**FINANCIAL EXPRESS** 

% of Total No. of Shares % of No. of Equity Ration of allottees Total No. of

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# CRAYONS ADVERTISING LIMITED

Our Company was originally incorporated on July 03, 1986 as a Private Limited Company as "Crayons Advertising and Marketing Private Limited" vide Registration No. 24711 under the provisions of the Companies Act, 1956 with the Registrar of Companies, Delhi and Haryana. Subsequently, pursuant to a special resolution passed by the Shareholders at their Extraordinary General Meeting held on September 16, 2022, our Company was converted from a Private Limited Company to Public Limited Company and consequently, the name of our Company was changed to "Cravons Advertising Limited" and a Fresh Certificate of Incorporation consequent to Conversion was issued on November 22, 2022 by the Registrar of Companies, NCT of Delhi and Haryana. The Corporate Identification Number of our Company is U52109DL1986PLC024711. For further details of change in name and change in Registered Office of our Company, please refer to section titled 'Our History and Certain Other Corporate Matters' beginning on page 109 of the Prospectus.



Registered Office: NSIC Complex, Maa Anandmayee Marg, Okhla Industrial Estate, Phase- III New Delhi 110020 Tel: +91 - 9654993221; E-mail: cs@thecrayonsnetwork.com; Website: www.thecrayonsnetwork.com; CIN: U52109DL1986PLC024711 Contact Person: Mr. Gagan Mahajan, Company Secretary and Compliance Officer:

No. of Equity

Shares Allotted

Ration of allottees Total No. of

### OUR PROMOTERS: MR. KUNAL LALANI, MRS. VIMI LALANI AND M/S VIMI INVESTMENTS AND FINANCE PVT LTD

Our Company has filed the Prospectus dated May 30, 2023, (the "Prospectus") with the Registrar of Companies, Delhi, Haryana (ROC), and the equity shares (as defined hereinafter) are proposed to be listed on the Emerge platform of National Stock Exchange of India Limited ("NSE Emerge") and the listing and trading of the Equity Shares (as defined hereinafter) expected to commence on June 02, 2023

% of Total No. of Shares

Total

No. of Shares

### **BASIS OF ALLOTMENT**

CRAYONS ADVERTISING LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ 65.00 PER EQUITY (THE "ISSUE PRICE") AGGREGATING TO ₹ 4179.50 LAKH ("THE ISSUE") OF WHICH 3.22.000 EQUITY SHARES AGGREGATING TO ₹ 209.30 LAKH WERE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. NET ISSUE OF 61,08,000 EQUITY SHARES AGGREGATING TO ₹ 3970.20 LAKH (THE "NET ISSUE"). THE ISSUE AND THE NET ISSUE CONSTITUTES 26.32% AND 25.00% RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

PUBLIC ISSUE OF 64,30,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF

ISSUE PRICE: RS. 65/- PER EQUITY SHARE OF FACE VALUE OF RS.10 EACH THE ISSUE PRICE IS 6.5 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

### RISKS TO INVESTORS:

- The Merchant Banker associated with the Issue has handled 6 (Six) public issue in the past three years out of which 1 of the Issues closed below the Issue Price on Listing date
- Average cost of acquisition of Equity Shares for the Promoters i.e., Mr. Kunal Lalani is Rs. 0.81/- and Mrs. Vimi Lalani is Rs. 1.35/- and M/S Vimi Investments and Finance Pvt Ltd is Rs 1.25/- and the Issue Price is Rs. 65 per Equity Share.
- Weighted Average Return on Net worth for Fiscals 2022, 2021 and 2020 is 2.82 %

#### BID/ISSUE PERIOD

### BID/ISSUE OPENED ON: MONDAY, MAY 22, 2023 BID/ISSUE CLOSED ON: THURSDAY, MAY 25, 2023 ANCHOR INVESTTOR/ BID OFFER PERIOD WAS: FRIDAY, MAY 19, 2023 The Offer was made in terms of Rule 19(2)(b) of the Securities Contracts (Regulations) Rules 1957, as

amended ("SCRR"), read with Regulation 253 of the SEBI ICDR Regulations, The Offer was made through the Book Building Process in accordance with Regulation 229(2) of the SEBI ICDR Regulations wherein, not more than 50% of the Net offer was available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") ("the QIB Portion"). Our Company in consultation with BRLMs allocate up to 60% of the QIB Portion to Anchor Investor on a discretionary basis ("Anchor Investor Portion"), out 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 accordance with SEBI ICDR Regulations. Further, 5% of the Net QIB Portion was made available for allocation on a proportionate basis of the Mutual Funds only, and the remainder of the Net QIB Portion was available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors), including Mutual Funds, subject to valid Bids having been received at or above the Offer Price. However, if the aggregate demand from Mutual Funds was less than 5% of the QIB Portion, the balance Equity shares available for allocation in the Mutual Funds Portion were added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Offer was available for allocation to non-institutional Bidders ("Non - Institutional Portion"), subject to valid bids being received at or above the offer price and not less than 35% of the Net Offer was made available for allocation to Retail Individual Investors ("RIIs") in accordance with SEBI ICDR Regulations, subject to valid bids has been received from them at or above the offer price. All Bidders, other than the Anchor Investors, were mandatorily required to participate in the offer through the application supported by blocked amount ("ASBA") process by providing details of their respective ASBA Accounts (as defined hereinafter) including UPI ID in case of UPI Bidders in which the BID Amount were blocked by the Self Certified Syndicate Banks ("SCSB") or the sponsor Banks, as the case may be. Anchor Investors were not permitted to participate in the Anchor Investor Portion through the ASBA process. For details, see "Issue Procedure" beginning on page 234 of the Prospectus.

The bidding for Anchor Investors Opened and Closed on Friday, May 19, 2023. The Company received 7 applications from 7 anchor investors for 23,10,000 equity shares. The Anchor investor price was finalized at Rs. 65/- per Equity Share. A total of 18,30,000 equity shares allocated under Anchor Investor Portion aggregating to Rs. 1.189.50 Lakh.

