in this category is 148000 Equity Shares. The category-wise details of the Basis of Allocation are as under:

Total shares allotted to all the categories of applicants are 148000 Equity Shares. All category wise details of the ratio of allotment are as under:														
Sr. No.	No. of Shares applied for (Category wise)	No. of Shares received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Allocation per Applicant	Ratio of allotment to applicants	Number of successful applicants (after rounding)	% to total	Total No. of shares allocated/ allotted	% to total	Surplus/ Deficit (14/-7)	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
1	148000	1	100.00	148000	100.00	148000	148000.00	148000	1	1	100.00	148000	100.00	0.00
GRAND TOTAL	148000	1	100.00	148000	100.00	148000	148000.00	148000	1	1	100.00	148000	100.00	0.00

B. Allotment to Retail Individual Investors (After Technical Rejections & Withdrawals)

The Basis of Allocation to the Retail Individual Investors, at the Offer Price of ₹ 86/- per Equity Share, was finalised in consultation with NSE. The category was subscribed by 418.85 times. The total number of shares allotted in this category is 1329600 Equity Shares. The category-wise details of the Basis of Allocation are as under:

Sr. No.	No. of Shares applied for (Category wise)	Number of applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Allocation per Applicant		Ratio of allotment to applicants	Number of successful applicants (after rounding)	% to total	Total No. of shares allocated/ allotted	Surplus/ Deficit (14/-7)		
							Before Rounding off	After Rounding off							
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	
1	1600	349405	100.00	552426000	100.00	1329600	3.84	1600	1	417	831	100.00	1329600	100.00	0.00
GRAND TOTAL	1000	349405	100.00	552426000	100.00	1329600					831	100.00	1329600	100.00	0.00

C. Allotment Other than Retail Individual Investors (After Technical Rejections & Withdrawals)

The Basis of Allocation to the Other than Retail Individual Investors, at the Issue Price of ₹ 86/- per Equity Share, was finalised in consultation with NSE. Pursuant to Regulation 253(2) of the SEBI (ICDR) Regulations, 2018, the total number of shares allotted in this category is 1328000 Equity Shares. The category was subscribed by 596.27 times. The category-wise details of the Basis of Allocation are as under:

