



PLAZA WIRES LIMITED

Our Company was originally incorporated as 'Navratna Wires Private Limited' as a private limited company under the provisions of the Companies Act, 1956, pursuant to a certificate of incorporation dated August 23, 2006 issued by the Registrar of Companies, National Capital Territory of Delhi and Haryana. Pursuant to a special resolution passed by the shareholders of our Company at the extra-ordinary general meeting held on October 10, 2007, the name of our Company was changed to Plaza General Cable Wire Private Limited and a fresh certificate of incorporation dated October 26, 2007 was issued to our Company by the Registrar of Companies, National Capital Territory of Delhi and Haryana. Pursuant to a special resolution passed by the shareholders of our Company on December 26, 2008, the name of our Company was changed to 'Plaza Wires Private Limited', and a fresh Certificate of Incorporation reflecting the new name was issued by the Registrar of Companies, National Capital Territory of Delhi and Haryana on February 06, 2009. Thereafter, our Company was converted to a public limited company, pursuant to a special resolution passed by our shareholders on December 29, 2021 and the name of our Company was changed to 'Plaza Wires Limited' and a fresh certificate of incorporation dated March 10, 2022 was issued to our Company by the Registrar of Companies, Delhi. For details in relation to change in the address of the registered office of our Company, see "History and Certain Corporate Matters" on page 157 of the Prospectus dated October 06, 2023 ("Prospectus").

Registered Office: A-74 Okhla Industrial Area, Phase-2 New Delhi, South Delhi, 110020, India; Tel: 011-66369696; Contact Person: Bhavika Kapil, Company Secretary and Compliance Officer; E-mail: compliance@plazawires.in; Website: www.plazawires.in; Corporate Identity Number: U31300DL2006PLC152344

OUR PROMOTERS: SANJAY GUPTA AND SONIA GUPTA

Our Company has filed the Prospectus dated October 06, 2023 with the RoC, and the Equity Shares are proposed to be listed on the National Stock Exchange of India Limited ("NSE") and BSE Limited ("BSE") and trading is expected to commence on October 12, 2023.

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFERING OF 132,00,158 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF PLAZA WIRES LIMITED ("OUR COMPANY") OR THE "ISSUER" FOR CASH AT A PRICE OF ₹ 54 PER EQUITY SHARE (INCLUDING A PREMIUM OF ₹ 44 PER EQUITY SHARE) ("ISSUE PRICE") AGGREGATING UP TO ₹ 712.81 MILLION ("THE ISSUE"). THE ISSUE WILL CONSTITUTE 30.17% OF OUR POST-ISSUE PAID-UP EQUITY SHARE CAPITAL.

ANCHOR INVESTOR ISSUE PRICE: ₹ 54 PER EQUITY SHARE OF FACE VALUE OF ₹ 10 EACH

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THE ISSUE PRICE IS 5.4 TIMES OF THE FACE VALUE

Risks to Investors:

- Our success depends on our ability to build the Proposed Manufacturing Unit and expand our product portfolio, both of which are subject to risks and uncertainties.
- We have not yet placed orders in relation to the capital expenditure to be incurred for the Proposed Manufacturing Unit. In the event of any delay in placing the orders, or in the event the vendors are not able to provide the plant and machineries or complete the civil and related works etc. in a timely manner, or at all, the same may result in time and cost over-runs.
- Inadequate or interrupted supply and price fluctuation of our raw materials and packaging materials could adversely affect our business, results of operations, cash flows, profitability and financial condition.
- We generate our significant portion of sales from our operations in certain geographical regions. Any adverse developments affecting our operations in these regions could have an adverse impact on our revenue and results of operations.
- Working Capital Requirements:** Our Company requires significant amounts of working capital and significant portion of our working capital is consumed in trade receivables and inventories. Our inability to meet our working capital requirements may have an adverse effect on our results of operations and overall business.
- We may not be able to derive the desired benefits from our product development efforts. Commercialization and market development of new products and existing product particularly our FMEG products may take longer time than expected and / or may involve unforeseen business risks.
- Weighted average cost of acquisition, floor price and cap price

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor Price*	Cap Price*
Weighted average cost of acquisition (WACA) of Primary Issuances	Nil	Nil	Nil
Weighted average cost of acquisition (WACA) of Secondary Issuances	Nil	Nil	Nil

*There were no primary transactions and Secondary transactions of Equity Shares of the Company during the 3 years preceding the date of filing of the Red Herring Prospectus except by way of issue of bonus and transfer of gift hence cost of acquisition is nil.

