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PICTURE POST
STUDIOS LIMITED

PICTUREPOST STUDIOS LIMITED

CIN: U62099MH2023PLC404020

Our Company was originally formed as Limited Liability Partnership Firm under the name and style of "M/s. Produce Solutions LLP" pursuant to a Certificate of incorporation issued by Registrar of Companies, Central Registration Centre, dated August 22, 2019 with LLP registration number being AAQ-3343. Subsequently, the name of our LLP was changed to "Picturepost Studios LLP" with Certificate of Incorporation pursuant to change of name issued by Registrar of Companies, Central Registration Centre, dated August 26, 2022. M/s. Picturepost Studios LLP was thereafter converted into a Private Limited Company "Picturepost Studios Private Limited" pursuant to the provisions of Chapter XXI of the Companies Act, 2013 and fresh a certificate of incorporation dated June 01, 2023 was issued by Registrar of Companies, Central Registration Centre. Subsequently, our Company has been converted into a public limited company and the name of our Company changed to "Picturepost Studios Limited" pursuant to a special resolution passed at the Extra-Ordinary General Meeting of our Company held on February 21, 2024 and a fresh Certificate of incorporation dated May 14, 2024 issued by the Registrar of Companies, Mumbai. The Corporate Identity Number of our Company is U62099MH2023PLC404020

Registered Office: 701, 7th Floor, Sapphire Building, Junction of S.V. Rd & 1st Rd, Khar (W), Khar Colony, Mumbai 400052, Maharashtra, India.
Tel No: +91 9769199410; **E-mail:** investors@picturepoststudio.com; **Website:** www.picturepoststudio.com

Contact Person: Mr. Abhishek Sharma, Company Secretary and Compliance Officer;

THE PROMOTERS OF OUR COMPANY ARE MR. PARISH TEKRIWAL, MR. SHAILENDRA ISHWARDAS CHANDGOTIA, MS. POOJA SHAILENDRA CHANDGOTIA AND MS. DEEPA SHAILENDRA CHANDGOTIA

"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 EMERGE PLATFORM OF NSE (NSE EMERGE)."

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFER OF 78,00,000 EQUITY SHARES OF FACE VALUE OF ₹ 1/- EACH (THE "EQUITY SHARES") OF PICTUREPOST STUDIOS LIMITED ("OUR COMPANY" OR "PICTUREPOST STUDIOS" OR "PPSL" OR "THE ISSUER") FOR CASH AT A PRICE OF ₹ 24/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ 23/- PER EQUITY SHARE (THE "ISSUE PRICE") AGGREGATING TO ₹ 1,872.00 LAKHS ("THE ISSUE"), OF WHICH 3,96,000 EQUITY SHARES OF FACE VALUE OF ₹ 1/- EACH FOR CASH AT A PRICE OF ₹ 24/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ 23/- PER EQUITY SHARE AGGREGATING TO ₹ 95.04 LAKHS WILL BE 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 74,04,000 EQUITY SHARES OF FACE VALUE OF ₹ 1/- EACH AT A PRICE OF ₹ 24/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ 23/- PER EQUITY SHARE AGGREGATING TO ₹ 1,776.96 LAKHS IS HEREBY REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 26.62% AND 25.27% RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

ISSUE PRICE : ₹ 24/- PER EQUITY SHARE OF FACE VALUE ₹ 1/- EACH.

ANCHOR INVESTOR ISSUE PRICE : ₹ 24/- PER EQUITY SHARE

THE ISSUE PRICE IS 24.00 TIMES OF THE FACE VALUE

RISKS TO INVESTORS

- Our Equity Shares have never been publicly traded, and may experience price and volume fluctuations following the completion of the Issue. Further, our Equity Shares may not result in an active or liquid market and the price of our Equity Shares may be volatile and you may be unable to resell your Equity Shares at or above the Issue Price or at all.
- The average cost of acquisition of Equity Shares by our Promoters is as follows:

Sr. No.	Name of Promoters	No of Equity Shares held	Average cost of Acquisition (in ₹)
1.	Mr. Parish Tekriwal	99,00,000	1.00
2.	Mr. Shailendra Ishwardas Chandgotia	50,50,000	1.00
3.	Ms. Pooja Shailendra Chandgotia	-	-
4.	Ms. Deepa Shailendra Chandgotia	50,50,000	1.00

- Weighted average cost of acquisition:

Types of transactions	Weighted average cost of acquisition (₹. per Equity Shares)
Weighted average cost of acquisition of primary / new issue of shares.	1.63/-
Weighted average cost of acquisition for secondary sale / acquisition of shares.	N.A.

