BASILIC FLY

BASILIC FLY STUDIO LIMITED

Corporate Identification Number: U92100TN2016PLC103861

Our Company was incorporated as a private limited company under the name of "Basilic Fly Studio Private Limited" under the Companies Act, 2013 vide certificate of incorporation dated January 28, 2016, issued by the Registrar of Companies, Chennai, bearing Corporate Identification Number (CIN) U92100TN2016PTC103861. Subsequently, our Company was converted into a Public Limited Company pursuant to the special resolution passed by the Shareholders of our Company on December 29, 2022. Consequent upon conversion of our Company into public limited, the name of company was changed from "Basilic Fly Studio Private Limited" to "Basilic Fly Studio Limited" and a fresh Certificate of Incorporation dated May 19, 2023, was issued by the Registrar of Companies, Chennai. The CIN of the Company changed to U92100TN2016PLC103861. For further Details of Incorporation and Change in Registered Office of our Company, please refer to section titled 'Our History and Certain Other Corporate Matters' beginning on page 118 of this Prospectus.

Registered Office: Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India **Contact Person:** Mr. Nikhil Midha, Company Secretary & Compliance Officer;
Telephone: + 91 94164 22201; **E-mail:** cs@basilicfly.com; **Website:** www.basilicflystudio.com;

PROMOTERS OF OUR COMPANY: MR. BALAKRISHNAN AND MS. YOGALAKSHMI S

INITIAL PUBLIC OFFER OF 68,40,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF BASILIC FLY STUDIO LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ 97 PER EQUITY (THE "OFFER PRICE") AGGREGATING TO ₹ 6634.8 LAKH ("THE OFFER") COMPRISING OF A FRESH OFFER OF UP TO 62,40,000 EQUITY SHARES AGGREGATING TO ₹ 6052.80 LAKH (THE "FRESH OFFER") AND AN OFFER FOR SALE OF 6,00,000 EQUITY SHARES BY THE SELLING SHAREHOLDERS ("OFFER FOR SALE") AGGREGATING TO ₹ 582.00 LAKH OF WHICH 10,26,000 EQUITY SHARES AGGREGATING TO ₹995.22 LAKH WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. NET OFFER OF 58,14,000 EQUITY SHARES AGGREGATING TO ₹ 5639.58 LAKH (THE "NET OFFER"). THE OFFER AND THE NET OFFER WILL CONSTITUTE 29.43% AND 25.02 % RESPECTIVELY OF THE POST OFFER PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY

THE FACE VALUE OF THE EQUITY SHARE IS ₹ 10 AND OFFER PRICE IS ₹ 97.

THE OFFER PRICE IS 9.7 TIMES OF THE FACE VALUE OF THE EQUITY SHARE

ANCHOR INVESTOR OFFER PRICE: ₹ 97 PER EQUITY SHARE THE OFFER PRICE IS 9.7 TIMES OF THE FACE VALUE

Risks to Investors:

- **Our Company operates in the constantly evolving VFX market, which is subject to rapidly changing clients' behaviour and tastes, and depends on audience acceptance of content for which the Company provides VFX services and the long-term popularity of the brands.**
- **The Merchant Banker associated with the Issue has handled 15 public issues in the past two years out of which no issues closed below the Issue Price on Listing date**
- **The Price/ Earnings ratio based on Diluted EPS for year ended March 2023 for the company at the upper end of the Price Band is 5.94.**
- **Weighted Average Return on Net worth for Fiscals 2023, 2022 and, 2021 is 53.30%**

BID/ ISSUE PERIOD

BID/ ISSUE OPENED ON: FRIDAY SEPTEMBER 01, 2023

BID/ ISSUE CLOSED ON: TUESDAY SEPTEMBER 05, 2023

ANCHOR INVESTOR BIDDING DATE WAS: THURSDAY, AUGUST 31, 2023

The Issue was made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 ("SEBI ICDR Regulations") wherein not more than 50% of the 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 Managers ("BRLM") has allocated up to 60% of the QIB Portion to Anchor Investors on a discretionary basis (the "Anchor Investor Portion"). Further, not less than 15% of the Issue was made available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Issue was made available for allocation to RIIs in accordance with the SEBI (ICDR) Regulations, 2018, subject to valid Bids having been received from them at or above the Issue Price. All potential Bidders (except Anchor Investors) were required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective bank account (including UPI ID for RIBs using UPI Mechanism), in which the corresponding Bid Amounts were blocked by the SCSBs or the Sponsor Bank, as applicable. Anchor Investors were not permitted to participate in the Issue through the ASBA process. For details, see "Offer Procedure" on page 193 of the Prospectus.

