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# VERITAAS ADVERTISING LIMITED

Corporate Identity Number: U74999WB2018PLC227215

## THE COMMENCEMENT OF TRADING OF THE EQUITY SHARES OF OUR COMPANY ON THE EMERGE PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED ("NSE") SHALL BE WITH EFFECT FROM ON TUESDAY, MAY 21, 2024

Veritaas Advertising Limited (the "Company") was incorporated on July 31, 2018 under the name and style of "Veritaas Advertising Private Limited", a private limited company under the Companies Act, 2013, pursuant to a certificate of incorporation dated August 1, 2018 issued by the Registrar of Companies, Central Registration Centre. Subsequently, our Company was converted into a public limited company pursuant to a resolution passed by our Shareholders in an Extraordinary General Meeting held on December 23, 2023 and consequently the name of our Company was changed to "Veritaas Advertising Limited" and a fresh certificate of incorporation dated February 1, 2024 was issued by the Registrar of Companies, West Bengal at Kolkata. For details of change in Registered Office of our Company, please refer to the chapter titled "History and Certain Corporate Matters" on page 139 of the Prospectus.

Registered office: 38/2A, Gariahat South Road, Dhakuria, Rash Behari Avenue, Kolkata - 700 029, West Bengal, India | Telephone: +91 334 044 6683 | Facsimile: NA | E-mail: info@veritaasadvertising.com | Website: www.veritaasadvertising.com  
Contact Person: Mahima Khandelwal, Company Secretary & Compliance Officer | Corporate Identity Number: U74999WB2018PLC227215

## PROMOTERS OF OUR COMPANY: DEBOJYOTI BANERJEE, SANGITA DEBNATH AND MINA DEBNATH

ISSUE WAS 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 /SME NSE/ NSE EMERGE).

Our company has filed Prospectus dated May 16, 2024 with Registrar of Companies, West Bengal at Kolkata. The Equity shares are proposed to be listed on Emerge Platform of National Stock Exchange of India Limited (NSE /SME NSE /NSE EMERGE) and trading will commence on Tuesday, May 21, 2024.

### BASIS OF ALLOTMENT

INITIAL PUBLIC OFFER OF 7,44,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH ("EQUITY SHARES") OF VERITAAS ADVERTISING LIMITED (THE "COMPANY" OR "VERITAAS" OR "ISSUER") AT AN ISSUE PRICE OF ₹ 114/- PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 104/- PER EQUITY SHARE) FOR CASH, AGGREGATING TO ₹ 848.16 LACS ("PUBLIC ISSUE") OUT OF WHICH 37,200 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 114/- PER EQUITY SHARE FOR CASH, AGGREGATING TO ₹ 42.41 LACS WERE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 7,06,800 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 114/- PER EQUITY SHARE FOR CASH, AGGREGATING TO ₹ 805.75 LACS IS HEREINAFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE CONSTITUTED 26.35 % AND 25.04%, RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

### RISKS TO INVESTORS:

- The approval for installation of Police Booth and Traffic Signal Post are issued by the Police Department, and the installation has to be completed within a time period of 1 month from the date of approval. If the installation is not completed within 1 month, the approval becomes invalid and no new approval is issued to a company which fails to complete the installation within the prescribed timeline.
- Advertising business is dependent on availability of space or sites for publishing of ads. Any significant increase in the prices of such ad space or sites or nonavailability of such ad space or sites may adversely affect our business and results of operations.
- We significantly rely on police booth display for advertisement, and any interruption or nonavailability of such ad space or sites may adversely affect our business and results of operations.
- We rely on our workshop for fabrication and printing of advertisement material, and any interruption or delay in service from our workshop could impair our ability to execute the orders of our customers.

Average cost of acquisition of Equity Shares for the Promoters are as under:

| NAME               | WACA in ₹ per equity share |
|--------------------|----------------------------|
| Debojyoti Banerjee | 0.94                       |
| Sangita Debnath    | N.A.                       |
| Mina Debnath       | 1.81                       |

The Issue Price at the upper end of the Price Band is ₹114.00 per Equity Share.