The Offer (excluding Anchor Investor Portion) received 1,88,307 Applications for 63,15,96,000 Equity Shares (before technical rejections) resulting in 112.32 times subscription. The details of the Applications received in the Issue from various categories are as under (before technical rejections):

### Detail of the Applications Received:

Sr. No.	Category	No. of Applications	No. of Equity Shares applied	Equity Shares Reserved as per Prospectus	No. of times Subscribed
1	Retail Individual Investors	1,81,726	36,34,62,000	21,38,000	167.07
2	Non - Institutional Investors	6,550	21,40,50,000	9,18,000	231.05
3	Market Makers	1	3,22,000	3,22,000	1
4	Qualified Institutional Buyers	30	5,37,62,000	12,22,000	44.00
5	Anchor Investors	7	23,10,000	18,30,000	1.26
	Total	188,314	63,39,06,000	64,30,000	98.58

# Final Demand:

A summary of the final demand as at different Bid price is as under:

Bid Price	No. Of Equity Shares	% of Total	Cumulative Total	Cumulative % to Total
62	280000	0.04	280000	0.04
63	162000	0.03	442000	0.07
64	470000	0.07	912000	0.14
65	470526000	74.23	471438000	74.37
Cut Off	162468000	25.63	633906000	100.00%
Total	633906000	100.00		

The Basis of Allotment was finalised in consultation with the Designated Stock Exchange, being National Stock Exchange of India Limited on 30.05.2023.

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

The Basis of Allotment to the Retail Individual Investors, who have Bid at cut-off / Issue Price of Rs. 65 /- per Equity Share, was finalized in consultation with NSE Emerge. The category has been subscribed to the extent of 167.07 times. The total number of Equity Shares Allotted in this category is 21,38,000 Equity Shares to 1069 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	% of Total	Total No. of Shares Applied in Each Category	% of Total	No. of Equity Shares Allotted per Applicant	Ratio	Total No. of Shares Allotted
2000	1,78,602	100	35,72,04,000	100	2000	1,069:1,78,602	21,38,000
Total	1,78,602	100	35,72,04,000	100		A110-00000-310-0-12-0	21,38,000

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

The Basis of Allotment to the Non-Institutional Bidders / Investors, who have bid at the Issue Price of Rs. 65/- per Equity Share was finalized in consultation with NSE Limited. The category has been subscribed to the extent of 231.05 times. The total number of Equity Shares Allotted in this category is 9,18,000 Equity Shares to 371 successful applicants. The category-wise details of the Basis of Allotment are as under (Sample basis):

No. of Shares Applied for (Category wise)	No. of Applications Received	Applications Total Received	Total No. of Shares Applied in Each Category	% of Total	No. of Equity Shares Allotted per Applicant	Ration of allottees to applicants		Total No. of Shares Allotted
4000	3412	53.01	13648000	6.43	2000	15	1706	60000
6000	511	7.93	3066000	1.45	2000	1	73	14000
8000	243	3.77	1944000	0.92	2000	4	243	8000
10000	199	3.09	1990000	0.94	2000	4	199	8000
12000	164	2.54	1968000	0.93	2000	1	41	8000
14000	146	2.26	2044000	0.96	2000	2	73	8000
16000	503	7.81	8048000	3.8	2000	17	503	34000
18000	108	1.67	1944000	0.92	2000	1	27	8000
20000	156	2.42	3120000	1.47	2000	7	156	14000
22000	43	0.66	946000	0.45	2000	2	43	4000
24000	44	0.68	1056000	0.5	2000	1	22	4000
26000	28	0.43	728000	0.34	2000	1	14	4000
28000	31	0.48	868000	0.41	2000	2	31	4000
30000	56	0.87	1680000	0.79	2000	1	14	8000
32000	25	0.38	800000	0.38	2000	2	25	4000
34000	15	0.23	510000	0.24	2000	1	15	2000
36000	27	0.41	972000	0.46	2000	2	27	4000
38000	22	0.34	836000	0.39	2000	1	11	4000
40000	35	0.54	1400000	0.66	2000	3	35	6000
42000	18	0.27	756000	0.36	2000	1	9	4000
44000	7	0.1	308000	0.15	2000	1	7	2000
46000	30	0.46	1380000	0.65	2000	1	10	6000
48000	6	0.09	288000	0.14	2000	1	6	2000
50000	27	0.41	1350000	0.64	2000	1	9	6000
52000	7	0.1	364000	0.17	2000	1	7	2000
54000	1	0.01	54000	0.03	0	0	1	0
56000	8	0.12	448000	0.21	2000	1	8	2000
58000	1	0.01	58000	0.03	0	0	1	0
60000	20	0.31	1200000	0.57	2000	3	20	6000
62000	14	0.22	868000	0.41	2000	1	7	4000
66000	5	0.07	330000	0.16	2000	1	5	2000
68000	4	0.06	272000	0.13	2000	1	4	2000
70000	12	0.18	840000	0.4	2000	1	6	4000
72000	3	0.04	216000	0.1	0	0	1	0
74000	2	0.03	148000	0.07	0	0	1	0
76000	11	0.17	836000	0.39	2000	2	11	4000
78000	8	0.12	624000	0.29	2000	1	8	2000