Annexure - II															
Details of the Number of Shares applied for and Allocation of Shares allocated in 68 Category 'S' - Leucosy Equary Shares. The category was subdivided by 2962 units. The Category was subdivided by 2962 units.															
Sr. No.	No. of Shares applied for (Category wise)	No. of Shares received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Allocation per Applicant	Ratio of allotment to applicants	Number of successful applicants (after rounding)	% to total	Total No. of shares allocated/ allotted	% to total	Surplus/ Deficit (14/-7)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	
1	3200	18241	53.91	5837200	7.38	798373	5.37	1600	61	18241	61	7.53	87000	7.56	-293.73
2	4800	2859	8.88	13867200	1.76	2325654	8.05	1600	15	2859	15	1.95	24000	1.81	1743.47
3	8400	1068	3.28	6835200	0.87	1146325	10.73	1600	9	1068	7	0.91	11200	0.85	-263.25
4	8000	1026	3.16	8208000	1.04	1376556	13.42	1600	9	1026	9	1.17	14400	1.09	634.46
5	9600	590	2.12	6624000	0.84	11109	0.16	1600	7	590	7	0.01	11200	0.05	-90.96
6	11200	1551	3.54	12891200	1.63	2161970	18.78	1600	14	1151	14	1.82	22400	1.69	780.31
7	12800	2177	6.69	27865600	3.52	46733.11	21.47	1600	29	2177	29	3.77	46400	3.50	-333.11
8	14400	507	1.56	7308000	0.93	12244.10	24.15	1600	8	507	8	1.04	12800	0.97	555.91
9	16000	46	0.15	1480000	0.17	2271.58	26.83	1600	14	849	14	1.82	22400	1.69	-381.56
10	17600	185	0.57	3296000	0.42	5460.81	29.52	1600	3	185	3	0.39	4800	0.37	-460.61
11	19200	161	0.50	3901200	0.40	5184.22	32.20	1600	3	161	3	0.39	4800	0.37	-384.22
12	20800	102	0.32	2121600	0.27	3558.12	34.88	1600	2	102	2	0.27	3200	0.24	-358.12
13	22400	213	0.66	471200	0.61	8001.73	37.57	1600	5	213	5	0.65	8000	0.61	-173.73
14	24000	324	1.00	7776000	0.99	13041.05	40.25	1600	8	324	8	1.04	12800	0.97	-241.05
15	25600	139	0.43	3558400	0.45	5967.76	42.93	1600	4	139	4	0.52	6400	0.49	-432.25
16	27200	91	0.28	252800	0.32	4242.37	45.82	1600	3	93	3	0.39	4800	0.37	-557.84
17	28800	126	0.39	3608800	0.46	6085.83	48.30	1600	4	126	4	0.52	6400	0.49	-314.16
18	30400	55	0.17	1672000	0.22	2804.10	50.98	1600	2	55	2	0.27	3200	0.24	-395.91
19	32000	227	0.70	7264000	0.92	12182.38	53.67	1600	8	227	8	1.04	12800	0.97	-617.63
20	33600	71	0.22	2385600	0.31	4000.87	56.35	1600	2	71	2	0.27	3200	0.24	-800.87
21	35200	61	0.19	2147200	0.28	3601.05	59.03	1600	2	61	2	0.27	3200	0.24	-401.05
22	36800	46	0.15	192800	0.21	2838.98	61.72	1600	2	46	2	0.27	3200	0.24	-381.03
23	38400	38	0.12	1459200	0.19	2447.21	64.40	1600	2	38	2	0.27	3200	0.24	-752.80
24	40000	119	0.37	4760000	0.61	7983.96	67.08	1600	6	119	5	0.65	8000	0.61	-76.00
25	41600	39	0.12	1622400	0.21	2720.92	69.77	1600	2	39	2	0.27	3200	0.24	-470.98
26	43200	54	0.17	2328000	0.30	3912.32	72.45	1600	2	54	2	0.27	3200	0.24	-712.32
27	44800	47	0.15	2105600	0.27	3531.28	75.13	1600	2	47	2	0.27	3200	0.24	-331.28
28	46400	27	0.09	1582000	0.16	2101.66	77.82	1600	1	27	1	0.14	1600	0.12	-561.66
29	48000	108	0.34	5194000	0.66	8694.04	80.50	1600	5	108	5	0.65	8000	0.61	-594.04
30	49600	43	0.14	2152800	0.27	3679.90	83.18	1600	2	43	2	0.27	3200	0.24	-376.90
31	51200	17	0.06	870400	0.11	1459.74	85.87	1600	1	17	1	0.14	1600	0.12	-140.77
32	52800	20	0.07	1056000	0.14	1771.01	88.55	1600	1	20	1	0.14	1600	0.12	-171.01
33	54400	41	0.13	2230400	0.29	3740.59	91.23	1600	2	41	2	0.27	3200	0.24	-540.59
34	56000	28	0.09	1568000	0.20	2629.68	93.92	1600	2	28	2	0.27	3200	0.24	-570.33
35	57600	59	0.19	2304000	0.41	5989.49	96.80	1600	4	59	4	0.52	6400	0.49	-700.58
36	59200	46	0.15	2172000	0.35	4567.06	99.28	1600	3	46	3	0.39	4800	0.37	-530.95
37	60800	18	0.06	1094400	0.14	1835.41	101.97	1600	1	18	1	0.14	1600	0.12	-235.41
38	62400	6	0.01	374400	0.05	627.91	104.85	1600	0	6	0	0.00	0	0.00	-627.91
39	64000	97	0.30	5280000	0.79	14111.38	107.33	1600	6	97	6	0.78	9600	0.73	-811.38
40	65600	7	0.03	496000	0.06	770.12	110.32	1600	0	7	0	0.00	0	0.00	-770.12
41	67200	51	0.16	2448000	0.31	5149.81	113.80	1600	3	51	3	0.52	6400	0.49	-583.51
42	68800	18	0.06	1238400	0.16	2078.91	115.38	1600	1	18	1	0.14	1600	0.12	-478.91
43	70400	7	0.03	496000	0.07	826.47	117.87	1600	1	7	1	0.14	1600	0.12	-773.54
44	72000	14	0.05	1008000	0.13	1890.51	120.75	1600	1	14	1	0.14	1600	0.12	-80.51
45	73600	17	0.06	1251200	0.16	2098.38	123.43	1600	1	17	1	0.14	1600	0.12	-498.38
46	75200	8	0.03	601800	0.08	1008.94	126.12	1600	1	8	1	0.14	1600	0.12	-581.07
47	76800	11	0.04	844800	0.11	1416.13	128.83	1600	1	11	1	0.14	1600	0.12	-673.87
48	78400	2	0.01	156800	0.02	262.97	131.48	1600	0	2	0	0.00	0	0.00	-262.97
49	80000	45	0.15	3680000	0.47	6179.17	134.17	1600	4	46	4	0.52	6400	0.49	-228.32
50	81600	20	0.07	1632000	0.21	2737.02	136.85	1600	2	20	2	0.27	3200	0.24	-462.99
51	83200	6	0.01	499200	0.07	837.21	139.53	1600	1	6	1	0.14	1600	0.12	-762.80
52	84800	9	0.03	763200	0.10	1279.98	142.22	1600	1	9	1	0.14	1600	0.12	-320.05
53	86400	1	0.01	320000	0.04	494.51	145.00	1600	0	1	0	0.00	0	0.00	-745.49
54	88000	27	0.09	2376000	0.30	3847.77	147.68	1600	2	27	2	0.27	3200	0.24	-747.77
55	89600	4	0.01	358400	0.05	601.07	150.27	1600	0	4	0	0.00	0	0.00	-601.07
56	91200	5	0.01	465600	0.06	764.76	152.95	1600	0	5	0	0.00	0	0.00	-764.76
57	92800	8	0.03	742400	0.10	1245.08	155.63	1600	1	8	1	0.14	1600	0.12	-354.93
58	94400	8	0.03	795200	0.10	1266.54	158.32	1600	1	8	1	0.14	1600	0.12	-333.47
59	96000	16	0.05	1536000	0.20	2503.01	161.00	1600	2	16	2	0.27	3200	0.24	-624.00
60	97600	11	0.04	1680000	0.21	2652.00	163.73	1600	1	11	1	0.14	1600	0.12	-567.73
61	99200	7	0.03	694400	0.09	1164.58	166.37	1600	1	7	1	0.14	1600	0.12	-435.45