- Market Risk:** The Issue Price, market capitalization to total income and price to earnings ratio based on the Issue Price of our Company may not be indicative of the market price of the Company on listing or thereafter.

Particulars	Ratio vis-à-vis Floor price (i.e. ₹ 51)	Ratio vis-à-vis Cap price (i.e. ₹ 54)
	(In multiples, unless otherwise specified)	
Market Capitalization to Total Income	1.22	1.29
Price to Earnings Ratio	20.73	21.95

Note: 1 Market capitalization has been computed as the product of number of shares outstanding assuming full subscription to Gross Offer with the floor price or cap price, as applicable

- PIE Ratio has been computed based on the floor price or cap price, as applicable, divided by the diluted EPS for the financial year ended 2023.
- Weighted Average Return on Net Worth for Fiscals 2023, 2022 & 2021 is 13.23%.

- Average cost of acquisition of Equity Shares held by the Promoters ranges from ₹8.40 to ₹38.32 per Equity Share and Issue Price at upper end of the Price Band is ₹54 per Equity Share.
- The BRLM associated with the Issue have handled 7 public issues in the past three Fiscal Years, none of issues closed below the Issue price on the listing date.

BID / ISSUE PROGRAMME

ANCHOR INVESTOR BIDDING DATE OPENED AND CLOSED ON: WEDNESDAY, SEPTEMBER 27, 2023

BID / ISSUE OPENED ON FRIDAY, SEPTEMBER 29, 2023 | BID / ISSUE CLOSED ON THURSDAY, OCTOBER 05, 2023

This Issue was being made in terms of Rule 19(2)(b) of the SCRR read with Regulation 31 of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations"). This Issue was being made through the Book Building Process in accordance with Regulation 6(2) of the SEBI ICDR Regulations wherein not less than 75% of the Issue were allotted on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company in consultation with the BRLM allocated up to 60% of the QIB Portion to Anchor Investors on a discretionary basis ("Anchor Investor Portion"). One-third of the Anchor Investor Portion shall be reserved for domestic Mutual Funds, subject to valid Bids being received from the 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 were added to the QIB Portion (other than the Anchor Investor Portion) (the "Net QIB Portion"). Further, 5% of the QIB Portion (excluding Anchor Investor Portion) (the "Net QIB Portion") shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors), including Mutual Funds, subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not more than 15% of the Issue shall be available for allocation to Non-Institutional Bidders, out of which a) one-third of such portion shall be reserved for applicants with application size of more than ₹0.2 million and up to ₹1.0 million and (b) two-third of such portion shall be reserved for applicants with application size of more than ₹1.0 million, provided that the unsubscribed portion in either of such sub-categories may be allocated to applicants in the other sub-category of Non-Institutional Bidders and not more than 10% of the Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Issue Price. If at least 75% of the Issue cannot be Allotted to QIBs, then the entire application money will be refunded forthwith. All Bidders, other than Anchor Investors, are required to participate in the Issue by mandatorily utilising the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account (as defined hereinafter) and UPI ID in case of UPI Bidders using the UPI Mechanism, as applicable, pursuant to which their corresponding Bid Amounts were blocked by the Self Certified Syndicate Banks ("SCSBs") or by the Sponsor Banks under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors were not permitted to participate in the Issue through the ASBA process. For further details, see "Issue Procedure" on page 273 of the Prospectus.

The bidding for Anchor Investor opened and closed on September 27, 2023. The Company received 2 applications from 2 Anchor Investors for 3,704,044 Equity Shares. The Anchor Investor Issue Price was finalized at ₹54 per Equity Share. A total of 3,704,044 Equity Shares were allocated under the Anchor Investor Portion aggregating to ₹ 200,018,376.