Applied for (Category wise)	Applications Received	Total	Applied in Each Category	Total	Shares Allotted per Applicant	to	applicants	Shares Allotted
80000	14	0.22	1120000	0.53	2000	1	7	4000
82000 86000	7	0.06	328000 602000	0.15	2000	1	7	2000
88000	4	0.06	352000	0.17	2000	1	4	2000
90000	8	0.12	720000	0.34	2000	1	4	4000
92000 96000	6	0.09	552000 288000	0.26	2000	1	6	2000
98000	4	0.06	392000	0.18	2000	1	4	2000
100000	11	0.17	1100000	0.52	2000	2	11	4000
102000 104000	1	0.02	102000 104000	0.05	0	0	1	0
106000	5	0.07	530000	0.25	2000	1	5	2000
108000	3	0.04	324000	0.15	2000	1	3	2000
110000 112000	3	0.05	330000 336000	0.16	2000	1	3	2000
114000	2	0.03	228000	0.11	0	0	1	0
116000	1	0.02	116000	0.05	0	0	1	0
118000 120000	1 5	0.02	118000 600000	0.06	2000	0	5	2000
122000	1	0.02	122000	0.06	0	0	1	0
124000	1	0.02	124000	0.06	0	0	1	0
126000 128000	1	0.02	126000 128000	0.06	0	0	1	0
130000	3	0.05	390000	0.18	2000	1	3	2000
132000	2	0.03	264000	0.12	2000	1	2	2000
134000 138000	3	0.02	134000 414000	0.06	2000	0	3	2000
140000	2	0.03	280000	0.13	2000	1	2	2000
142000	2	0.03	284000	0.13	2000	1	2	2000
144000 148000	3	0.02	144000 444000	0.07	2000	0	3	2000
150000	6	0.09	900000	0.42	2000	1	3	4000
152000	125	1.94	19000000	8.96	2000	41	125	82000
154000 158000	11	0.17	1694000 158000	0.8	2000	4	11	8000
160000	7	0.02	1120000	0.07	2000	2	7	4000
162000	2	0.03	324000	0.15	2000	1	2	2000
164000	1	0.02	164000	0.08	2000	0	1	2000
168000 170000	2	0.03	336000 340000	0.16	2000	1	2	2000
172000	4	0.06	688000	0.32	2000	1	4	2000
174000	1	0.02	174000	0.08	0	0	1	0
176000 178000	3	0.05	528000 178000	0.25	2000	0	3	2000
180000	11	0.17	1980000	0.93	2000	4	11	8000
182000	3	0.05	546000	0.26	2000	1	3	2000
184000 186000	1 2	0.02	184000 372000	0.09	2000	0	1 2	2000
190000	3	0.05	570000	0.10	2000	1	3	2000
192000	1	0.02	192000	0.09	0	0	1.	0
198000 200000	5	0.02	198000 1000000	0.09	2000	2	5	4000
208000	1	0.02	208000	0.47	2000	0	1	0
210000	1	0.02	210000	0.1	0	0	1	0
212000 216000	1	0.02	212000 216000	0.1	0	0	1	0
218000	1	0.02	218000	0.1	0	0	1	0
220000	2	0.03	440000	0.21	2000	1	2	2000
222000	1	0.02	222000 452000	0.1	2000	0	1 2	2000
226000 228000	2 2	0.03	456000	0.21	2000	1	2	2000
230000	2	0.03	460000	0.22	2000	1	2	2000
232000	2	0.03	464000	0.22	2000	1	2	2000
236000 238000	2	0.03	472000 952000	0.22	2000	1	2	2000 4000
240000	2	0.03	480000	0.23	2000	1	2	2000
250000 252000	1 3	0.02	250000 756000	0.12	2000	1	1 3	2000 4000
256000	1	0.03	256000	0.12	2000	1	1	2000
258000	1	0.02	258000	0.12	2000	1	1	2000
260000	1	0.02	260000	0.12	2000	1	1	2000
262000 270000	1	0.02	262000 270000	0.12	2000	1	1	2000
272000	1	0.02	272000	0.13	2000	1	1	2000
274000	1	0.02	274000	0.13	2000	1	1	2000
276000 278000	2	0.03	552000 278000	0.26	2000	1	2	2000
280000	2	0.03	560000	0.26	2000	1	2	2000
282000	2	0.03	564000	0.27	2000	1	2	2000
284000 286000	1	0.02	284000 286000	0.13	2000	1	1	2000
288000	1	0.02	288000	0.14	2000	1	1	2000
290000	1	0.02	290000	0.14	2000	1	1	2000
292000 294000	1	0.02	292000 294000	0.14	2000	1	1	2000
296000	1	0.02	296000	0.14	2000	1	1	2000
298000	1	0.02	298000	0.14	2000	1	1	2000
300000 302000	2	0.03	600000 302000	0.28	2000	1	2	2000
306000	1	0.02	306000	0.14	2000	1	1	2000
308000	3	0.05	924000	0.44	2000	2	3	4000
310000 312000	1	0.02	310000 312000	0.15	2000	1	1	2000
314000	3	0.05	942000	0.44	2000	2	3	4000
316000	2	0.03	632000	0.3	2000	1	2	2000
318000 322000	3	0.05	954000 322000	0.45	2000	2	3	4000 2000
324000	1	0.02	324000	0.15	2000	1	1	2000
326000	1	0.02	326000	0.15	2000	1	1	2000
328000 330000	1	0.02	328000 330000	0.15	2000	1	1	2000
332000	2	0.02	664000	0.16	2000	1	2	2000
334000	2	0.03	668000	0.31	2000	1	2	2000
336000 340000	1	0.02	336000	0.16	2000	1	1	2000
340000	1	0.02	340000 342000	0.16	2000	1	1	2000
344000	1	0.02	344000	0.16	2000	1	1	2000
346000	1	0.02	346000	0.16	2000	1	1	2000
350000 354000	1	0.02	350000 354000	0.17	2000	1	1	2000
364000	1	0.02	364000	0.17	2000	1	i	2000
370000	1	0.02	370000	0.17	2000	1	1	2000
374000 376000	2	0.03	748000 376000	0.35	2000	1	1	4000 2000
378000	1	0.02	378000	0.18	2000	1	1	2000
202000000000000000000000000000000000000	0.61	55230112	100000000000000000000000000000000000000	120000	C2010100001	777	200	7/95/2/17:20

