



# SAHAJ FASHIONS LIMITED

Corporate Identification Number: U17119RJ2011PLC035248

Our Company was incorporated as Sahaj Fashions Private Limited under the provisions of the Companies Act, 1956 vide certificate of incorporation dated May 20, 2011 in Roc of Jaipur. Later our company was converted into a Public Limited Company pursuant to Shareholders Resolution dated April 02, 2018 and the name of our Company was changed to "Sahaj Fashions Limited" vide fresh Certificate of Incorporation dated April 17, 2018 having CIN U17119RJ2011PLC035248 Issued by the Registrar of Companies, Jaipur.

Registered Office: Shree Bhawan Ajmer Road Madanganj, Kishangarh - 305801, Rajasthan India

Contact Person: Mr. Mukul Lakhota, Chief Financial Officer | Tel: +91 9462788792 | E-mail: cfo@sahajfashions.in | Website: www.sahajfashions.in

**PROMOTERS OF OUR COMPANY: MR. ROHIT TOSHWAL, MS. SADHANA TOSHWAL, MR. NORAT MAL CHOUDHARY, MS. PRABHA LAKHOTIA, MR. RAKESH CHOUDHARY, MR. MUKUL LAKHOTIA AND MR. NITIN TOSHWAL**

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 SME platform of National Stock Exchange of India (NSE Emerge).

## BASIS OF ALLOTMENT

INITIAL PUBLIC OFFERING OF UPTO 46,52,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH ("EQUITY SHARES") OF SAHAJ FASHIONS LIMITED ("OUR COMPANY" OR "COMPANY" OR "ISSUER") FOR CASH AT A PRICE OF ₹ 30 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 20/- PER EQUITY SHARE), AGGREGATING UPTO ₹ 1,395.60 LAKHS ("THE OFFER") COMPRISING A FRESH ISSUE OF UP TO 44,76,000 EQUITY SHARES AGGREGATING UP TO ₹ 1,342.80 LAKHS ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 1,76,000 EQUITY SHARES ("OFFERED SHARES") AGGREGATING UP TO ₹ 52.80 LAKHS, BY MR. ANKUR SHAH, SELLING SHAREHOLDER, ("OFFER FOR SALE" OR "OFS"). THIS OFFER INCLUDES A RESERVATION OF UP TO 2,36,000 EQUITY SHARES AGGREGATING UP TO ₹ 70.80 LAKHS (CONSTITUTING UP TO 5.07% OF THE OFFER SIZE AND 1.79% OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY) FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION"). THE OFFER LESS MARKET MAKER RESERVATION PORTION IS HEREINAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER WILL CONSTITUTE 35.33% AND 33.54% RESPECTIVELY OF THE FULLY DILUTED POST OFFER PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

As per Regulation 253(2) of SEBI (ICDR) Regulations, as amended, as present issue is a fixed price offer the allocation in the net offer to the public category shall be made as follows:

a) Minimum Fifty percent to retail individual investor; and

b) Remaining to:

- Individual applicants other than retail individual investors and
- Other Investors including corporate bodies or institutions, irrespective of the number of specified securities applied for;

Provided that the unsubscribed portion in either of the categories specified in (a) or (b) above may be allocated to the applicants in the other category.

If the retail individual investor category is entitled to more than fifty percent on proportionate basis, accordingly the retail individual investors shall be allocated that higher percentage. In this IPO retail individual investor category was allotted extra 12,40,000 equity share as a spillover from Other than Retail Individual Investors.

**ISSUE PRICE: ₹ 30/- PER EQUITY SHARE OF FACE VALUE OF ₹ 10/- EACH.**

**THE ISSUE PRICE IS 3.00 TIMES OF THE FACE VALUE.**

**ISSUE PERIOD | ISSUE OPENED ON: FRIDAY, AUGUST 25, 2023 | TUESDAY, AUGUST 29, 2023**

**PROPOSED LISTING: WEDNESDAY, SEPTEMBER 06, 2023\***

The Equity Shares offered through the Prospectus dated August 16, 2023 are proposed to be listed on the SME Platform of NSE ("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 Principal approval letter dated July, 28, 2023 from NSE for using its name in the Offer Document for listing of our shares on the NSE EMERGE (SME Platform of NSE). The trading is proposed to be commenced on or about September 06, 2023\*.

