



# FONEBOX RETAIL LIMITED

Corporate Identity Numbers: U51909GJ2021PLC119941

Our Company was originally incorporated as "Fonebox Retail Private Limited" a private limited company under the provision of Companies Act, 2013 vide Certificate of Incorporation dated February 05, 2021 issued by Registrar of Companies, Central Registration Centre. Later on, our Company was converted into a Public Limited Company pursuant to special resolution passed at Extra-ordinary General Meeting by the shareholders of our Company held on June 28, 2023 and the name of our Company was changed to "Fonebox Retail Limited". A fresh Certificate of Incorporation consequent upon Conversion from Private Limited Company to Public Limited Company dated July 12, 2023 was issued by the Registrar of Companies, Ahmedabad. The Corporate Identification Number of our Company is U51909GJ2021PLC119941. For details of change in name and registered office of our Company, please refer to chapter titled "History and Corporate Structure" beginning on page 159 of the Prospectus.

Registered Office: 702/703, 7th Floor, Satyam 64, Opp. Gujarat High Court, S G Road, Ahmedabad- 380061, Gujarat, India | Website: www.fonebook.in; | E-Mail: cs@fonebox.in | Telephone No: 079 46025304  
Company Secretary and Compliance Officer: Mrs. Charmi Vansh Shah

**PROMOTERS OF OUR COMPANY: MR. MANISHBHAI GIRISHBHAI PATEL, MR. JIGAR LALLUBHAI DESAI, MR. PARTH LALLUBHAI DESAI, MR. JIGNESHKUMAR DASHRATHLAL PAREKH AND MR. AMITKUMAR GOPALBHAI PATEL**

**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**

## BASIS OF ALLOTMENT

INITIAL PUBLIC ISSUE OF 2910000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH OF FONEBOX RETAIL LIMITED ("FONEBOOK", "FONEBOX", "FRL" OR THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ 70/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ 60/- PER EQUITY SHARE (THE "ISSUE PRICE") AGGREGATING TO ₹ 2037.00 LAKHS ("THE ISSUE"), OF WHICH 146000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH FOR CASH AT A PRICE OF ₹ 70/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ 60/- PER EQUITY SHARE AGGREGATING TO ₹ 102.20 LAKHS WAS 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 2764000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH AT A PRICE OF ₹ 70/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ 60/- PER EQUITY SHARE AGGREGATING TO ₹ 1934.80 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 28.36% AND 26.94%, RESPECTIVELY, OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

**PRICE BAND: ₹ 66/- to ₹ 70/- PER EQUITY SHARE OF FACE VALUE ₹ 10/- EACH.**

**ISSUE PRICE: ₹ 70.00 PER EQUITY SHARE**

**THE ISSUE PRICE IS 7.00 TIMES OF THE FACE VALUE**

## Risks to Investors:

- The Merchant Banker associated with the Issue has handled 28 public issues out of which 2 issues closed below issue price on listing date.

BRLM associated with the issuer has handled 28 Public issues in last 3 Financial years, below are the details;

Particulars	Numbers of issues/Offer Handled	Issue closed below issue price on listing date
Main Board	Nil	Nil
SME	28	2

- Average cost of acquisition of Equity Shares held by the Promoters is mentioned below

Sr. No	Name of Promoter	No. of Equity Shares held	Average Cost of Acquisition per equity share (in ₹)*
1.	Mr. Manishbhai Girishbhai Patel	1837500	6.82
2.	Mr. Amitkumar Gopalbhai Patel	275625	8.89
3.	Mr. Jigar Lallubhai Desai	1212750	8.35
4.	Mr. Parth Lallubhai Desai	1212750	8.35
5.	Mr. Jigneshkumar Dashrathlal Parekh	294000	8.98

\*The average cost of acquisition of Equity Shares by our Promoters has been calculated by taking into account the amount paid by him to acquire Shares by way of allotment and Transfer as reduced by amount received on sell of shares i.e., net of sale consideration is divided by net quantity of shares acquired.

- Issue Price at the upper end of the Price Band is ₹ 70.00/- per Equity Share.

- Weighted Average Return on Net worth for Fiscals 2023, 2022 and 2021 is 41.97%.