The Weighted average cost of acquisition compared to floor price and cap price:

| Types of transactions   | Weighted average cost of acquisition (₹ per Equity Shares) | Floor price (i.e. ₹ 109) | Cap price (i.e. ₹114) |
|---|--|--------------------------|-----------------------|
| WACA of Primary Issuance (except for bonus issue) (exceeding 5% of the pre issue capital) | 105.71   | 1.03                     | 1.08                  |
| WACA for secondary sale / acquisition (exceeding 5% of the pre issue capital)             | NA   | NA                       | NA                    |

The Weighted average cost of acquisition of all Equity Shares transacted in the last one year, 18 months and three years from the date of Prospectus is as given below:

| Period                        | Weighted Average Cost of Acquisition (in ₹) | Upper end of the Price Band (₹ 114.00) is "X" times the weighted Average cost of Acquisition | Range of acquisition price: Lowest Price - Highest Price (in ₹) |
|-------------------------------|---|--|---|
| Last 1 year                   | 247.50                                      | 0.46   | 57.00 – 1200.00   |
| Last 18 months / Last 3 years | 105.71                                      | 1.08   | 10.00 – 1200.00   |

Disclosure of past issues handled by Horizon Management Private Limited is as follows:

Price Information of past issues handled by the BRLM:

SME:

| Sr. No. | Issue Name                           | Issue size (₹ In Cr.) | Issue Price (₹) | Listing date      | Opening price on listing date | +/- % change in Price on closing price, [+/- % change in closing benchmark]- 30 <sup>th</sup> calendar days from listing* |                | +/- % change in Price on closing price, [+/- % change in closing benchmark]- 90 <sup>th</sup> calendar days from listing* |          | +/- % change in Price on closing price, [+/- % change in closing benchmark]- 180 <sup>th</sup> calendar days from listing* |               |
|---------|--------------------------------------|-----------------------|-----------------|-------------------|-------------------------------|---|----------------|---|----------|--|---------------|
|         |                                      |                       |                 |                   |                               | Over 50%  | Between 25-50% | Less than 25%   | Over 50% | Between 25-50%   | Less than 25% |
| 1.      | Cosmic CRF Limited                   | 57.21                 | 314             | June 30, 2023     | 251.20                        | 3.54%   | 2.80%          | (1.83%)   | 1.71%    | 77.58%   | 11.31%        |
| 2.      | Baba Food Processing (India) Limited | 32.88                 | 76              | November 15, 2023 | 76.00                         | (11.58)   | 7.66%          | (17.60%)  | 10.51%   | NA   | NA            |
| 3.      | MVK Agro Food Product Ltd            | 65.88                 | 120             | March 7, 2024     | 70.00                         | (24.29%)  | 0.09%          | NA  | NA       | NA   | NA            |
| 4.      | Shree Karni Fabcom Limited           | 42.49                 | 227             | March 14, 2024    | 260.00                        | 5.95%   | 1.68%          | NA  | NA       | NA   | NA            |

Summary Statement of Disclosure

| Financial Year | Total no. of IPOs | Total Funds Raised (₹ in Cr.) | Nos. of IPOs trading at discount - 30 <sup>th</sup> calendar day from listing day* |                |               | Nos. of IPOs trading at premium - 30 <sup>th</sup> calendar day from listing day* |                |               | Nos. of IPOs trading at discount - 180 <sup>th</sup> calendar day from listing day* |                |               | Nos. of IPOs trading at discount - 180 <sup>th</sup> calendar day from listing day* |                |               |
|----------------|-------------------|-------------------------------|--|----------------|---------------|---|----------------|---------------|---|----------------|---------------|---|----------------|---------------|
|                |                   |                               | Over 50%   | Between 25-50% | Less than 25% | Over 50%  | Between 25-50% | Less than 25% | Over 50%  | Between 25-50% | Less than 25% | Over 50%  | Between 25-50% | Less than 25% |
| 2023-2024      | 4                 | 198.46                        | Nil  | Nil            | 3             | Nil   | Nil            | Nil           | Nil   | Nil            | 1             | Nil   | Nil            |               |

**BID/ISSUE PROGRAM**  
ANCHOR INVESTOR BIDDING DATE OPENED AND CLOSED ON FRIDAY, MAY 10, 2024  
BID/ISSUE OPENED ON MONDAY, MAY 13, 2024  
BID/ISSUE CLOSED ON WEDNESDAY, MAY 15, 2024

**THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10.00/- EACH**  
**ANCHOR INVESTOR ISSUE PRICE ₹ 114.00 PER EQUITY SHARE**  
**THE ISSUE PRICE IS ₹ 114.00 PER EQUITY SHARE. THE ISSUE PRICE IS 11.4 TIMES OF THE FACE VALUE OF THE EQUITY SHARES**