The bidding for Anchor Investors opened and closed on August 31, 2023. The Company received 4 Anchor Investors applications for 21,66,000 Equity Shares. The Anchor Investor Allocation price was finalized at Rs. 97 per Equity Share. A total of 17,43,600 Equity Shares were allotted under the Anchor Investor portion aggregating to Rs. 16,91,29,200/-.

The Issue (excluding Anchor Investors Portion) received **7,52,470** Applications for **1,46,87,53,200** Equity Shares (before technical rejections) resulting in **233.03** times subscription (including reserved portion of market maker). The details of the Applications received in the Issue from various categories are as under (before technical rejections):

Detail of the Applications Received:

S.No.	Category	No. of Applications applied	No. of Equity Shares	Equity Shares Reserved as per Prospectus	No. of times Subscribed	Amount (in Rs.)
1.	Retail-Individual Investors	7,10,537	85,26,44,400	20,35,200	402.25	19,74,14,400
2.	Non-Institutional Investors	41,860	48,33,15,600	8,72,400	544.86	8,46,22,800
3.	Qualified Institutional Buyers (Excluding Anchor Investors)	72	13,17,67,200	11,62,800	113.32	11,27,91,600
4.	Market Maker	1	10,26,000	10,26,000	1.00	9,95,22,000
5.	Anchor Investors	4	21,66,000	17,43,600	1.24	16,91,29,200
	Total		**1,47,09,19,200**	**68,40,000**		**66,34,80,000**

Final Demand

A summary of the final demand as per NSE as on the Bid/ Issue Closing Date at different Bid prices is as under:

Sr.No.	Bid Price	Bids Quantity	Total	% of Total	Cumulative Total	% Cumulative Total
1	CUT-OFF	361767	434120400	42.59	434120400	27.24
2	97	485067	1155734400	57.10	1589854800	99.75
3	96	648	1004400	0.08	1590859200	99.81
4	95	820	1162800	0.10	1592022000	99.88
5	94	104	157200	0.01	1592179200	99.89
6	93	162	213600	0.02	1592392800	99.91
7	92	944	1513200	0.11	1593906000	100.00
	Total	**849512**	**1593906000**	**100.00**		

The Basis of Allotment was finalised in consultation with the Designated Stock Exchange, being National Stock Exchange of India Limited on September 07, 2023.

1) Allotment to Retail Individual Investors (After Technical Rejections)

The Basis of Allotment to the Retail Individual Investors, who have Bid at cut-off Price or at or above the Issue Price of Rs. 97 per Equity Share, was finalized in consultation with National Stock Exchange of India Limited. The category has been subscribed to the extent of **402.25** times. The total number of Equity Shares Allotted in this category is **20,35,200** Equity Shares to **1696** successful applicants. The details of the Basis of Allotment of the said category is as under:

No. of Shares Applied for (Category Wise)	No. of application received	% of Total	Total No. of shares applied	% of Total	No. of Equity Shares Allotted per Applicant	Ratio	Total No. of Shares Allotted
Retail Individual Investor	6,82,211	100	818653200	100	1,200	1696: 682211	20,35,200

2) Allotment to Non-Institutional Investors (After Technical Rejections)

The Basis of Allotment to the Non-Institutional Investors, who have bid at the Issue Price of Rs. 97/- per Equity Share or above, was finalized in consultation with National Stock Exchange of India Limited. The category has been subscribed to the extent of **544.86** times. The total number of Equity Shares Allotted in this category is **8,72,400** Equity Shares to **609** successful applicants. The details of the Basis of Allotment of the said category is as under (Sample Basis):