ANCHOR INVESTOR BIDDING DATE WAS: THURSDAY, AUGUST 01, 2024

BID/ISSUE OPENED ON: FRIDAY, AUGUST 02, 2024 BID/ISSUE CLOSED ON: TUESDAY, AUGUST 06, 2024

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 of the SEBI ICDR Regulations and in compliance with Regulation 253 of the SEBI ICDR Regulations wherein not more than 50.00% of the Net Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company in consultation with the BRLMs may allocate up to 60.00% 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 accordance with the SEBI ICDR Regulations. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the QIB Portion (other than the Anchor Investor Portion) ("Net QIB Portion"). Further, 5.00% of 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 5.00% 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 less than 15.00% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Investors and not less than 35.00% of the Net Issue shall be available for allocation to Retail Individual Investors in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Issue Price. All Potential Bidders, other than Anchor Investors, are 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 will be 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, please refer to the chapter titled "Issue Procedure" on page 218 of the Prospectus.

The bidding for Anchor investors opened and closed on Thursday, August 01, 2024. The Company received 02 Anchor Investor Application Forms from 02 Anchor Investors (including Nil Mutual Funds through Nil Mutual Fund schemes) for 22,14,000 Equity Shares. Such 02 Anchor Investors through 02 Anchor Investor Application Forms were allocated 22,08,000 Equity Shares at a price of ₹ 24/- per Equity Share under the Anchor Investor Portion, aggregating to ₹ 5,29,92,000/-

The Issue (excluding Anchor Investor Portion) received applications for 1,42,09,02,000 Equity Shares (before technical rejections) resulting in 254.10 times subscription (including reserved portion of market maker). The Details of the Applications received from various categories (before technical rejection) are as under:

Detail of the Applications Received:

CATEGORY	NUMBER OF APPLICATIONS	NO OF SHARES	RESERVED	NO OF TIMES SUBSCRIPTIONS	AMOUNT
Retail Individual Investors	1,38,394	83,03,64,000	25,98,000	319.62	19,92,87,36,000
Non-Institutional Investors	11,746	44,02,32,000	11,16,000	394.47	10,56,55,68,000
Qualified Institutional Buyers (excluding Anchor Investors)	38	14,99,10,000	14,82,000	101.15	3,59,78,40,000
Market Maker	1	3,96,000	3,96,000	1.00	95,04,000
TOTAL	1,50,179	1,42,09,02,000	55,92,000	254.10	34,10,16,48,000

Final Demand

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

Sr. No.	Bid Price	Bids Quantity	% of Total	Cumulative Total	% Cumulative Total
1.	22.00	3624000	0.2125	1705680000	0.2125
2.	23.00	1632000	0.0957	1702056000	0.0957
3.	24.00	1160310000	68.0262	1700424000	68.0262
4.	CUT OFF	540114000	31.6656	1700424000	31.6656
		1705680000	100.0000		100.0000

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange - NSE on August 07, 2024

1) Allocation 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 above the Issue Price of ₹ 24.00 per equity shares, was finalized in consultation with NSE. The category was subscribed by 313.35 times i.e., for 81,40,86,000 Equity Shares. Total number of shares allotted in this category is 25,98,000 Equity Shares to 433 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 Equity Shares applied in this Category	% of total	No. of Equity Shares allocated/ allotted per Applicant	Ratio	Total Number of shares allotted
6,000	1,35,681	100.00	81,40,86,000	100.00	6,000	3:940	25,98,000
TOTAL	1,35,681	100.00	81,40,86,000	100.00	6,000		25,98,000

2) Allocation to Non-Institutional Investors (After Technical Rejections): The Basis of Allotment to Other than Retail Individual Investors, who have bid at Issue Price of ₹ 24.00 per equity shares or above, was finalized in consultation with NSE. The category was subscribed by 389.31 times i.e., for 43,44,66,000 shares the total number of shares allotted in this category is 11,16,000 Equity Shares to 183 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 Equity Shares applied in this Category	% of total	No. of Equity Shares allocated/ allotted per Applicant	Ratio	Total Number of shares allotted
12000	6462	55.73	77544000	17.85	6000	5:979	198000
18000	1337	11.53	24066000	5.54	6000	10:1337	60000
24000	529	4.56	12696000	2.92	6000	5:529	30000
30000	480	4.14	14400000	3.31	6000	1:80	36000
36000	361	3.11	12996000	2.99	6000	6:361	36000
42000	1026	8.85	43092000	9.92	6000	1:57	108000
48000	214	1.85	10272000	2.36	6000	2:107	24000
54000	141	1.22	7614000	1.75	6000	1:47	18000
60000	310	2.67	18600000	4.28	6000	4:155	48000
66000	58	0.50	3828000	0.88	6000	1:29	12000
72000	60	0.52	4320000	0.99	6000	1:30	12000
78000	53	0.46	4134000	0.95	6000	2:53	12000
84000	58	0.50	4872000	1.12	6000	1:29	12000
90000	55	0.47	4950000	1.14	6000	2:55	12000
96000	19	0.16	1824000	0.42	6000	1:19	6000
108000	31	0.27	3348000	0.77	6000	1:31	6000
120000	44	0.38	5280000	1.22	6000	1:22	12000
126000	14	0.12	1764000	0.41	6000	1:14	6000