### PROPOSED LISTING:

The Equity Shares of the Company offered through the Prospectus dated May 16, 2024 are proposed to be listed on the Emerge Platform of National Stock Exchange of India Limited ("NSE Emerge") of in terms of the Chapter IX of SEBI (ICDR) Regulations, 2018 as amended from time to time. Our Company has received In-Principle Approval Letter dated April 25, 2024, from National Stock Exchange of India Limited for listing our shares and also for using its name in the Issue document for listing of our shares on NSE Emerge. It is to be distinctly understood that the permission given by National Stock Exchange of India Limited should not in any way be deemed or construed that the Issue Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Issue Document. The investors are advised to refer to the Prospectus for the full text of the "Disclaimer Clause of the Emerge Platform of National Stock Exchange of India Limited" on page 232 of the Prospectus. For the purpose of this issue the Designated Stock Exchange will be NSE Emerge. The trading is proposed to be commenced on or before May 21, 2024 (Subject to receipt of listing and trading approval from National Stock Exchange of India Limited).

This Issue was 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 229 (1) of the SEBI ICDR Regulations and in compliance with Regulation 253 of the SEBI ICDR Regulations, wherein 49.75% of the Net Issue was made available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"). Our Company, in consultation with the Book Running Lead Manager, allocated 49.49% 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. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5.00% 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, including Mutual Funds, subject to valid Bids having been received at or above the Issue Price. Further, 15.11% of the Net Issue was made available for allocation on a proportionate basis to Non-Institutional Investors and not less than 35.14% of the Net Issue was made available for allocation to Retail Individual Investors in accordance with the SEBI ICDR Regulations, subject to valid Bids having been received from them at or above the Issue Price. All Bidders were required to participate in the Issue by mandatorily utilizing the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account (as defined hereinafter) in which the corresponding Bid Amounts were blocked by the Self Certified Syndicate Banks ("SCSBs") or under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" on page 242 of the Prospectus.

### SUBSCRIPTION DETAILS

DETAILS OF THE APPLICATION:

The Issue (excluding Anchor Investors Portion) received 2,18,202 Applications for 33,15,25,200 Equity Shares (before technical rejections) resulting in 581.62 times subscription (including reserved portion of market maker excluding Anchor portion).

The details of the Applications received in the Issue from various categories are as under: (before technical rejections):

### DETAILS OF APPLICATIONS RECEIVED (before technical rejection)

| Category  | Number of applications | Number of equity shares Bid for | Number of equity shares reserved as per Prospectus | Number of times subscribed |
|---|------------------------|---------------------------------|--|----------------------------|
| Qualified Institutional Buyers (excluding Anchor Portion) | 45                     | 1,73,26,800                     | 1,77,600   | 97.56                      |
| Non-Institutional Bidders                                 | 13,104                 | 6,80,84,400                     | 1,06,800   | 637.49                     |
| Retail Individual Investors                               | 2,05,052               | 24,60,76,800                    | 2,48,400   | 990.65                     |
| Market Maker  | 1                      | 37,200                          | 37,200   | 1.00                       |
| <b>TOTAL</b>  | <b>2,18,202</b>        | <b>33,15,25,200</b>             | <b>5,70,000</b>                                    | <b>581.62</b>              |

| Category         | Number of applications | Number of equity shares Bid for | Number of equity shares reserved as per Prospectus | Number of times subscribed |
|------------------|------------------------|---------------------------------|--|----------------------------|
| Anchor Investors | 2                      | 3,52,800                        | 1,74,000   | 2.03                       |

### DETAILS OF VALID APPLICATIONS:

| Sr. No. | Category   | Gross           |                     | Less: Valid Rejections |                  | Valid           |                     | Allotment    |                 |
|---------|--|-----------------|---------------------|------------------------|------------------|-----------------|---------------------|--------------|-----------------|
|         |  | Applications    | Equity Shares       | Applications           | Equity Shares    | Applications    | Equity Shares       | Applications | Equity Shares   |
| 1       | Non-institutional Bidders                          | 13,104          | 6,80,84,400         | 231                    | 8,06,400         | 12,873          | 6,72,78,000         | 89           | 1,06,800        |
| 2       | Market Maker                                       | 1               | 37,200              | -                      | -                | 1               | 37,200              | 1            | 37,200          |
| 3       | Qualified Institutional Buyers (excluding Anchor ) | 45              | 1,73,26,800         | -                      | -                | 45              | 1,73,26,800         | 44           | 1,77,600        |
| 4       | Retail Individual Investors                        | 2,05,052        | 24,60,76,800        | 3,626                  | 43,65,600        | 2,01,426        | 24,17,11,200        | 207          | 2,48,400        |
|         | <b>TOTAL</b>                                       | <b>2,18,202</b> | <b>33,15,25,200</b> | <b>3,857</b>           | <b>51,72,000</b> | <b>2,14,345</b> | <b>32,63,53,200</b> | <b>341</b>   | <b>5,70,000</b> |