\*Subject to the receipt of listing and trading approval from National Stock Exchange of India Limited.

All Applicants were allowed to participate in the issue through APPLICATIONS SUPPORTED BY BLOCKED AMOUNT ("ASBA") process by providing the details of their respective bank accounts in which the corresponding application amounts were blocked by Self Certified Syndicate Banks (the "SCSBs"). Further for UPI Applicants (Investor bidding for amount upto ₹ 5 Lacs) use of UPI id in Application form was allowed while applying for equity IPOs through Designated intermediaries (Syndicate Members, Registered Stock Brokers, Registrar and Transfer Agent and Depository Participants). All Other Category of investors shall mandatorily use only Application Supported by Blocked Amount (ASBA) Facility for making payments. Subsequently, pursuant to SEBI circular No. SEBI/HO/CFD/DIL2/P/CIR/2022/75 dated May 30, 2022 applications made using the ASBA facility in Initial Public Offerings shall be processed only after application monies are blocked in the bank account of investors (all categories).

### TRACK RECORD OF PAST ISSUES

Sr. No.	Issue name	Issue size (₹ Crores)	Issue price (₹)	Listing Date	Opening price on Listing Date (₹)	+/- % change in closing price, [+/-% change in Closing benchmark] 30th calendar days from listing	+/- % change in closing price, [+/-% change in closing benchmark] 90th calendar days from listing	+/- % change in closing price, [+/-% change in closing benchmark] 180th Calendar days from listing
1.	Rudrabhishek Enterprises Limited	18.73	41	July 13, 2018	41.25	-1.68[+3.05]	-1.56[+2.32]	+15.95[+0.60]
2.	Gayatri Rubbers and Chemicals Limited	4.58	30.00	February 07, 2023	35.00	+18.67[-1.13]	+35.67[+2.67]	+93.17[9.71]
3.	Vels Films International Limited	33.74	99.00	March 22, 2023	101	0.00[+2.60]	+1.92[+9.54]	N.A.
4.	Quality Foils (India) Limited	4.52	60	March 24, 2023	100	+62.33[+3.21]	+50.08[+9.93]	N.A.
5.	Quicktouch Technologies Limited	9.33	61	May 02, 2023	92	+110.90[+2.00]	+129.67[+8.99]	N.A.
6.	De Neers Tools Limited	22.99	101	May 11, 2023	190	+74.50[+1.12]	+142.57[+6.94]	

Sources: All share price data is from www.nseindia.com.

- Note:
- The CNX Nifty are considered as the Benchmark Index
  - Prices on NSE are considered for all of the above calculations
  - In case 30th/90th/180th day is not a trading day, closing price on NSE of the next trading day has been considered
  - In case 30th/90th/180th days, scrips are not traded then last trading price has been considered.
  - Designated Stock Exchange as disclosed by the respective issuer at the time of the issue has been considered for disclosing the price information.

### SUBSCRIPTION DETAILS

The issue received 6877 applications (before technical rejections but after excluding bids not banked) for 3,45,16,000 Equity shares resulting in 7.42 times subscription (including reserved portion of Market maker).

The details of applications received in the issue (before technical rejections but after excluding bids not banked) are as follows:

Category	No. of applications received	%	No. of Equity shares	%	Subscription (times)
Retail Individual Applicants	6,485	94.30%	2,59,40,000	75.15%	11.75
Non-Institutional Category	3,91	5.69%	83,40,000	24.16%	3.78
Market Maker	1	0.01%	2,36,000	0.68%	1.00
<b>TOTAL</b>	<b>6,877</b>	<b>100.00%</b>	<b>3,45,16,000</b>	<b>100.00%</b>	<b>7.42</b>

The details of applications rejected by the Registrar on technical grounds (including withdrawal) are detailed below:

Category	No. of applicants	No. of Equity shares
Market Maker	Nil	Nil
Retail Individual Investors	130	5,20,000
Other than retail individual Investors	9	11,96,000
<b>Total</b>	<b>139</b>	<b>17,16,000</b>

Note: There was nil withdrawal of applications.