## BID/ISSUE PROGRAMME:

**ANCHOR INVESTOR BIDDING DATE WAS:  
WEDNESDAY, JANUARY 24, 2024**

**BID/ISSUE OPENED ON  
THURSDAY, JANUARY 25, 2024;**

**BID/ISSUE CLOSED ON  
TUESDAY, JANUARY 30, 2024**

This Issue is being 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"). 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, 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 Bidders 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 was 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. For details, see "Issue Procedure" on page 269.

The bidding for Anchor investors opened and closed on Wednesday, January 24, 2024. The company received 2 Anchor Investors' application for 986,000 Equity Shares. The Anchor Investor Allocation Price was finalized at ₹ 70.00 per Equity Share. A total of 826,000 Equity Shares were allotted under the Anchor Investor portion aggregating to ₹ 5,78,20,000/-.

The issue (excluding Anchor Investor Portion) received applications for 1,25,58,66,000 Equity Shares (after rejections and after invalid bids Multiple/Duplicate) resulting in 602,62,284 times subscription (including reserved portion of market maker). The Details of the total Valid Applications received in the issue are 459,637 for Equity Shares from various categories and are as under:

### Detail of the Applications Received:

SR NO	CATEGORY	NO OF APPLICATION	NO OF SHARES	RESERVED	NO OF TIMES SUBSCRIPTION	AMOUNT
1	MARKET MAKER	1	1,46,000	1,46,000	1.00000	1,02,20,000
2	QIB	63	7,62,28,000	5,52,000	138.09420	5,33,59,60,000
3	HNI	28,982	33,67,82,000	4,16,000	809.57212	23,57,49,24,000
4	RETAIL	4,21,355	84,27,10,000	9,70,000	868.77320	58,98,97,00,000
	<b>TOTAL</b>	<b>4,50,401</b>	<b>1,25,58,66,000</b>	<b>20,84,000</b>	<b>602.62284</b>	<b>87,91,08,04,000</b>

- Allocation to Non-Institutional Investors (After Technical Rejections & Withdrawal):** The Basis of Allotment to Other than Retail Individual Investors, who have bid at Issue Price of ₹ 70/- per equity shares or above, was finalized in consultation with NSE. The category was subscribed by 809,57,212 times i.e. for 336,78,20,000 Equity Shares the total number of shares allotted in this category is 416,000 Equity Shares to 208 successful applicants. The category wise details of the Basis of Allotment are as under:

No. of Shares Applied for (Category wise)	No. of Applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate Shares Available	Ration of allottees to applicants	Total No. of shares allocated/ allotted	Surplus/ Deficite (8) - (6)	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	
4000	19201	66.25	76804000	22.81	94870	47	19201	94000	-870
6000	2980	10.28	17880000	5.31	22086	11	2980	22000	-86
8000	968	3.34	7744000	2.30	9566	5	968	10000	434
10000	675	2.33	6750000	2.00	8338	4	675	8000	-338
12000	325	1.12	3900000	1.16	4817	2	325	4000	-817
14000	902	3.11	12628000	3.75	15598	4	451	16000	402
16000	1913	6.60	30608000	9.09	37808	19	1913	38000	192
18000	275	0.95	4950000	1.47	6114	3	275	6000	-114
20000	511	1.76	10220000	3.03	12624	6	511	12000	-624
22000	123	0.42	2706000	0.80	3343	2	123	4000	657
24000	88	0.30	2112000	0.63	2609	1	88	2000	-609
26000	54	0.19	1404000	0.42	1734	1	54	2000	266
28000	97	0.33	2716000	0.81	3355	2	97	4000	645
30000	123	0.42	3690000	1.10	4558	2	123	4000	-558
32000	48	0.17	1536000	0.46	1897	1	48	2000	103
34000	43	0.15	1462000	0.43	1806	1	43	2000	194
36000	62	0.21	2232000	0.66	2757	1	62	2000	-757
38000	15	0.05	570000	0.17	704	0	15	0	-704
40000	56	0.19	2240000	0.67	2767	1	56	2000	-767
42000	24	0.08	1008000	0.30	1245	1	24	2000	755
44000	12	0.04	528000	0.16	652	0	12	0	-652
46000	4	0.01	184000	0.05	227	0	4	0	-227
48000	14	0.05	672000	0.20	830	0	14	0	-830
50000	25	0.09	1250000	0.37	1544	1	25	2000	456
52000	12	0.04	624000	0.19	771	0	12	0	-771
54000	12	0.04	648000	0.19	800	0	12	0	-800
56000	13	0.04	728000	0.22	899	0	13	0	-899
58000	19	0.07	1102000	0.33	1361	1	19	2000	639
60000	18	0.06	1080000	0.32	1334	1	18	2000	666
62000	6	0.02	372000	0.11	459	0	6	0	-459
64000	7	0.02	448000	0.13	553	0	7	0	-553
66000	3	0.01	198000	0.06	245	0	3	0	-245
68000	4	0.01	272000	0.08	336	0	4	0	-336
70000	11	0.04	770000	0.23	951	1	11	2000	1049
72000	20	0.07	1440000	0.43	1779	1	20	2000	221
74000	3	0.01	222000	0.07	274	0	3	0	-274
78000	10	0.03	780000	0.23	963	1	10	2000	1037
80000	13	0.04	1040000	0.31	1285	1	13	2000	715
82000	3	0.01	246000	0.07	304	0	3	0	-304
84000	6	0.02	540000	0.15	623	0	6	0	-623
86000	2	0.01	172000	0.05	212	0	2	0	-212
88000	2	0.01	176000	0.05	217	0	2	0	-217
90000	5	0.02	450000	0.13	556	0	5	0	-556
94000	1	0.00	94000	0.03	116	0	1	0	-116
96000	2	0.01	192000	0.06	237	0	2	0	-237
98000	1	0.00	98000	0.03	121	0	1	0	-121
100000	12	0.04	1200000	0.36	1482	1	12	2000	518