No. of Shares Applied for Category wise)	No. of Applications Received	% of Total	Applied in Each Category	% of Total	No. of Equity Shares Allotted per Applicant	0.000758793	on of allottees applicants	Shares Allotted	
454000	1	0.02	454000	0.21	2000	1	1	2000	
458000	1	0.02	458000	0.22	2000	1	1	2000	
460000	2	0.03	920000	0.43	2000	1	1	4000	
462000	4	0.06	1848000	0.87	2000	1	1	8000	
464000	2	0.03	928000	0.44	2000	1	1	4000	
468000	2	0.03	936000	0.44	2000	1	1	4000	
470000	1	0.02	470000	0.22	2000	1	1	2000	
474000	1	0.02	474000	0.22	2000	1	1	2000	
476000	1	0.02	476000	0.22	2000	1	1	2000	
482000	1	0.02	482000	0.23	2000	1	1	2000	
500000	1	0.02	500000	0.24	2000	1	1	2000	
504000	1	0.02	504000	0.24	2000	1	1	2000	
534000	1	0.02	534000	0.25	2000	1	1	2000	
538000	1	0.02	538000	0.25	2000	1	1	2000	
540000	3	0.05	1620000	0.76	2000	1	1	6000	
544000	1	0.02	544000	0.26	2000	1	1	2000	
550000	1	0.02	550000	0.26	2000	1	1	2000	
554000	1	0.02	554000	0.26	2000	1	1	2000	
576000	1	0.02	576000	0.27	2000	1	1	2000	
588000	1	0.02	588000	0.28	2000	1	1	2000	
600000	5	0.08	3000000	1.41	2000	1	1	10000	
600000	0	0	0	0	2000	1	5	2000	
614000	1	0.02	614000	0.29	2000	1	1	2000	
640000	1	0.02	640000	0.3	2000	1	1	2000	
642000	1	0.01	642000	0.3	2000	1	1	2000	
700000	2	0.03	1400000	0.66	2000	1	1	4000	
700000	0	0	0	0	2000	1	2	2000	
768000	2	0.03	1536000	0.73	2000	1	1	4000	
768000	0	0	0	0	2000	1	2	2000	
770000	1	0.01	770000	0.36	4000	1	1	4000	
800000	1	0.01	800000	0.38	4000	1	1	4000	
828000	1	0.01	828000	0.39	4000	1	1	4000	
878000	1	0.01	878000	0.42	4000	1	1	4000	
882000	1	0.01	882000	0.42	4000	1	1	4000	
900000	- 1	0.01	900000	0.42	4000	1	1	4000	
910000	- 4	0.01	910000	0.43	4000	1	- 1	4000	
920000 936000	- 1	0.01	920000 936000	0.43	4000	1	1	4000	
980000	1	0.01	980000	0.44	4000	4	4	4000	
1038000	1	0.01	1038000	0.46	4000	1	1	4000	
1036000	1	0.01	1046000	0.5	4000	1	1	4000	
1070000	1	0.01	1070000	0.5	4000	1	1	4000	
1148000	- 1	0.01	1148000	0.54	4000	1	1	4000	
1150000	- 1	0.01	1150000	0.54	4000	1	1	4000	
1200000	- 4	0.01	1200000	0.57	4000	1	1	4000	
1204000	1	0.01	1204000	0.57	4000	1	1	4000	
1230000	1	0.01	1230000	0.58	6000	1	1	6000	
1240000	2	0.03	2480000	1.17	4000	1	1	8000	
1240000	0	0	0	0	2000	1	2	2000	
1318000	1	0.01	1318000	0.62	6000	1	1	6000	
1332000	1	0.01	1332000	0.63	6000	1	1	6000	
1400000	1	0.01	1400000	0.66	6000	1	1	6000	
1528000	1	0.01	1528000	0.72	6000	1	1	6000	
1532000	1	0.01	1532000	0.72	6000	1	1	6000	
1540000	1	0.01	1540000	0.73	6000	1	1	6000	
1700000	1	0.01	1700000	0.8	8000	1	1	8000	
1756000	1	0.01	1756000	0.83	8000	1	1	800	
2296000	1	0.01	2296000	1.08	10000	1	1	1000	
2310000	1	0.01	2310000	1.09	10000	1	1	1000	
2326000	1	0.01	2326000	1.1	10000	1	1	1000	
3054000	2	0.03	6108000	2.87	12000	1	1	2400	
3054000	0	0	0	0	2000	1	2	2000	
3056000	4	0.06	12224000	5.76	12000	1	1	48000	
3056000	0	0	0	0	2000	2	4	4000	
Total	6436	100	212102000	100				918000	

The Basis of Allotment to the Market Maker, at the issue price of Rs. 65/- per Equity Share, was finalized in consultation with NSE Limited. The Category was subscribed by 1.00 times. The total number of shares allotted in this category is 3,22,000 Equity Shares in full out reserved portion of 3,22,000 Equity Shares.

#### 4) Allotment to QIBs (After Technical Rejections) Allotment to QIBs, who have bid at the Issue Price of Rs. 65/- per Equity Share has been done on a proportionate basis

CATEGORY

Anchor Investor

No. of Shares No. of

in consultation with NSE Limited. This category has been subscribed to the extent of 44.00 Times of QIB portion. The total number of Equity Shares allotted in the QIB category is 12,22,000 Equity Shares, which were allotted to 30 successful Applicants.

CATEGORY	FIS/BANKS	MF'S	IC'S	NBFC'S	AIF	FPI	OTHERS	TOTAL
QIB	96,000	3.5	8,000	4,98,000	2,32,000	3,88,000	97 3	12,22,000

# 5) Allotment to Anchor Investors (After Technical Rejections)

FIS/BANKS

The Company in consultation with the BRLM, has allotted 18,30,000 Equity Shares to 7 Anchor Investor at the Anchor Investor Offer Price of Rs. 65/- per Equity shares in accordance with the SEBI Regulations. This represents 59.96% of the QIBs Portion.

NBFC'S

1,54,000

The Board of Director of our C	ompany at its meeting h	eld on May 30, 202	3 has taken on record	the basis of allotmen
of Equity Shares approved by				
various successful applicants.	# 1			
nvestors as registered with th				

funds and transfer to the Public Issue Account by on May 30, 2023. The Equity Shares allotted to the successful allottees have been uploaded on May 31, 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 NSE and the trading of the Equity Shares is expected to commence on June 02, 2023.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated May 30, 2023 filed with the Registrar of Companies, Delhi, Haryana ("RoC").

# INVESTORS, PLEASE NOTE

The details of the allotment made has been hosted on the website of the Registrar to the Issue, Skyline Financial Services Private Limited at website: http://www.skylinerta.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:



Tel No.: +91- 11-40450193-97; Fax No.: +91-11-26812683 E-mail: ipo@skylinerta.com Website: http://www.skylinerta.com/ SEBI Registration No.: INR000003241 Contact Person: Mrs. Rati

On behalf of Board of Directors For Crayons Advertising Limited

Place: Delhi Date: May 31, 2023

2000

2000

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2000

2000

4000

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Disclaimer: Crayons Advertising Limited has filed the Prospectus dated May 30, 2023 with the Registrar of

Companies, Delhi, Haryana and thereafter with SEBI and the Stock Exchange. The Prospectus is available on the website of NSE Emerge i.e. www.nseindia.com and is available on the website of the BRLM at www.ccvindia.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Prospectus including the section titled "Risk Factors" beginning on page 20 of the Prospectus. NSE Disclaimer: "It is to be distinctly understood that the permission given by NSE should not in any way be deemed

or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the 'Disclaimer Clause of NSE'. 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 issued 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 issued and sold outside the United States in 'offshore transactions' in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.