ALLOCATION: The Basis of Allotment was finalized in consultation with the Designated Stock Exchange i.e. National Stock Exchange of India Limited on May 16, 2024.

Allocation to Market Maker (After Technical Rejections): The Basis of Allotment to the Market Maker, at the issue price of ₹ 114.00/- per Equity Share, was finalized in consultation with National Stock Exchange of India Limited. The category was subscribed by 1.00 time. The total number of shares allotted in this category is 37,200 Equity shares in full out of reserved portion of 37,200 Equity Shares.

Allocation to Retail Individual Investors (After Technical Rejections): The Basis of Allotment to the Retail Individual Investors, at the issue price of ₹ 114.00/- per Equity Share, was finalized in consultation with National Stock Exchange of India Limited. The category was subscribed by 973.07 times. The total number of shares allotted in this category is 2,48,400 Equity shares out of reserved portion of 2,48,400 Equity Shares.

| No. of Shares Applied for (Category wise) | No. of Applications Received | % of Total | Total No. of Shares Applied | % to Total | No. of Equity Shares Allotted per Applicant | Number of successful applicants (after rounding) | Ratio     | Total No. of Shares Allotted | Surplus / Deficit |
|---|------------------------------|------------|-----------------------------|------------|---|--|-----------|------------------------------|-------------------|
| Retail Individual Investors               | 2,01,426                     | 100        | 24,17,11,200                | 100        | 1200  | 207  | 14: 13623 | 2,48,400                     | -                 |

Allocation to Non- Institutional Investors (After Technical Rejections): The Basis of Allotment to the Non- Institutional Investors, at the issue price of ₹ 114.00/- per Equity Share, was finalized in consultation with National Stock Exchange of India Limited. The category was subscribed by 629.94 times. The total number of shares allotted in this category is 1,06,800 Equity shares out of reserved portion of 1,06,800 Equity Shares.