After eliminating technically rejected applications, the following table gives us category wise net valid applications:

Category	No. of Applicants	%	No. of Equity Shares	%	Subscription as per Shares Mentioned in Prospectus*	Proportionate no. of Equity Shares allocated after spill over and Rounding off*
Market Maker	1	0.01%	2,36,000	0.72%	1.00	2,36,000
Retail Individual Investors	6,355	94.32%	2,54,20,000	77.50%	11.51	34,48,000
Other than retail individual Investors	3,82	5.67%	71,44,000	21.78%	3.24	9,68,000
<b>Total</b>	<b>6,738</b>	<b>100.00%</b>	<b>3,28,00,000</b>	<b>100.00%</b>	<b>7.05</b>	<b>46,52,000</b>

\*Categories: As per the Prospectus dated August 16, 2023, out of the total 46,52,000 Equity Shares 2,36,000 Equity Shares were reserved for Market Maker and 22,08,000 Equity Shares each reserved for Retail Investors category and Other Than Retail Investors category

\*Allocation: The Basis of Allotment was finalized in consultation with the Stock Exchange on September 01, 2023. Retail Investors category includes a spillover of 12,40,000 equity shares from Other Than Retail Investors category.

A) Allocation to Market Maker (After Technical Rejections): The Basis of Allotment to the Market Maker, at the issue price of ₹ 30/- per Equity Share, was finalized in consultation with NSE. The category was subscribed by 1.00 time. The total number of shares allotted in this category is 2,36,000 Equity Shares to 1 successful applicant.

The Category-wise details of the Basis of Allotment are as under:

No. of Shares Applied for (Category Wise)	No. 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 applicant (after rounding)	% to total	Total No. of shares allocated/ allotted	% to total	Surplus/ Deficit (7)-(14)	
						(Before Rounding off)	(After Rounding off)							
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
2,36,000	1	100.00	2,36,000	100.00	2,36,000	2,36,000	2,36,000	1	1	100.00	2,36,000	100.00	0	
<b>GRAND TOTAL</b>	<b>1</b>	<b>100.00</b>	<b>2,36,000</b>	<b>100.00</b>	<b>2,36,000</b>			<b>1</b>	<b>1</b>	<b>100.00</b>	<b>2,36,000</b>	<b>100.00</b>	<b>0</b>	

B) Allocation to Retail Individual Investors (After Technical Rejections): The Basis of Allotment to the Retail Individual Investors, at the issue price of ₹ 30/- per Equity Share, was finalized in consultation with NSE. The category was subscribed by 11.51 times (after rejections). The total number of shares allotted in this category are 34,48,000 Equity Shares to 862 successful applicants.

The Category-wise details of the Basis of Allotment are as under:

No. of Shares Applied for (Category Wise)	No. 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 applicant (after rounding)	% to total	Total No. of shares allocated/ allotted	% to total	Surplus/ Deficit (7)-(14)	
						(Before Rounding off)	(After Rounding off)							
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
4,000	6,355	100.00	2,54,20,000	100.00	34,48,000	543	4,000	94	693	862	100.00	34,48,000	100.00	-
<b>GRAND TOTAL</b>	<b>6,355</b>	<b>100.00</b>	<b>2,54,20,000</b>	<b>100.00</b>	<b>34,48,000</b>					<b>862</b>	<b>100.00</b>	<b>34,48,000</b>	<b>100.00</b>	<b>0</b>

C) Allocation to Other than Retail Individual Investors (After Technical Rejections & Withdrawal): The Basis of Allotment to the Other than retail individual Investors, at the issue price of ₹ 30/- per Equity Share, was finalized in consultation with NSE. The category was subscribed by 3.24 times (after rejections). The total number of shares allotted in this category are 9,68,000 Equity Shares to 158 successful applicants.