The Issue received 15,27,654 applications for 1,53,60,96,852 Equity Shares resulting in 116.37 times subscription as disclosed in the Prospectus. The details of the applications received in the Issue from Retail Individual Bidders, Non-Institutional Bidders, QIBs and Anchor Investors are as under (before technical rejections):

Sl. No.	CATEGORY	NO. OF APPLICATIONS APPLIED	NO. OF EQUITY SHARES	SHARES RESERVED AS PER PROSPECTUS	NO. OF TIMES SUBSCRIBED	AMOUNT (₹)
A	Retail Individual Bidders	14,29,180	49,62,05,612	13,19,905	375.94	26,78,88,04,622.00
B	Non-Institutional Bidders – More than ₹ 2 lakhs and upto ₹ 10 lakhs	73,966	29,80,04,910	6,60,091	451.46	16,08,31,04,473.00
C	Non-Institutional Bidders – More than ₹ 10 lakhs	24,448	48,25,20,150	13,19,905	365.57	26,05,59,32,426.00
D	Qualified Institutional Bidders (excluding Anchor Investors)	58	25,56,62,136	61,96,213	41.26	13,80,57,55,344.00
E	Anchor Investors	2	37,04,044	37,04,044	1.00	20,00,18,376.00
TOTAL		15,27,654	1,53,60,96,852	1,32,00,158	116.37	82,93,36,15,241.00

Final Demand

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

Sr. No	Bid Price	No. of Equity Shares	% to Total	Cumulative Total	Cumulative % of Total
1	51	18,19,059	0.11	18,19,059	0.11
2	52	16,17,126	0.10	34,36,185	0.20
3	53	17,80,002	0.11	52,16,187	0.31
4	54	1,15,83,09,017	68.78	1,16,35,25,204	69.09
	CUTOFF	52,04,87,432	30.91	1,68,40,12,636	100.00
	TOTAL	1,68,40,12,636	100.00		

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange, being NSE on October 10, 2023.

A. Allotment to Retail Individual Bidders (After Technical Rejections) (Including ASBA Applications)

The Basis of Allotment to the Retail Individual Bidders, who have bid at cut-off or at the Issue Price of ₹54 per Equity, was finalized in consultation with NSE. This category has been subscribed to the extent of 360,03694 times. The total number of Equity Shares Allotted in Retail Individual Bidders category is 1,319,905 Equity Shares to 4,765 successful applicants. The category-wise details of the Basis of Allotment are as under:

Category	No. of Applications Received	% of Total	Total No. of Equity Shares applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares allotted
277	12,52,767	91.54	34,70,16,459	73.02	277	5 : 1436	12,08,274
554	58,636	4.28	3,24,84,344	6.84	277	5 : 1436	56,508
831	18,556	1.36	1,54,20,036	3.24	277	5 : 1436	18,005
1108	9,277	0.68	1,02,78,916	2.16	277	5 : 1436	8,864
1385	7,584	0.55	1,05,03,840	2.21	277	5 : 1436	7,202
1662	3,238	0.24	53,81,556	1.13	277	11 : 3238	3,047
1939	3,370	0.25	65,34,430	1.38	277	6 : 1685	3,324
2216	1,699	0.12	37,64,984	0.79	277	6 : 1699	1,662
2493	1,055	0.08	26,30,115	0.55	277	4 : 1055	1,108
2770	3,368	0.25	93,29,360	1.96	277	3 : 842	3,324
3047	544	0.04	16,57,568	0.35	277	1 : 272	554
3324	596	0.04	19,81,104	0.42	277	1 : 298	554
3601	7,840	0.57	2,82,31,840	5.94	277	5 : 1436	7,479
TOTAL	13,68,530	100.00	47,52,14,552	100.00			13,19,905

B. Allotment to Non-Institutional Bidders (more than ₹ 2 lakhs and upto ₹ 10 lakhs) (After Technical Rejections) (Including ASBA Applications)

The Basis of Allotment to the Non-Institutional Bidders (more than ₹ 2 lakhs and upto ₹ 10 lakhs), who have bid at the Issue Price of ₹ 54 per Equity Share or above, was finalized in consultation with NSE. This category has been subscribed to the extent of 439,50231. The total number of Equity Shares allotted in this category is 660,091 Equity Shares to 170 successful applicants. The category-wise details of the Basis of Allotment are as under:

Category	No. of Applications Received	% of Total	Total No. of Equity Shares applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares allotted
3878	67,968	94.38	26,35,79,904	90.85	3,878	6 : 2533	6,24,358
4155	1,391	1.93	57,79,605	1.99	3,878	3 : 1391	11,634
4432	372	0.52	16,48,704	0.57	3,878	1 : 372	3,878
4709	181	0.25	8,52,329	0.29	3,878	1 : 181	3,878
4986	145	0.20	7,22,970	0.25	3,878	1 : 145	3,878
5263	57	0.08	2,99,991	0.10	3,878	0 : 57	-
5540	359	0.50	19,88,860	0.69	3,878	1 : 359	3,878
5817	111	0.15	6,45,687	0.22	3,878	0 : 111	-
6094	34	0.05	2,07,196	0.07	3,878	0 : 34	-
6371	31	0.04	1,97,501	0.07	3,878	0 : 31	-
6648	29	0.04	1,92,792	0.07	3,878	0 : 29	-
6925	62	0.09	4,29,350	0.15	3,878	0 : 62	-
7202	34	0.05	2,44,868	0.08	3,878	0 : 34	-
7479	66	0.09	4,93,614	0.17	3,878	0 : 66	-
7756	167	0.23	12,95,252	0.45	3,878	1 : 167	3,878
8033	21	0.03	1,68,693	0.06	3,878	0 : 21	-
8310	88	0.12	7,31,280	0.25	3,878	0 : 88	-
8587	19	0.03	1,63,153	0.06	3,878	0 : 19	-
8864	37	0.05	3,27,968	0.11	3,878	0 : 37	-
9141	339	0.47	30,98,799	1.07	3,878	1 : 339	3,878

Category	No. of Applications Received	% of Total	Total No. of Equity Shares applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares allotted
9418	40	0.06	3,76,720	0.13	3,878	0 : 40	-
9695	28	0.04	2,71,460	0.09	3,878	0 : 28	-
9972	24	0.03	2,39,328	0.08	3,878	0 : 24	-
10249	9	0.01	92,241	0.03	3,878	0 : 9	-
10526	5	0.01	52,630	0.02	3,878	0 : 5	-
10803	12	0.02	1,29,636	0.04	3,878	0 : 12	-
11080	46	0.06	5,09,680	0.18	3,878	0 : 46	-
11357	9	0.01	1,02,213	0.04	3,878	0 : 9	-
11634	31	0.04	3,60,654	0.12	3,878	0 : 31	-
11911	5	0.01	59,555	0.02	3,878	0 : 5	-
12188	5	0.01	60,940	0.02	3,878	0 : 5	-
12465	12	0.02	1,49,580	0.05	3,878	0 : 12	-
12742	4	0.01	50,968	0.02	3,878	0 : 4	-
13019	6	0.01	78,114	0.03	3,878	0 : 6	-
13296	2	0.00	26,592	0.01	3,878	0 : 2	-
13573	3	0.00	40,719	0.01	3,878	0 : 3	-
13850	26	0.04	3,60,100	0.12	3,878	0 : 26	-
14127	6	0.01	84,762	0.03	3,878	0 : 6	-
14404	3	0.00	43,212	0.01	3,878	0 : 3	-
14681	11	0.02	1,61,491	0.06	3,878	0 : 11	-
14958	10	0.01	1,49,580	0.05	3,878	0 : 10	-
15235	7	0.01	1,06,645	0.04	3,878	0 : 7	-
15512	6	0.01	93,072	0.03	3,878	0 : 6	-
15789	1	0.00	15,789	0.01	3,878	0 : 1	-
16066	5	0.01	80,330	0.03	3,878	0 : 5	-
16343	2	0.00	32,686	0.01	3,878	0 : 2	-
16620	16	0.02	2,65,920	0.09	3,878	0 : 16	-
16897	5	0.01	84,485	0.03	3,878	0 : 5	-
17174	2	0.00	34,348	0.01	3,878	0 : 2	-
17451	7	0.01	1,22,157	0.04	3,878	0 : 7	-
17728	4	0.01	70,912	0.02	3,878	0 : 4	-
18005	21	0.03	3,78,105	0.13	3,878	0 : 21	-
18282	129	0.18	23,58,378	0.81	3,878	0 : 129	-
					92	1 : 1	828
					1	1 : 3	