| No. of Shares applied for (Category wise) | No. of Applications Received | % of Total | Total No. of Shares applied in each category | % to Total | Ratio of allottees to applicants | Total No. of shares allocated/ allotted | % to total | Surplus / Deficit |      |
|---|------------------------------|------------|--|------------|----------------------------------|---|------------|-------------------|------|
| 1200                                      | 8                            | 0.06       | 9600   | 0.01       | 0                                | 0                                       | 0          | -15               |      |
| 2400                                      | 8664                         | 67.3       | 20793600                                     | 30.9       | 7                                | 2166                                    | 33600      | 31.46             | 591  |
| 3600                                      | 1359                         | 10.55      | 4892400                                      | 7.27       | 7                                | 1359                                    | 8400       | 7.86              | 634  |
| 4800                                      | 490                          | 3.8        | 2352000                                      | 3.49       | 3                                | 490                                     | 3600       | 3.37              | -134 |
| 6000                                      | 324                          | 2.51       | 1944000                                      | 2.88       | 1                                | 108                                     | 3600       | 3.37              | 514  |
| 7200                                      | 152                          | 1.18       | 1094400                                      | 1.62       | 1                                | 76                                      | 2400       | 2.24              | 663  |
| 8400                                      | 239                          | 1.85       | 2007600                                      | 2.98       | 3                                | 239                                     | 3600       | 3.37              | 413  |
| 9600                                      | 910                          | 7.06       | 8736000                                      | 12.98      | 6                                | 455                                     | 14400      | 13.48             | 532  |
| 10800                                     | 103                          | 0.8        | 1124000                                      | 1.65       | 2                                | 103                                     | 2400       | 2.24              | 634  |
| 12000                                     | 246                          | 1.91       | 2952000                                      | 4.38       | 2                                | 123                                     | 4800       | 4.49              | 114  |
| 13200                                     | 36                           | 0.27       | 475200                                       | 0.7        | 1                                | 36                                      | 1200       | 1.12              | 446  |
| 14400                                     | 16                           | 0.12       | 230400                                       | 0.34       | 0                                | 0                                       | 0          | 0                 | -366 |
| 15600                                     | 29                           | 0.22       | 452400                                       | 0.67       | 1                                | 29                                      | 1200       | 1.12              | 482  |
| 16800                                     | 19                           | 0.14       | 319200                                       | 0.47       | 1                                | 19                                      | 1200       | 1.12              | 693  |
| 18000                                     | 35                           | 0.27       | 630000                                       | 0.93       | 1                                | 35                                      | 1200       | 1.12              | 200  |
| 19200                                     | 24                           | 0.18       | 460800                                       | 0.68       | 1                                | 24                                      | 1200       | 1.12              | 469  |
| 20400                                     | 4                            | 0.03       | 81600  | 0.12       | 0                                | 0                                       | 0          | 0                 | -130 |
| 21600                                     | 20                           | 0.15       | 432000                                       | 0.64       | 1                                | 20                                      | 1200       | 1.12              | 514  |
| 22800                                     | 10                           | 0.07       | 228000                                       | 0.33       | 0                                | 0                                       | 0          | 0                 | -362 |
| 24000                                     | 34                           | 0.26       | 816000                                       | 1.21       | 1                                | 34                                      | 1200       | 1.12              | -95  |
| 26400                                     | 7                            | 0.05       | 184800                                       | 0.27       | 0                                | 0                                       | 0          | 0                 | -293 |
| 27600                                     | 3                            | 0.02       | 82800  | 0.12       | 0                                | 0                                       | 0          | 0                 | -131 |
| 28800                                     | 5                            | 0.03       | 144000                                       | 0.21       | 0                                | 0                                       | 0          | 0                 | -229 |
| 30000                                     | 10                           | 0.07       | 300000                                       | 0.44       | 0                                | 0                                       | 0          | 0                 | -476 |
| 31200                                     | 2                            | 0.01       | 62400  | 0.09       | 0                                | 0                                       | 0          | 0                 | -99  |
| 33600                                     | 3                            | 0.02       | 100800                                       | 0.14       | 0                                | 0                                       | 0          | 0                 | -160 |
| 34800                                     | 7                            | 0.05       | 243600                                       | 0.36       | 0                                | 0                                       | 0          | 0                 | -387 |
| 36000                                     | 5                            | 0.03       | 180000                                       | 0.26       | 0                                | 0                                       | 0          | 0                 | -286 |
| 37200                                     | 1                            | 0          | 37200  | 0.05       | 0                                | 0                                       | 0          | 0                 | -59  |
| 38400                                     | 4                            | 0.03       | 153600                                       | 0.22       | 0                                | 0                                       | 0          | 0                 | -244 |
| 40800                                     | 3                            | 0.02       | 122400                                       | 0.18       | 0                                | 0                                       | 0          | 0                 | -194 |
| 42000                                     | 3                            | 0.02       | 126000                                       | 0.18       | 0                                | 0                                       | 0          | 0                 | -200 |
| 43200                                     | 5                            | 0.03       | 216000                                       | 0.32       | 0                                | 0                                       | 0          | 0                 | -343 |
| 44400                                     | 7                            | 0.05       | 310800                                       | 0.46       | 1                                | 7                                       | 1200       | 1.12              | 707  |
| 48000                                     | 8                            | 0.06       | 384000                                       | 0.57       | 1                                | 8                                       | 1200       | 1.12              | 590  |
| 50400                                     | 1                            | 0          | 50400  | 0.07       | 0                                | 0                                       | 0          | 0                 | -80  |
| 51600                                     | 3                            | 0.02       | 154800                                       | 0.23       | 0                                | 0                                       | 0          | 0                 | -246 |
| 52800                                     | 1                            | 0          | 52800  | 0.07       | 0                                | 0                                       | 0          | 0                 | -84  |
| 54000                                     | 2                            | 0.01       | 108000                                       | 0.16       | 0                                | 0                                       | 0          | 0                 | -171 |
| 60000                                     | 4                            | 0.03       | 240000                                       | 0.35       | 0                                | 0                                       | 0          | 0                 | -381 |
| 67200                                     | 1                            | 0          | 67200  | 0.09       | 0                                | 0                                       | 0          | 0                 | -107 |
| 72000                                     | 1                            | 0          | 72000  | 0.1        | 0                                | 0                                       | 0          | 0                 | -114 |
| 75600                                     | 2                            | 0.01       | 151200                                       | 0.22       | 0                                | 0                                       | 0          | 0                 | -240 |
| 76800                                     | 1                            | 0          | 76800  | 0.11       | 0                                | 0                                       | 0          | 0                 | -122 |
| 78000                                     | 1                            | 0          | 78000  | 0.11       | 0                                | 0                                       | 0          | 0                 | -124 |
| 87600                                     | 3                            | 0.02       | 262800                                       | 0.39       | 0                                | 0                                       | 0          | 0                 | -417 |