The Category-wise details of the Basis of Allotment are as under (on Sample basis):

No. of Shares Applied for (Category Wise)	No. 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 applicant (after rounding)	% to total	Total No. of shares allocated/ allotted	% to total	Surplus/ Deficit (7)-(14)	
						(Before Rounding off)	(After Rounding off)							
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
8,000	264	69	21,12,000	30	2,86,172	1,084	4,000	71	264	71	45	2,84,000	29	(2,172)
12,000	21	6	2,52,000	4	34,145	1,626	4,000	8	21	8	5	32,000	3	(2,145)
16,000	26	7	4,16,000	6	56,367	2,168	4,000	7	13	14	9	56,000	6	(367)
20,000	11	3	2,20,000	3	29,810	2,710	4,000	7	11	7	4	28,000	3	(1,810)
24,000	8	2	1,92,000	3	26,016	3,252	4,000	3	4	6	4	24,000	2	(2,016)
28,000	6	2	1,68,000	2	22,764	3,794	4,000	1	1	6	4	24,000	2	1,236
32,000	7	2	2,24,000	3	30,351	4,336	4,000	1	1	7	4	28,000	3	(2,351)
							4,000	1	7			4,000	0	4,000
36,000	8	2	2,88,000	4	39,023	4,878	4,000	1	1	8	5	32,000	3	(7,023)
							4,000	1	4			8,000	1	8,000
40,000	8	2	3,20,000	4	43,359	5,420	4,000	1	1	8	5	32,000	3	(11,359)
							4,000	3	8			12,000	1	12,000
44,000	1	0	44,000	1	5,962	5,962	4,000	1	1	1	1	4,000	0	(1,962)
48,000	1	0	48,000	1	6,504	6,504	8,000	1	1	1	1	8,000	1	1,496
52,000	1	0	52,000	1	7,046	7,046	8,000	1	1	1	1	8,000	1	954
56,000	3	1	1,68,000	2	22,764	7,588	8,000	1	1	3	2	24,000	2	1,236
60,000	1	0	60,000	1	8,130	8,130	8,000	1	1	1	1	8,000	1	(130)
64,000	1	0	64,000	1	8,672	8,672	8,000	1	1	1	1	8,000	1	(672)
68,000	1	0	68,000	1	9,214	9,214	8,000	1	1	1	1	8,000	1	(1,214)
72,000	1	0	72,000	1	9,756	9,756	8,000	1	1	1	1	8,000	1	(1,756)
80,000	1	0	80,000	1	10,840	10,840	12,000	1	1	1	1	12,000	1	1,160
88,000	1	0	88,000	1	11,924	11,924	12,000	1	1	1	1	12,000	1	76
96,000	1	0	96,000	1	13,008	13,008	12,000	1	1	1	1	12,000	1	(1,008)
1,12,000	1	0	1,12,000	2	15,176	15,176	16,000	1	1	1	1	16,000	2	824
1,28,000	2	1	2,56,000	4	34,687	17,344	16,000	1	1	2	1	32,000	3	(2,687)
							4,000	1	2			4,000	0	4,000
1,44,000	1	0	1,44,000	2	19,512	19,512	20,000	1	1	1	1	20,000	2	488
1,64,000	1	0	1,64,000	2	22,222	22,222	24,000	1	1	1	1	24,000	2	1,778
1,68,000	1	0	1,68,000	2	22,764	22,764	24,000	1	1	1	1	24,000	2	1,236
2,00,000	3	1	6,00,000	8	81,299	27,100	24,000	1	1	3	2	72,000	7	(9,299)
							4,000	2	3			8,000	1	8,000
6,68,000	1	0	6,68,000	9	90,513	90,513	92,000	1	1	1	1	92,000	9	1,487
<b>GRAND TOTAL</b>	<b>382</b>	<b>100</b>	<b>71,44,000</b>	<b>100</b>	<b>9,68,000</b>									