3) Allocation to QIBs excluding Anchor Investors (After Technical Rejections): The Basis of Allotment to QIBs, who have bid at Offer Price of ₹ 24.00 per equity shares or above, was finalized in consultation with NSE. The category was subscribed by 101.15 times i.e., for 14,99,10,000 shares the total number of shares allotted in this category is 14,82,000 Equity Shares to 38 successful applicants. The category wise details of the Basis of Allotment are as under:

Category	FIS/BANKS	MF'S	IC'S	NBFC'S	AIF	FPI	VC'S	TOTAL
QIBs	-	-	30000	282000	360000	810000	-	1482000

4) Allocation to Anchor Investors (After Technical Rejections & Withdrawal): The Company in consultation with the BRLM has allotted 22,08,000 Equity Shares to 2 Anchor Investors at Anchor Investor Issue Price of ₹ 24.00 per equity shares in accordance with the SEBI ICDR Regulations. The category wise details of the Basis of Allotment are as under:

Category	FIS/BANKS	MF'S	IC'S	NBFC'S	AIF	FPI	OTHERS	TOTAL
ANCHOR	-	-	-	-	834000	1374000	-	2208000

5) Allocation to Market Maker (After Technical Rejections):

The Basis of Allotment to Market Maker, who have bid at Issue Price of ₹ 31.00 per equity shares or above, was finalized in consultation with NSE. The category was subscribed by 1.00 times i.e., for 3,96,000 shares the total number of shares allotted in this category is 3,96,000 Equity Shares. 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 Equity Shares applied in this Category	% of total	No. of Equity Shares allocated/ allotted per Applicant	Ratio	Total Number of shares allotted
3,96,000	1	100.00	3,96,000	100.00	3,96,000	1:1	3,96,000
TOTAL	1	100.00	3,96,000	100.00	3,96,000		3,96,000

The Board of Directors of the Company at its meeting held on August 07, 2024 has approved the Basis of Allocation of Equity Shares as approved by the Designated Stock Exchange viz. NSE and has authorized the corporate action for Issue of the Equity Shares to various successful applicants. The CAN-cum-allotment advices and/or notices will forward to the email id's and address of the Applicants as registered with the depositories / as filled in the application form on or before August 08, 2024. Further, the instructions to Self Certified Syndicate Banks for unblocking the amount will process on or prior to August 08, 2024. In case the same is not received within ten 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 is taking steps to get the Equity Shares admitted for trading on the NSE Emerge within Three working days from the date of the closure of the Issue.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated August 06, 2024 ("Prospectus") filed with Registrar of Companies, Mumbai.

INVESTORS, PLEASE NOTE

The details of the allotment made would also be hosted on the website of the Registrar to the Issue, Bigshare Services Private Limited at www.bigshareonline.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 Bid cum 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:

Bigshare Services Pvt. Ltd.

BIGSHARE SERVICES PRIVATE LIMITED

Office No. S6-2, 6th Floor, Pinnacle Business Park, Next to Ahura Centre, Mahakali Caves Road, Andheri East, Mumbai - 400 093, Maharashtra, India

Tel: 022 - 6263 8200 **E-mail:** ipo@bigshareonline.com

Investor grievance e-mail: investor@bigshareonline.com **Website:** www.bigshareonline.com

Contact Person: Mr. Vinayak Morbale

SEBI Registration No.: INR000001385

Date: August 07, 2024

Place: Mumbai

For Picturepost Studios Limited

Sd/-

Parish Tekriwal

Designation: Chairman & Managing Director

DIN: 03530041

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 PICTUREPOST STUDIOS LIMITED.

Picturepost Studios Limited is proposing, subject to market conditions, public issue of its equity shares and has filed the Prospectus with the Registrar of Companies, Mumbai. The Prospectus is available on the website of SEBI at www.sebi.gov.in, the website of the Book Running Lead Manager at www.shreni.in website of the NSE at www.nseindia.com and website of Issuer Company at www.picturepoststudio.com. Investors should note that investment in Equity Shares involves a high degree of risk. For details, investors shall refer to and rely on the Prospectus including the section titled "Risk Factors" beginning on page 27 of the Prospectus, which has been filed with ROC. The Equity Shares have not been and will not be registered under the US Securities Act (the "Securities Act") or any state securities law in United States and may not be issued or sold within the United States or to, or for the account or benefit of, "U.S. persons" (as defined in the Regulation S under the Securities Act), except pursuant to an exemption from, or in a transaction not subject to the registration requirements of the Securities Act of 1933.