



QVC EXPORTS LIMITED

CIN: U27109WB2005PLC104672

QVC Exports Limited (the "Company") was 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 the Shareholders of the Company held on February 14, 2022 and a consequent certificate of incorporation issued by the Registrar of Companies, West Bengal at Kolkata. The Company's registered office is at 2/F, 66, Southern Avenue, Kalighat, Kolkata - 700 029, West Bengal, India. Telephone: +91 33 4841 8732. Email: info@qvcexport.com. Website: www.qvcexport.com. Company Secretary: Mr. N. K. Chatterjee. (Please scan this QR Code to view the Prospectus)

PROMOTERS OF OUR COMPANY: NILESH KUMAR SHARMA, MADHU SHARMA, PRITI SHARMA, MATASHREE MERCANTILE PRIVATE LIMITED AND UNITY VYAPAAR PRIVATE LIMITED
 The issue is being made in accordance with Chapter IX of the SEBI (ICDR) Regulations (PO 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 27,86,400 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 ₹ 2,406.62 LACS ("OFFER"), COMPRISING A FRESH ISSUE OF 20,49,600 EQUITY SHARES AGGREGATING TO ₹ 1,762.66 LAKHS ("THE FRESH ISSUE") AND AN OFFER FOR SALE OF 7,36,800 EQUITY SHARES BY MATASHREE MERCANTILE PRIVATE LIMITED ("THE SELLING SHAREHOLDER") ("OFFER FOR SALE") AGGREGATING TO ₹ 643.97 LAKHS. OUT OF WHICH 1,40,800 EQUITY SHARES AGGREGATING TO ₹ 121.89 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION"). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION IS OFFER OF 65,57,600 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH AT AN OFFER PRICE OF ₹ 86/- PER EQUITY SHARE AGGREGATING TO ₹ 2,285.74 LAKHS IS HEREAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER WILL CONSTITUTE 26.76% 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 August 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 reserved an In-Principle approval from NSE for the listing of the Equity Shares pursuant to letter dated July 26, 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 through the Fixed Price process, the allocation in the Net Offer of the Public category is made pursuant to Regulation 23(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 the Net Offer of shares to the Public is made available for allotment to Individual Applicants other than Retail Individual Investors and other Investors, including Corporate Bodies. (Insofar as applicable) number of shares applied for. If the Retail Individual Investor category is notified to more than 50% on proportionate basis, they shall be allotted that higher percentage. Under subscription, if any of the categories, would be allowed to be met with spill-over from any of the other categories or a combination of categories at the discretion of our Company in consultation with the Lead Manager and the Designated Stock Exchange. Such spill-over, if any, would be effected in accordance with applicable laws, rules, regulations and guidelines. All potential investors shall participate in the Offer only through an Applicant Supported by Another Member ("ASBA") process including through IPI mode (insofar as applicable) by providing details of the respective bank accounts and/or IPI IDs, in case of IPIs, if applicable, which will be blocked by the Self-Certified Syndicate Banks ("SCSBs") for the same.

SUBSCRIPTION DETAILS

The Offer has received 381482 applications for 135687492 Equity Shares (including the Market maker reservation portion) before technical rejections resulting in 454.89 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		Total No. of Shares applied in each category	Proportionate shares available	Allocation per Applicant	Ratio of allottees to applicants	Number of successful applicants (after rounding)	Total No. of shares allocated	Surplus/Deficit (14)-(15)
		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	140800	0	0	0	140800	140800	0	0	1	140800	0.00	0.00
2	Retail Individual Investors	351221	561953600	4816	7705600	346406	554248000	554248000	100	100	1	100	100.00	0.00
3	Other than Retail Individual Investors	32960	794784000	396	293600	32654	791648000	791648000	0	0	0	0	0.00	0.00
Total		381482	1356874920	5212	10641600	378760	1346238800							

The Basis of Allotment has been made in the proportion of the respective subscription ratio of Retail Individual Investors and other than Retail Individual Investors category received. In view of the expanded provision under regulations 23(2) of the SEBI (ICDR) Regulations, 2018, the Retail Individual Investors category is notified to more than 50% on proportionate basis, they shall be allotted that higher percentage. Under subscription, if any of the categories, would be allowed to be met with spill-over from any of the other categories or a combination of categories at the discretion of our Company in consultation with the Lead Manager and the Designated Stock Exchange. Such spill-over, if any, would be effected in accordance with applicable laws, rules, regulations and guidelines. All potential investors shall participate in the Offer only through an Applicant Supported by Another Member ("ASBA") process including through IPI mode (insofar as applicable) by providing details of the respective bank accounts and/or IPI IDs, in case of IPIs, if applicable, which will be blocked by the Self-Certified Syndicate Banks ("SCSBs") for the same.

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

Sr. No.	Category	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 allottees to applicants	Number of successful applicants (after rounding)	Total No. of shares allocated	% to total	Surplus/Deficit (14)-(15)
								Before Rounding off	After Rounding off					
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
1	140800	100.00	140800	100.00	140800	100.00	140800	140800	140800	1	1	100.00	100.00	0.00
GRAND TOTAL	140800	100.00	140800	100.00	140800	100.00	140800	140800	140800	1	1	100.00	100.00	0.00

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

Sr. No.	Category	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 allottees to applicants	Number of successful applicants (after rounding)	Total No. of shares allocated	% to total	Surplus/Deficit (14)-(15)
								Before Rounding off	After Rounding off					
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
1	140800	100.00	140800	100.00	140800	100.00	140800	140800	140800	1	1	100.00	100.00	0.00
GRAND TOTAL	140800	100.00	140800	100.00	140800	100.00	140800	140800	140800	1	1	100.00	100.00	0.00

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

Sr. No.	Category	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 allottees to applicants	Number of successful applicants (after rounding)	Total No. of shares allocated	% to total	Surplus/Deficit (14)-(15)
								Before Rounding off	After Rounding off					
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
1	32960	100.00	32960	100.00	32960	100.00	32960	32960	32960	1	1	100.00	100.00	0.00
GRAND TOTAL	32960	100.00	32960	100.00	32960	100.00	32960	32960	32960	1	1	100.00	100.00	0.00