No. of Shares Applied for (Category wise)	No. of Applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate Shares Available	Ration of allottees to applicants	Total No. of shares allocated/ allotted	Surplus/ Deficite (8) - (6)	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	
102000	4	0.01	408000	0.12	504	0	4	0	-504
104000	1	0.00	104000	0.03	128	0	1	0	-128
106000	1	0.00	106000	0.03	131	0	1	0	-131
108000	2	0.01	216000	0.06	267	0	2	0	-267
110000	5	0.02	550000	0.16	679	0	5	0	-679
114000	5	0.02	570000	0.17	704	0	5	0	-704
120000	2	0.01	240000	0.07	296	0	2	0	-296
126000	1	0.00	126000	0.04	156	0	1	0	-156
130000	3	0.01	390000	0.12	482	0	3	0	-482
132000	2	0.01	264000	0.08	326	0	2	0	-326
134000	1	0.00	134000	0.04	166	0	1	0	-166
138000	1	0.00	138000	0.04	170	0	1	0	-170
140000	6	0.02	840000	0.25	1038	1	6	2000	962
142000	13	0.04	1846000	0.55	2280	1	13	2000	-280
144000	31	0.11	4464000	1.33	5514	3	31	6000	486
150000	9	0.03	1350000	0.40	1668	1	9	2000	332
154000	1	0.00	154000	0.05	190	0	1	0	-190
156000	1	0.00	156000	0.05	193	0	1	0	-193
158000	3	0.01	474000	0.14	585	0	3	0	-585
160000	2	0.01	320000	0.10	395	0	2	0	-395
164000	1	0.00	164000	0.05	203	0	1	0	-203
170000	1	0.00	170000	0.05	210	0	1	0	-210
172000	7	0.02	1204000	0.36	1487	1	7	2000	513
176000	8	0.03	1408000	0.42	1739	1	8	2000	261
180000	2	0.01	360000	0.11	445	0	2	0	-445
182000	2	0.01	364000	0.11	450	0	2	0	-450
186000	1	0.00	186000	0.06	230	0	1	0	-230
192000	1	0.00	192000	0.06	237	0	1	0	-237
200000	8	0.03	1600000	0.48	1976	1	8	2000	24
202000	1	0.00	202000	0.06	250	0	1	0	-250
206000	1	0.00	206000	0.06	254	0	1	0	-254
208000	1	0.00	208000	0.06	257	0	1	0	-257
212000	1	0.00	212000	0.06	262	0	1	0	-262
214000	3	0.01	642000	0.19	793	0	3	0	-793
216000	1	0.00	216000	0.06	267	0	1	0	-267
220000	3	0.01	660000	0.20	815	0	3	0	-815
228000	1	0.00	228000	0.07	282	0	1	0	-282
236000	1	0.00	236000	0.07	292	0	1	0	-292
250000	2	0.01	500000	0.15	618	0	2	0	-618
254000	1	0.00	254000	0.08	314				