380000

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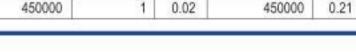
424000

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2000

New Delhi

FPI

16,76,000

OTHERS

TOTAL

18,30,000

Kunal Lalani **Managing Director**  THIS IS A PUBLIC ANNOUCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT. THIS DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. THIS PUBLIC ANNOUNCEMENT IS NOT INTENDED FOR RELEASE, PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA.



जनसता

# CRAYONS ADVERTISING LIMITED

Our Company was originally incorporated on July 03, 1986 as a Private Limited Company as "Crayons Advertising and Marketing Private Limited" vide Registration No. 24711 under the provisions of the Companies Act, 1956 with the Registrar of Companies, Delhi and Haryana. Subsequently, pursuant to a special resolution passed by the Shareholders at their Extraordinary General Meeting held on September 16, 2022, our Company was converted from a Private Limited Company to Public Limited Company and consequently, the name of our Company was changed to "Crayons Advertising Limited" and a Fresh Certificate of Incorporation consequent to Conversion was issued on November 22, 2022 by the Registrar of Companies, NCT of Delhi and Haryana. The Corporate Identification Number of our Company is U52109DL1986PLC024711. For further details of change in name and change in Registered Office of our Company, please refer to section titled 'Our History and Certain Other Corporate Matters' beginning on page 109 of the Prospectus.



Registered Office: NSIC Complex, Maa Anandmayee Marg, Okhla Industrial Estate, Phase- III New Delhi 110020 Tel: +91 - 9654993221; E-mail: cs@thecrayonsnetwork.com; Website: www.thecrayonsnetwork.com; CIN: U52109DL1986PLC024711 Contact Person: Mr. Gagan Mahajan, Company Secretary and Compliance Officer:

#### **OUR PROMOTERS: MR. H** TS AND FINANCE PVT LTD

Our Company has filed the Prospectus dated May 30, 2023, (the "Prospectus") with the Registrar of Company n the Emerge platform of National Stock Exchange of India Limited ("NSE Emerge") and the listing and trading of the Equity Shares (as defined hereinafter) expected to commence on June 02,2023

### BASIS OF ALLOTMENT

PUBLIC ISSUE OF 64,30,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF CRAYONS ADVERTISING LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ 65.00 PER EQUITY (THE "ISSUE PRICE") AGGREGATING TO ₹ 4179.50 LAKH ("THE ISSUE") OF WHICH 3,22,000 EQUITY SHARES AGGREGATING TO ₹ 209.30 LAKH WERE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. NET ISSUE OF 61,08,000 EQUITY SHARES AGGREGATING TO ₹ 3970.20 LAKH (THE "NET ISSUE"). THE ISSUE AND THE NET ISSUE CONSTITUTES 26.32% AND 25.00% RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

ISSUE PRICE: RS. 65/- PER EQUITY SHARE OF FACE VALUE OF RS.10 EACH THE ISSUE PRICE IS 6.5 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

#### RISKS TO INVESTORS:

- The Merchant Banker associated with the Issue has handled 6 (Six) public issue in the past three years out of which 1 of the Issues closed below the Issue Price on Listing date.
- Average cost of acquisition of Equity Shares for the Promoters i.e., Mr. Kunal Lalani is Rs. 0.81/- and Mrs. Vimi Lalani is Rs. 1.35/- and M/S Vimi Investments and Finance Pvt Ltd is Rs 1.25/- and the Issue Price is Rs. 65 per Equity Share.
- Weighted Average Return on Net worth for Fiscals 2022, 2021 and 2020 is 2.82 %

#### BID/ISSUE PERIOD BID/ISSUE OPENED ON: MONDAY, MAY 22, 2023

### BID/ISSUE CLOSED ON: THURSDAY, MAY 25, 2023 ANCHOR INVESRTOR/ BID OFFER PERIOD WAS: FRIDAY, MAY 19, 2023

The Offer was made in terms of Rule 19(2)(b) of the Securities Contracts (Regulations) Rules 1957, as amended ("SCRR"), read with Regulation 253 of the SEBI ICDR Regulations, The Offer was made through the Book Building Process in accordance with Regulation 229(2) of the SEBI ICDR Regulations wherein, not more than 50% of the Net offer was available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") ("the QIB Portion"). Our Company in consultation with BRLMs allocate up to 60% of the QIB Portion to Anchor Investor on a discretionary basis ("Anchor Investor Portion"), out 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 accordance with SEBI ICDR Regulations. Further, 5% of the Net QIB Portion was made available for allocation on a proportionate basis of the Mutual Funds only, and the remainder of the Net QIB Portion was available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors), including Mutual Funds, subject to valid Bids having been received at or above the Offer Price. However, if the aggregate demand from Mutual Funds was less than 5% of the QIB Portion, the balance Equity shares available for allocation in the Mutual Funds Portion were added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Offer was available for allocation to non-institutional Bidders ("Non - Institutional Portion"), subject to valid bids being received at or above the offer price and not less than 35% of the Net Offer was made available for allocation to Retail Individual Investors ("RIIs") in accordance with SEBI ICDR Regulations, subject to valid bids has been received from them at or above the offer price. All Bidders, other than the Anchor Investors, were mandatorily required to participate in the offer through the application supported by blocked amount ("ASBA") process by providing details of their respective ASBA Accounts (as defined hereinafter) including UPI ID in case of UPI Bidders in which the BID Amount were blocked by the Self Certified Syndicate Banks ("SCSB") or the sponsor Banks, as the case may be. Anchor Investors were not permitted to participate in the Anchor Investor Portion through the ASBA process. For details, see "Issue Procedure" beginning on page 234 of the Prospectus.

The bidding for Anchor Investors Opened and Closed on Friday, May 19, 2023. The Company received 7 applications from 7 anchor investors for 23,10,000 equity shares. The Anchor investor price was finalized at Rs. 65/- per Equity Share. A total of 18,30,000 equity shares allocated under Anchor Investor Portion aggregating to Rs. 1,189.50 Lakh.