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|        |               |      |                  |      |   |    |               |      |      |
|--------|---------------|------|------------------|------|---|----|---------------|------|------|
| 88800  | 2             | 0.01 | 177600           | 0.26 | 0 | 0  | 0             | 0    | -282 |
| 90000  | 5             | 0.03 | 450000           | 0.66 | 1 | 5  | 1200          | 1.12 | 486  |
| 96000  | 3             | 0.02 | 288000           | 0.42 | 0 | 0  | 0             | 0    | -457 |
| 97200  | 1             | 0    | 97200            | 0.14 | 0 | 0  | 0             | 0    | -154 |
| 98400  | 1             | 0    | 98400            | 0.14 | 0 | 0  | 0             | 0    | -156 |
| 100800 | 1             | 0    | 100800           | 0.14 | 0 | 0  | 0             | 0    | -160 |
| 105600 | 2             | 0.01 | 211200           | 0.31 | 0 | 0  | 0             | 0    | -335 |
| 106800 | 2             | 0.01 | 213600           | 0.31 | 0 | 0  | 0             | 0    | -339 |
| 108000 | 2             | 0.01 | 216000           | 0.32 | 0 | 0  | 0             | 0    | -343 |
| 120000 | 4             | 0.03 | 480000           | 0.71 | 1 | 4  | 1200          | 1.12 | 438  |
| 121200 | 1             | 0    | 121200           | 0.18 | 0 | 0  | 0             | 0    | -192 |
| 160800 | 1             | 0    | 160800           | 0.23 | 0 | 0  | 0             | 0    | -255 |
| 172800 | 1             | 0    | 172800           | 0.25 | 0 | 0  | 0             | 0    | -274 |
| 175200 | 1             | 0    | 175200           | 0.26 | 0 | 0  | 0             | 0    | -278 |
| 180000 | 1             | 0    | 180000           | 0.26 | 0 | 0  | 0             | 0    | -286 |
| 198000 | 1             | 0    | 198000           | 0.29 | 0 | 0  | 0             | 0    | -314 |
| 258000 | 1             | 0    | 258000           | 0.38 | 0 | 0  | 0             | 0    | -410 |
| 264000 | 2             | 0.01 | 528000           | 0.78 | 1 | 2  | 1200          | 1.12 | 362  |
| 273600 | 1             | 0    | 273600           | 0.4  | 0 | 0  | 0             | 0    | -434 |
| 300000 | 1             | 0    | 300000           | 0.44 | 0 | 0  | 0             | 0    | -476 |
| 320400 | 1             | 0    | 320400           | 0.47 | 1 | 1  | 1200          | 1.12 | 691  |
| 325200 | 2             | 0.01 | 650400           | 0.96 | 1 | 2  | 1200          | 1.12 | 168  |
| 350400 | 1             | 0    | 350400           | 0.52 | 1 | 1  | 1200          | 1.12 | 644  |
| 351600 | 2             | 0.01 | 703200           | 1.04 | 1 | 2  | 1200          | 1.12 | 84   |
| 355200 | 17            | 0.13 | 6038400          | 8.97 | 8 | 17 | 9600          | 8.98 | 14   |
| 532800 | 1             | 0    | 532800           | 0.79 | 1 | 1  | 1200          | 1.12 | 354  |
|        | <b>201426</b> |      | <b>241711200</b> |      |   |    | <b>248400</b> |      |      |

**Allocation to Qualified Institutional Buyers (excluding Anchor Portion) (After Technical Rejections):** The Basis of Allotment to the Qualified Institutional Buyers, at the issue price of ₹114.00/- per Equity Share, was finalized in consultation with National Stock Exchange of India Limited. The category was subscribed by 97.56 times. The total number of shares allotted in this category is 1,77,600 Equity shares out of reserved portion of 1,77,600 Equity Shares.