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No. of Shares Applied for (Category wise)	No. of Applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate Shares Available	Ration of allottees to applicants	Total No. of shares allocated/ allotted	Surplus/ Deficite (8) - (6)	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	
1180000	1	0.00	1180000	0.35	1458	1	1	2000	542
1200000	1	0.00	1200000	0.36	1482	1	1	2000	518
1230000	1	0.00	1230000	0.37	1519	1	1	2000	481
1274000	1	0.00	1274000	0.38	1574	1	1	2000	426

No. of Shares Applied for (Category wise)	No. of Applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate Shares Available	Ration of allottees to applicants	Total No. of shares allocated/ allotted	Surplus/ Deficite (8) - (6)	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	
1298000	2	0.01	2596000	0.77	3207	1	1	4000	793
1300000	2	0.01	2600000	0.77	3212	1	1	4000	788
1322000	1	0.00	1322000	0.39	1633	1	1	2000	367
1336000	1	0.00	1336000	0.40	1650	1	1	2000	350

No. of Shares Applied for (Category wise)	No. of Applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate Shares Available	Ration of allottees to applicants	Total No. of shares allocated/ allotted	Surplus/ Deficite (8) - (6)	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	
1382000	10	0.03	13820000	4.10	17071	9	10	18000	929
1386000	18	0.06	24948000	7.41	30816	5	6	30000	-816
<b>TOTAL</b>	<b>28982</b>	<b>100.00</b>	<b>336782000</b>	<b>100.00</b>	<b>416000</b>			<b>416000</b>	<b>0</b>

3) **Allocation to QIBs excluding Anchor Investors (After Technical Rejections & Withdrawal):** The Basis of Allotment to QIBs, who have bid at Issue Price of ₹ 70/- per Equity Shares or above, was finalized in consultation with NSE. The category was subscribed by 138,09420 times i.e. for 76,228,000 Equity shares the total number of shares allotted in this category is 552000 Equity Shares to 63 successful applicants. The category wise details of the Basis of Allotment are as under:

No. of Shares Applied for (Category wise)	No. of Applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Ration of allottees to applicants	Total No. of shares allocated/ allotted	Surplus/ Deficite (8) - (6)	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	
70000	1	1.59	70000	0.09	507	0	1	0	-507
124000	1	1.59	124000	0.16	898	0	1	0	-898
212000	1	1.59	212000	0.28	1535	1	1	2000	465
214000	2	3.17	428000	0.56	3099	1	1	4000	901
340000	1	1.59	340000	0.45	2462	1	1	2000	-462
360000	2	3.17	720000	0.94	5214	1	1	4000	-1214
						1	2	2000	2000
440000	1	1.59	440000	0.58	3186	1	1	4000	814
470000	1	1.59	470000	0.62	3403	1	1	4000	597
500000	2	3.17	1000000	1.31	7241	1	1	8000	759
550000	1	1.59	550000	0.72	3983	1	1	4000	17
556000	3	4.76	1668000	2.19	12079	1	1	12000	-79
640000	1	1.59	640000	0.84	4635	1	1	4000	-635
810000	1	1.59	810000	1.06	5866	1	1	6000	134
840000	1	1.59	840000	1.10	6083	1	1	6000	-83
850000	1	1.59	850000	1.12	6155	1	1	6000	-155
880000	1	1.59	880000	1.15	6372	1	1	6000	-372
904000	1	1.59	904000	1.19	6546	1	1	6000	-546
920000	1	1.59	920000	1.21	6662	1	1	6000	-662
926000	1	1.59	926000	1.21	6706	1	1	6000	-706
1000000	4	6.35	4000000	5.25	28966	1	1	24000	-4966
						1	2	4000	4000
1010000	1	1.59	1010000	1.32	7314	1	1	8000	686
1018000	1	1.59	1018000	1.34	7372	1	1	8000	628
1026000	5	7.94	5130000	6.73	37149	1	1	30000	-7149
						4	5	8000	8000
1106000	1	1.59	1106000	1.45	8009	1	1	8000	-9
1430000	1	1.59	1430000	1.88	10355	1	1	10000	-355
1536000	1	1.59	1536000	2.02	11123	1	1	12000	877
1856000	2	3.17	3712000	4.87	26880	1	1	24000	-2880
						1	2	2000	2000
1904000	1	1.59	1904000	2.50	13788	1	1	14000	212
1928000	1	1.59	1928000	2.53	13961	1	1	14000	39
1930000	4	6.35	7720000	10.13	55904	1	1	56000	96
1936000	2	3.17	3872000	5.08	28039	1	1	28000	-39
1938000	15	23.81	29070000	38.14	210508	1	1	210000	-508
<b>TOTAL</b>	<b>63</b>	<b>100.00</b>	<b>76228000</b>	<b>100.00</b>	<b>552000</b>			<b>552000</b>	<b>0</b>