The Offer (excluding Anchor Investor Portion) received 1,88,307 Applications for 63,15,96,000 Equity Shares (before technical rejections) resulting in 112.32 times subscription. The details of the Applications received in the Issue from various categories are as under (before technical rejections):

### Detail of the Applications Received:

Sr. No.	Category	No. of Applications	No. of Equity Shares applied	Equity Shares Reserved as per Prospectus	No. of times Subscribed
1	Retail Individual Investors	1,81,726	36,34,62,000	21,38,000	167.07
2	Non - Institutional Investors	6,550	21,40,50,000	9,18,000	231.05
3	Market Makers	1	3,22,000	3,22,000	1
4	Qualified Institutional Buyers	30	5,37,62,000	12,22,000	44.00
5	Anchor Investors	7	23,10,000	18,30,000	1.26
	Total	188,314	63,39,06,000	64,30,000	98.58

### Final Demand:

A summary of the final demand as at different Bid price is as under:

Bid Price	No. Of Equity Shares	% of Total	Cumulative Total	Cumulative % to Total
62	280000	0.04	280000	0.04
63	162000	0.03	442000	0.07
64	470000	0.07	912000	0.14
65	470526000	74.23	471438000	74.37
Cut Off	162468000	25.63	633906000	100.00%
Total	633906000	100.00		

The Basis of Allotment was finalised in consultation with the Designated Stock Exchange, being National Stock Exchange of India Limited on 30.05.2023.

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

The Basis of Allotment to the Retail Individual Investors, who have Bid at cut-off / Issue Price of Rs. 65 /- per Equity Share, was finalized in consultation with NSE Emerge. The category has been subscribed to the extent of 167.07 times. The total number of Equity Shares Allotted in this category is 21,38,000 Equity Shares to 1069 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	% of Total	Total No. of Shares Applied in Each Category	% of Total	No. of Equity Shares Allotted per Applicant	Ratio	Total No. of Shares Allotted
2000	1,78,602	100	35,72,04,000	100	2000	1,069:1,78,602	21,38,000
Total	1,78,602	100	35,72,04,000	100			21,38,000

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

The Basis of Allotment to the Non-Institutional Bidders / Investors, who have bid at the Issue Price of Rs. 65/- per Equity Share was finalized in consultation with NSE Limited. The category has been subscribed to the extent of 231.05 times. The total number of Equity Shares Allotted in this category is 9,18,000 Equity Shares to 371 successful applicants. The category-wise details of the Basis of Allotment are as under (Sample basis)

No. of Shares Applied for (Category wise)	No. of Applications Received	ications Total Applied in Each Total Shares Allotted to applican			Total No. of Shares Allotted			
4000	3412	53.01	13648000	6.43	2000	15	1706	60000
6000	511	7.93	3066000	1.45	2000	1	73	14000
8000	243	3.77	1944000	0.92	2000	4	243	8000
10000	199	3.09	1990000	0.94	2000	4	199	8000
12000	164	2.54	1968000	0.93	2000	1	41	8000
14000	146	2.26	2044000	0.96	2000	2	73	8000
16000	503	7.81	8048000	3.8	2000	17	503	34000
18000	108	1.67	1944000	0.92	2000	1	27	8000
20000	156	2.42	3120000	1.47	2000	7	156	14000
22000	43	0.66	946000	0.45	2000	2	43	4000
24000	44	0.68	1056000	0.5	2000	1	22	4000
26000	28	0.43	728000	0.34	2000	1	14	4000
28000	31	0.48	868000	0.41	2000	2	31	4000
30000	56	0.87	1680000	0.79	2000	1	14	8000
32000	25	0.38	800000	0.38	2000	2	25	4000
34000	15	0.23	510000	0.24	2000	1	15	2000
36000	27	0.41	972000	0.46	2000	2	27	4000
38000	22	0.34	836000	0.39	2000	1	11	4000
40000	35	0.54	1400000	0.66	2000	3	35	6000
42000	18	0.27	756000	0.36	2000	1	9	4000
44000	7	0.1	308000	0.15	2000	1	7	2000
46000	30	0.46	1380000	0.65	2000	1	10	6000
48000	6	0.09	288000	0.14	2000	1	6	2000
50000	27	0.41	1350000	0.64	2000	1	9	6000
52000	7	0.1	364000	0.17	2000	1	7	2000
54000	1	0.01	54000	0.03	0	0	1	(
56000	8	0.12	448000	0.21	2000	1	8	2000
58000	1	0.01	58000	0.03	0	0	1	. (
60000	20	0.31	1200000	0.57	2000	3	20	6000
62000	14	0.22	868000	0.41	2000	1	7	4000
66000	5	0.07	330000	0.16	2000	1	5	2000
68000	4	0.06	272000	0.13	2000	1	4	2000
70000	12	0.18	840000	0.4	2000	1	6	4000
72000	3	0.04	216000	0.1	0	0	1	(
74000	2	0.03	148000	0.07	0	0	1	
76000	11	0.17	836000	0.39	2000	2	11	4000
20000		m 4m			0000		100	0000