No. of Shares Applied for (Category wise)	No. of Application Received	% of Total	Total No. of Shares Applied in each Category	% to Total	Total No. of Shares Allotted	Ratio	
24,000	27284	67.37	6,54,81,600	13.77	120000	100	27284
3600	2717	6.7	9781200	2.05	18000	15	2717
4800	2261	5.58	10852800	2.28	20400	17	2261
6000	708	1.74	4248000	0.89	7200	1	118
7200	346	0.85	2491200	0.52	4800	4	346
8400	287	0.7	2410800	0.5	4800	4	287
9600	600	1.48	5760000	1.21	10800	9	600
10800	2695	6.65	29106000	6.12	55200	46	2695
12000	861	2.12	10332000	2.17	19200	16	861
13200	181	0.44	2389200	0.5	4800	4	181

3) Allotment to QIBs excluding Anchor Investors (After Technical Rejections)

Allotment to QIBs, who have bid at the Issue Price of Rs. 97 per Equity Share or above, has been done on a proportionate basis in consultation with National Stock Exchange of India Limited. This category has been subscribed to the extent of 113.32 times of QIB portion. The total number of Equity Shares allotted in the QIB category is 11,62,800 Equity Shares, which were allotted to 72 successful Applicants.

Category	Bank	MF's	AIF	FIIs/FPIs/ FI's/IC/Others	TOTAL
QIB	**-**	**-**	**-**	**11,62,800**	**11,62,800**

4) Allotment to Anchor Investors (After Technical Rejections)

The Company in consultation with the BRLM has allocated 17,43,600 Equity Shares to 4 Anchor Investors at the Anchor Investor Offer Price of Rs. 97 per Equity Shares in accordance with the SEBI ICDR Regulations. This represents 60% of the QIB Category.

Category	FIs/BANKS	MF's	IC	AIF	FIIs/FPIs	OTHERS	TOTAL
Anchor	-	-	-	-	2,06,400	15,37,200	17,43,,600

The Board of Directors of our Company at its meeting held on September 07, 2023 has taken on record the basis of allotment of Equity Shares approved by the Designated Stock Exchange, being National Stock Exchange of India Limited and has allotted the Equity Shares to various successful applicants. The Allotment Advice Cum Refund Intimation will be dispatched to the address of the investors as registered with the depositories. Further, instructions to the SCSBs have been dispatched/ mailed for unblocking of funds and transfer to the Public Issue Account on or before September 08, 2023 and payment to non-Syndicate brokers have been issued on September 08, 2023. In case the same is not received within ten days, investors may contact the Registrar to the Issue at the address given below. The Equity Shares allotted to the successful allottees shall be uploaded on or before September 08, 2023 for credit into the respective beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is in the process of obtaining the listing and trading approval from National Stock Exchange of India Limited and the trading of the Equity Shares is expected to commence on September 11, 2023.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated September 07, 2023 filed with the Registrar of Companies, Chennai ("RoC").

INVESTORS PLEASE NOTE

The details of the allotment made has been hosted on the website of the Registrar to the Issue, Purva Sharegistry (India) Private Limited at website: https://www.purvashare.com

All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First/ Sole Bidder Serial number of the ASBA form, number of Equity Shares bid for, Bidder DP ID, Client ID, PAN, date of submission of the Bid cum Application Form, address of the Bidder, the name and address of the Designated Intermediary where the Bid cum Application Form was submitted by the Bidder and copy of the Acknowledgment Slip received from the Designated Intermediary and payment details at the address given below:

PURVA SHAREGISTRY (INDIA) PRIVATE LIMITED

Address: 9 Shiv Shakti Industrial Estate, J.R Boricha Marg, Lower Parel (East), Mumbai- 400011, Maharashtra
Tel No: +91-022-4961-4132, 022-3199-8810 **Website:** www.purvashare.com **; Email:** support@purvashare.com
CIN: U92100TN2016PLC103861; **Contact Person:** Ms. Deepali Dhuri ; **SEBI Registration Number:** INR000001112

On behalf of Board of Directors
BASILIC FLY STUDIO LIMITED
Sd/-
Mr. Balakrishnan
Managing Director
DIN: 06590484

Place: Chennai
Date: 07.09.2023

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 BASILIC FLY STUDIO LIMITED.

Disclaimer: Basilic Fly Studio Limited has filed the Prospectus with the RoC on September 07, 2023 and thereafter with SEBI and the Stock Exchanges. The Prospectus is available on the website of Emerge Platform of National Stock Exchange of India Limited at https://www1.nseindia.com/emerge/ and on the websites of the BRLM, GYR Capital Advisors Private Limited at https://gyrcapitaladvisors.com/offer-documents/ 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 22 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.