| No. of Shares applied for (Category wise) | No. of Applications Received | % of Total | Total No. of Shares applied in each category | % to Total | Ratio of allottees to applicants | Total No. of shares allocated/ allotted | % to total    | Surplus / Deficit |        |
|---|------------------------------|------------|--|------------|----------------------------------|---|---------------|-------------------|--------|
| 9600                                      | 1                            | 2.22       | 9600   | 0.05       | 0                                | 0                                       | 0             | -98               |        |
| 96000                                     | 1                            | 2.22       | 96000  | 0.55       | 1                                | 1                                       | 1200          | 0.75              | 216    |
| 132000                                    | 1                            | 2.22       | 132000                                       | 0.76       | 1                                | 1                                       | 1200          | 0.75              | -153   |
| 177600                                    | 1                            | 2.22       | 177600                                       | 1.02       | 1                                | 1                                       | 2400          | 0.75              | 580    |
| 220800                                    | 1                            | 2.22       | 220800                                       | 1.27       | 1                                | 1                                       | 2400          | 1.51              | 137    |
| 264000                                    | 1                            | 2.22       | 264000                                       | 1.52       | 1                                | 1                                       | 2400          | 1.51              | -306   |
| 279600                                    | 1                            | 2.22       | 279600                                       | 1.61       | 1                                | 1                                       | 3600          | 1.51              | 734    |
| 282000                                    | 13                           | 28.88      | 3666000                                      | 21.15      | 1                                | 1                                       | 31200         | 19.69             | -6377  |
| 282000                                    | 13                           | 28.88      | 3666000                                      | 21.15      | 5                                | 13                                      | 6000          | 19.69             | -31577 |
| 350400                                    | 2                            | 4.44       | 700800                                       | 4.04       | 1                                | 1                                       | 7200          | 4.54              | 17     |
| 393600                                    | 1                            | 2.22       | 393600                                       | 2.27       | 1                                | 1                                       | 3600          | 2.27              | -434   |
| 439200                                    | 3                            | 6.66       | 1317600                                      | 7.6        | 1                                | 1                                       | 10800         | 9.09              | -2705  |
| 439200                                    | 3                            | 6.66       | 2705   | 7.6        | 2                                | 3                                       | 2400          | 9.09              | -11105 |
| 487200                                    | 1                            | 2.22       | 487200                                       | 2.81       | 1                                | 1                                       | 4800          | 3.03              | -194   |
| 526800                                    | 1                            | 2.22       | 526800                                       | 3.04       | 1                                | 1                                       | 6000          | 3.03              | 600    |
| 531600                                    | 2                            | 4.44       | 1063200                                      | 6.13       | 1                                | 1                                       | 9600          | 6.06              | -1298  |
| 531600                                    | 2                            | 4.44       | 1063200                                      | 6.13       | 1                                | 2                                       | 1200          | 6.06              | -98    |
| 532800                                    | 15                           | 33.33      | 7992000                                      | 46.12      | 1                                | 1                                       | 72000         | 45.45             | -9918  |
| 532800                                    | 15                           | 33.33      | 7992000                                      | 46.12      | 8                                | 15                                      | 9600          | 45.45             | -318   |
| <b>Grand Total</b>                        | <b>78</b>                    |            | <b>30050705</b>                              |            |                                  |   | <b>177600</b> |                   |        |

The Board of Directors of the Company at its meeting held on May 16, 2024, has taken on record the Basis of Allotment of Equity Shares, as approved by the Designated Stock Exchange viz. National Stock Exchange of India Limited and has authorized the online corporate action for the allotment of the Equity Shares in dematerialised form to various successful applicants.

The CAN-cum-Refund Orders and Allotment Advice and/or Notices are being dispatched to the address of the applicants as registered with the depositories / as filled in the application form on May 17, 2024. Further, the instructions to Self-Certified Syndicate Banks being processed on May 17, 2024 for unblocking fund. In case the same is not received within Two (2) days, investors may contact at the address given below. The Equity Shares allocated to successful applicants are being credited to their beneficiary accounts subject to validation of the account details with the depositories concerned. The company shall file the listing application with National Stock Exchange of India Limited on or before May 17, 2024. The Company is in process of obtaining the listing & the trading approval from National Stock Exchange of India Limited and the trading is expected to commence on or before May 21, 2024.