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2000

lo. of Shares Applied for	No. of Applications Received	% of Total	Total No. of Shares Applied in Each Category	% of Total	No. of Equity Shares Allotted per Applicant	Ration of allottees to applicants		Total No. of Shares Allotted
ategory wise) 80000	Neceived 14	0.22	1120000	0.53	2000	1	7	4000
82000	4	0.06	328000	0.15	2000	1	4	2000
86000	7	0.11	602000	0.28	2000	1	7	2000
88000	4	0.06	352000	0.17	2000	1	4	2000
90000	8	0.12	720000	0.34	2000	1	4	4000
92000	6	0.09	552000	0.26	2000	1	6	2000
96000	3	0.04	288000	0.14	2000	1	3	2000
98000 100000	4	0.06	392000 1100000	0.18	2000	2	11	2000 4000
102000	1	0.02	102000	0.05	0	0	1	4000
104000	1	0.01	104000	0.05	0	0	1	0
106000	5	0.07	530000	0.25	2000	1	5	2000
108000	3	0.04	324000	0.15	2000	1	3	2000
110000	3	0.05	330000	0.16	2000	1	3	2000
112000	3	0.05	336000	0.16	2000	1	3	2000
114000	2	0.03	228000	0.11	0	0	1	0
116000 118000	1	0.02	116000 118000	0.05	0	0	1	0
120000	5	0.02	600000	0.28	2000	1	5	2000
122000	1	0.02	122000	0.06	0	0	1	0
124000	1	0.02	124000	0.06	0	0	1	0
126000	1	0.02	126000	0.06	0	0	1	0
128000	-1	0.02	128000	0.06	0	0	1	0
130000	3	0.05	390000	0.18	2000	1	3	2000
132000	2	0.03	264000	0.12	2000	1	2	2000
134000	1	0.02	134000	0.06	2000	0	1	2000
138000 140000	3	0.05	414000 280000	0.2	2000	1	3	2000
142000	2	0.03	284000	0.13	2000	1	2	2000
144000	1	0.03	144000	0.13	0	0	1	2000
148000	3	0.05	444000	0.21	2000	1	3	2000
150000	6	0.09	900000	0.42	2000	1	3	4000
152000	125	1.94	19000000	8.96	2000	41	125	82000
154000	11	0.17	1694000	0.8	2000	4	11	8000
158000	1	0.02	158000	0.07	0	0	1	0
160000	7	0.11	1120000	0.53	2000	2	7	4000
162000	2	0.03	324000	0.15	2000	1	2	2000
164000 168000	1 2	0.02	164000 336000	0.08	2000	0	1 2	2000
170000	2	0.03	340000	0.16	2000	1	2	2000
172000	4	0.06	688000	0.32	2000	1	4	2000
174000	1	0.02	174000	0.08	0	0	1	0
176000	3	0.05	528000	0.25	2000	1	3	2000
178000	1	0.02	178000	0.08	0	0	1	0
180000	11	0.17	1980000	0.93	2000	4	11	8000
182000	3	0.05	546000	0.26	2000	1	3	2000
184000	1	0.02	184000	0.09	0	0	1	2000
186000 190000	3	0.03	372000 570000	0.18	2000	1	2	2000
192000	1	0.02	192000	0.09	2000	0	1	2000
198000	1	0.02	198000	0.09	0	0	1	
200000	5	0.08	1000000	0.47	2000	2	5	4000
208000	1	0.02	208000	0.1	0	0	1	0
210000	1	0.02	210000	0.1	0	0	1	0
212000	1	0.02	212000	0.1	0	0	1	0
216000	1	0.02	216000	0.1	0	0	1	
218000	1	0.02	218000	0.1	0	0	1	0
220000	2	0.03	440000	0.21	2000	1	2	2000
222000	1	0.02	222000	0.1	2000	0	1	2000
226000 228000	2	0.03	452000 456000	0.21	2000	1	2	2000
230000	2	0.03	460000	0.21	2000	1	2	2000
232000	2	0.03	464000	0.22	2000	1	2	2000
236000	2	0.03	472000	0.22	2000	1	2	2000
238000	4	0.06	952000	0.45	2000	1	2	4000
240000	2	0.03	480000	0.23	2000	1	2	2000
250000	1	0.02	250000	0.12	2000	1	1	2000
252000	3	0.05	756000	0.36	2000	2	3	4000
256000	1	0.02	256000	0.12	2000	1	1	2000
258000 260000	1	0.02	258000 260000	0.12	2000	1	1	2000
262000	1	0.02	262000	0.12	2000	1	1	2000
270000	1	0.02	270000	0.12	2000	1	1	2000
272000	1	0.02	272000	0.13	2000	1	1	2000
274000	1	0.02	274000	0.13	2000	1	1	2000
276000	2	0.03	552000	0.26	2000	1	2	2000
278000	1	0.02	278000	0.13	2000	1	1	2000
280000	2	0.03	560000	0.26	2000	1	2	2000
282000	2	0.03	564000	0.27	2000	1	2	2000
284000	1	0.02	284000	0.13	2000	1		2000
286000	1	0.02	286000	0.13	2000	1	1	2000
288000	1	0.02	288000	0.14	2000	1	1	2000
290000 292000	1	0.02	290000 292000	0.14	2000	1	1	2000
294000	1	0.02	292000	0.14	2000	1	1	2000
296000	1	0.02	296000	0.14	2000	1	1	2000
298000	1	0.02	298000	0.14	2000	1	1	2000
300000	2	0.02	600000	0.28	2000	1	2	2000
302000	1	0.02	302000	0.14	2000	1	1	2000
306000	1	0.02	306000	0.14	2000	1	1	2000
308000	3	0.05	924000	0.44	2000	2	3	4000
310000	1	0.02	310000	0.15	2000	1	1	2000
312000	1	0.02	312000	0.15	2000	1	1	2000
314000	3	0.05	942000	0.44	2000	2	3	4000