4) **Allocation to Anchor Investors (After Technical Rejections & Withdrawal):** The Company in consultation with the BRLM has allotted 826000 Equity Shares to 2 Anchor Investors at Anchor Investor Issue Price of ₹ 70/- 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	MFS	IC'S	NBFC'S	AIF	FPC	OTHERS	TOTAL
Anchor	-	-	-	-	-	826000	-	826000

5) **Allocation to Market Maker (After Technical Rejections & Withdrawal):** The Basis of Allotment to Market Maker who have bid at Issue Price of ₹ 70/- per Equity Shares or above, was finalized in consultation with NSE. The category was subscribed by 1.00 times i.e. for 146,000 Equity shares the total number of shares allotted in this category is 146000 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	% to total	No. of Equity Shares allocated/ allotted per Applicant	Ratio	Total Number of shares allotted	Surplus/ Deficite	
146000	1	100	146000	100	146000	1	1	146000	-
<b>TOTAL</b>	<b>1</b>	<b>100</b>	<b>146000</b>	<b>100</b>	<b>146000</b>			<b>146000</b>	<b>-</b>

The Board of Directors of the Company at its meeting held on January 31, 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 be forwarded to the email id's and address of the Applicants as registered with the depositories / as filled in the application form on or before February 01, 2024. Further, the instructions to Self-Certified Syndicate Banks for unblocking the amount will process on or prior to February 01, 2024. In case the same is not received within two working 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 January 30, 2024 ("Prospectus") filed with Registrar of Companies, Ahmedabad.

#### INVESTORS PLEASE NOTE

The details of the allotment made would also be hosted on the website of the Registrar to the issue, KFIN TECHNOLOGIES LIMITED at www.kfintech.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:

#### KFIN TECHNOLOGIES LIMITED

**SEBI Registration Number:** INR000000221

**Address:** Selenium Tower-B, Plot 31 & 32, Gachibowli Financial District, Nanakramguda, Serilingampally Hyderabad - 500 032, Telangana

**Tel. Number:** +91 40 6716 2222 | **Toll Free No:** 1800 309 4001

**Email Id:** foneboxretail.ipo@kfintech.com | **Investors Grievance Id:** einward.ris@kfintech.com | **Website:** www.kfintech.com

**Contact Person:** Mr. M Murali Krishna | **CIN:** L72400TG2017PLC117649

**For Fonebox Retail Limited**  
**On behalf of the Board of Directors**  
**Sd/-**  
**Jigneshkumar Dashrathlal Parekh**  
**Whole Time Director**  
**DIN: 10118869**

**Date:** February 01, 2024

**Place:** Ahmedabad

**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 FONEBOX RETAIL LIMITED.**

Fonebox Retail Limited is proposing, subject to market conditions, public issue of its equity shares and has filed the Prospectus with the Registrar of Companies, Ahmedabad. The Prospectus is available on the website of SEBI at www.sebi.gov.in, the website of the Book Running Lead Manager at www.beelinemb.com, website of the NSE at www.nseindia.com and website of Issuer Company at www.fonebook.in; 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.