**Note:** All capitalised terms used and not specifically defined herein shall have the same meaning as Ascribed to them in the Prospectus dated May 16, 2024.

**DISCLOSURES PERTAINING TO THE BRLM'S TRACK RECORD ON PAST ISSUES WITH A BREAKUP OF HANDLING OF SME IPOs FOR THE LAST 3 YEARS:**

**Horizon Management Private Limited**

| TYPE       | FY 2021-22 | FY 2022-23 | FY 2023-24 |
|------------|------------|------------|------------|
| SME IPO    | 0          | 0          | 4          |
| MAIN BOARD | 0          | 0          | 0          |

**INVESTORS, PLEASE NOTE**

The details of the allotment made would also be hosted on the website of the Registrar to the Issue, MAS Services Limited at investor@masserv.com. All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the first/ sole applicants, serial number of the application form, number of shares applied for and Bank Branch where the application had been lodged and payment details at the address of the Registrar given below:

| BOOK RUNNING LEAD MANAGER TO THE ISSUE   | REGISTRAR TO THE ISSUE  | COMPANY SECRETARY AND COMPLIANCE OFFICER  |
|--|---|---|
|  <p><b>Horizon Management Private Limited</b><br/>19 R N Mukherjee Road, Main Building,<br/>2<sup>nd</sup> Floor, Kolkata- 700 001, West Bengal, India.<br/><b>Telephone:</b> +91 33 4600 0607<br/><b>Facsimile:</b> +91 33 4600 0607<br/><b>Email ID:</b> smeipo@horizon.net.co<br/><b>Website:</b> www.horizonmanagement.in<br/><b>Investor Grievance ID:</b> investor.relations@horizon.net.co<br/><b>Contact Person:</b> Manav Goenka<br/><b>SEBI Registration Number:</b> INM000012926</p> |  <p><b>MAS Services Limited</b><br/>T-34, 2<sup>nd</sup> Floor, Okhla Industrial Area,<br/>Phase - II, New Delhi -110 020, Delhi, India;<br/><b>Telephone:</b> +91 112 638 7281/83<br/><b>Facsimile:</b> +91 112 638 7384<br/><b>Email ID:</b> ipo@masserv.com<br/><b>Website:</b> www.masserv.com<br/><b>Investor grievance:</b> investor@masserv.com<br/><b>Contact Person:</b> N C Pal<br/><b>SEBI Registration:</b> INR 000000049<br/><b>Validity:</b> Permanent</p> |  <p><b>VERITAAS ADVERTISING LIMITED</b><br/>Mahima Khandelwal, Company Secretary and Compliance Officer<br/>38/2A, Gariahat South Road, Dhakuria, Rash Behari Avenue,<br/>Kolkata - 700 029, West Bengal, India.<br/><b>Tel:</b> +91 33 4044 6683   <b>Email:</b> info@veritaasadvertising.com<br/><b>Website:</b> www.veritaasadvertising.com;<br/><b>CIN:</b> U74999WB2018PLC227215</p> <p>Bidders are advised to contact the Company Secretary and Compliance Officer, the BRLM and/or the Registrar to the Issue in case of any pre-Issue or post-Issue related problems such as non-receipt of letters of Allotment, credit of Allotted Equity Shares in the respective beneficiary account, non-receipt of funds by electronic mode etc.</p> |

On behalf of Board of Directors  
For **VERITAAS ADVERTISING LIMITED**

Sd/-  
**Debojyoti Banerjee**  
Chairman and Managing Director  
DIN: 08126557

**Date:** May 17, 2024

**Place:** Kolkata

**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 VERITAAS ADVERTISING LIMITED**

**Disclaimer:** Veritaas Advertising Limited has filed the Prospectus with the RoC on May 16, 2024, and thereafter with SEBI and the Stock Exchanges. The Prospectus is available on the website of NSE Limited at <https://www.nseindia.com/> and on the websites of the BRLM's, at [www.horizonmanagement.in](http://www.horizonmanagement.in) and Investors should note that investment in Equity Shares involves a high degree of risk and for details relating to the same, please see "Risk Factors" beginning on page 26 of the Prospectus.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, and may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. state securities laws. The Equity Shares are being offered and sold outside the United States in 'offshore transactions' in reliance on Regulation under the Securities Act and the applicable laws of each jurisdiction where such offers and sales are made. There will be no public offering in the United States.