No. of Shares Applied for (Category wise)	No. of Applications Received	% of Total	Total No. of Shares Applied in Each Category	% of Total 0.21	No. of Equity Shares Allotted per Applicant		on of allottees applicants	Total No. of Shares Allotted
454000	1	0.02	454000		2000	1	1	
458000	1	0.02	458000	0.22	2000	- 1	1	2000
460000	2	0.03	920000	0.43	2000	- 1	1	4000
462000	4	0.06	1848000	0.87	2000	1	1	8000
464000	2	0.03	928000	0.44	2000	1	1	4000
468000	2	0.03	936000	0.44	2000	1	3	4000
470000	1	0.02	470000	0.22	2000	1	1	2000
474000	1	0.02	474000	0.22	2000	1	1	2000
476000	1	0.02	476000	0.22	2000	- 1	1	2000
482000	- 1	0.02	482000	0.23	2000	- 1	1	200
500000	1	0.02	500000	0.24	2000	1	1	200
504000	1	0.02	504000	0.24	2000	1	1	2000
534000	1	0.02	534000	0.25	2000	1	1	2000
538000	1	0.02	538000	0.25	2000	1	1	2000
540000	3	0.05	1620000	0.76	2000	1	1	6000
544000	1	0.02	544000	0.26	2000	1	1	2000
550000	1	0.02	550000 554000	0.26	2000	1	1	200
554000 576000	1	0.02	576000	0.26	2000	1	1	200
588000	1	0.02	588000	0.27	2000	- 1	1	200
600000	5	0.02	3000000	1,41	2000	+	1	1000
600000	0	0.00	300000	0	2000	1	5	200
614000	1	0.02	614000	0.29	2000	4	1	2000
640000	1	0.02	640000	0.23	2000	1	1	2000
642000	1	0.02	642000	0.3	2000	1	1	2000
700000	2	0.03	1400000	0.66	2000	- 3	1	400
700000	0	0.03	0	0.00	2000	1	2	2000
768000	2	0.03	1536000	0.73	2000	9	1	400
768000	0	0.03	1536000	0.73	2000	4	2	200
770000	1	0.01	770000	0.36	4000	1	1	400
800000	1	0.01	800000	0.38	4000	1	31	4000
828000	1	0.01	828000	0.39	4000	1	1	4000
878000	1	0.01	878000	0.42	4000	- 31	1	4000
882000	1	0.01	882000	0.42	4000	1	1	4000
900000	-	0.01	900000	0.42	4000	4	i	4000
910000	9	0.01	910000	0.43	4000	1	1	4000
920000	- 1	0.01	920000	0.43	4000	1	1	400
936000	4	0.01	936000	0.44	4000	1	1	400
980000	1	0.01	980000	0.46	4000	1	1	4000
1038000	1	0.01	1038000	0.5	4000	1	1	400
1046000	1	0.01	1046000	0.5	4000	1	1	4000
1070000	- 1	0.01	1070000	0.5	4000	1	1	4000
1148000	- 1	0.01	1148000	0.54	4000	1	1	4000
1150000	1	0.01	1150000	0.54	4000	-1	1	4000
1200000	1	0.01	1200000	0.57	4000	1	1	4000
1204000	1	0.01	1204000	0.57	4000	1	- 1	400
1230000	1	0.01	1230000	0.58	6000	1	1	600
1240000	2	0.03	2480000	1.17	4000	1	1	8000
1240000	0	0	0	0	2000	1	2	2000
1318000	1	0.01	1318000	0.62	6000	1	1	600
1332000	4	0.01	1332000	0.63	6000	1	1	600
1400000	1	0.01	1400000	0.66	6000	1	1	600
1528000	<b>1</b> 6	0.01	1528000	0.72	6000	1	1	600
1532000	1	0.01	1532000	0.72	6000	1	1	600
1540000	1	0.01	1540000	0.73	6000	1	1	600
1700000	1	0.01	1700000	0.8	8000	1	1	800
1756000	1	0.01	1756000	0.83	8000	1	1	800
2296000	1	0.01	2296000	1.08	10000	1	1	1000
2310000	1	0.01	2310000	1.09	10000	1	- 1	1000
2326000	S <b>1</b> 2	0.01	2326000	1.1	10000	1	- 1	1000
3054000	2	0.03	6108000	2.87	12000	1	1	2400
3054000	0	0	0	.0	2000	1	2	200
3056000	4	0.06	12224000	5.76	12000	1	1	4800
3056000	0	0	0	0	2000	2	4	400
Total	6436	100	212102000	100				91800

The Basis of Allotment to the Market Maker, at the issue price of Rs. 65/- per Equity Share, was finalized in consultation with NSE Limited. The Category was subscribed by 1.00 times. The total number of shares allotted in this category is 3,22,000 Equity Shares in full out reserved portion of 3,22,000 Equity Shares.

# 4) Allotment to QIBs (After Technical Rejections)

Allotment to QIBs, who have bid at the Issue Price of Rs. 65/- per Equity Share has been done on a proportionate basis in consultation with NSE Limited. This category has been subscribed to the extent of 44.00 Times of QIB portion. The total number of Equity Shares allotted in the QIB category is 12,22,000 Equity Shares, which were allotted to 30 successful Applicants.

CATEGORY	FIS/BANKS	MF'S	IC'S	NBFC'S	AIF	FPI	OTHERS	TOTAL
QIB	96,000	14	8,000	4,98,000	2,32,000	3,88,000	1:41	12,22,000

# 5) Allotment to Anchor Investors (After Technical Rejections)

The Company in consultation with the BRLM, has allotted 18,30,000 Equity Shares to 7 Anchor Investor at the Anchor Investor Offer Price of Rs. 65/- per Equity shares in accordance with the SEBI Regulations. This represents 59.96% of the QIBs Portion.

CATEGORY	FIS/BANKS	MF'S	IC'S	NBFC'S	AIF	FPI	OTHERS	TOTAL
Anchor Investor	t 20 8	27.4	50	1,54,000	\$\$50t	16,76,000	1950	18,30,000
The Board of Direct	or of our Compa	iny at its m	eeting he	ld on May 30	. 2023 f	nas taken on r	ecord the bas	is of allotment

of Equity Shares approved by the Designated Stock Exchange, being NSE and has allotted the Equity Shares to various successful applicants. The Allotment Advice Cum Refund Intimation has been emailed to the email id of the investors as registered with the depositories. Further, instructions to the SCSBs have been issued for unblocking of funds and transfer to the Public Issue Account by on May 30, 2023. The Equity Shares allotted to the successful allottees have been uploaded on May 31, 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 NSE and the trading of the Equity Shares is expected to commence on June 02, 2023.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated May 30, 2023 filed with the Registrar of Companies, Delhi, Haryana ("RoC").

# INVESTORS, PLEASE NOTE

The details of the allotment made has been hosted on the website of the Registrar to the Issue, Skyline Financial Services Private Limited at website: http://www.skylinerta.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:



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SKYLINE FINANCIAL SERVICES PRIVATE LIMITED Skyline D-153 A, 1st Floor, Okhla Industrial Area, Phase - I, New Delhi-110020

> Tel No.: +91- 11-40450193-97; Fax No.: +91-11-26812683 E-mail: ipo@skylinerta.com Website: http://www.skylinerta.com/ SEBI Registration No.: INR000003241 Contact Person: Mrs. Rati

> > On behalf of Board of Directors For Crayons Advertising Limited Kunal Lalani Managing Director

Place: Delhi Date: May 31, 2023 Disclaimer: Crayons Advertising Limited has filed the Prospectus dated May 30, 2023 with the Registrar of

Companies, Delhi, Haryana and thereafter with SEBI and the Stock Exchange. The Prospectus is available on the website of NSE Emerge i.e. www.nseindia.com and is available on the website of the BRLM at www.ccvindia.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Prospectus including the section titled "Risk Factors" beginning on page 20 of the Prospectus.

NSE Disclaimer: "It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the 'Disclaimer Clause of NSE"

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 issued 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 issued and sold outside the United States in 'offshore transactions' in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.



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