

Our Company was incorporated as "R. K. Swamy Advertising Associates Private Limited" on February 16, 1973, as a private limited company under the Companies Act, 1956, pursuant to a certificate of incorporation granted by the Registrar of Companies, Tamil Nadu at Madras. On September 11, 1990, a fresh certificate of incorporation was issued by the Registrar of Companies, Tamil Nadu at Madras, pursuant to change of name of our Company to "R. K. Swamy BBDO Advertising Private Limited". On April 01, 1997, our Company became a deemed public limited company under section 43-A(2) of the Companies Act, 1956 and consequently the name of our company was changed to "R. K. Swamy BBDO Advertising Limited". On March 26, 2001, the name of our company was changed to "R. K. Swamy BBDO Advertising Limited" under section 43-A(2A) of the Companies Act, 1956, pursuant to an amendment to the Companies Act 1956 with respect to deemed public company. On February 21, 2005, a fresh Certificate of Incorporation issued by the Registrar of Companies, Tamil Nadu at Chennai ("RoC"), pursuant to change of our company name to "R. K. Swamy BBDO Private Limited". On June 21, 2022, a fresh Certificate of Incorporation was issued by the Registrar of Company to "R K Swamy Private Limited". Pursuant to the conversion of our Company into a public limited company and as approved by our Board on June 16, 2023, and a special resolution passed by our Shareholders on July 3, 2023, the name of our Company was changed to "R K Swamy Limited", and the RoC issued a fresh certificate of incorporation on July 17, 2023. For details of changes in our name and the Registered Office, see "History and Certain Corporate Matters — Brief history of our Company" and "History and Certain Corporate Matters — Changes in the registered office of our Company" on page 229 of the Prospectus.



(Please scan this QR code to view the Prospectus)

Registered Office: No. 19, Wheatcrofts Road, Nungambakkam, Chennai 600 034, Tamil Nadu, India;

Corporate Office: Esplanade House, 29, Hazarimal Somani Marg, Fort, Mumbai 400 001, Maharashtra, India. Contact Person: Aparna Bhat, Compliance Officer and Rajagopalan Desikan, Company Secretary; Telephone: +91 22 4057 6499; E-mail: secretarial@rkswamy.com; Website: www.rkswamy.com; Corporate Identity Number: U74300TN1973PLC006304

#### OUR PROMOTERS: SRINIVASAN K SWAMY (SUNDAR SWAMY) AND NARASIMHAN KRISHNASWAMY (SHEKAR SWAMY)

Our Company has filed the Prospectus dated March 6, 2024 with the RoC (the "Prospectus") and the Equity Shares (as defined below) are proposed to be listed on the Main Board platform Stock Exchanges and the trading is expected to commence on or about March 12, 2024.

## **BASIS OF ALLOTMENT**

INITIAL PUBLIC OFFERING OF 14,733,883 EQUITY SHARES OF FACE VALUE OF ₹ 5 EACH ("EQUITY SHARES") OF R K SWAMY LIMITED ("COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ 288.00 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 283.00 PER EQUITY SHARE) (THE "OFFER PRICE") AGGREGATING ₹ 4,235.60 MILLION (THE "OFFER"), COMPRISING A FRESH ISSUE OF 6,033,883 EQUITY SHARES AGGREGATING ₹ 1,730.00 MILLION ("FRESH ISSUE") AND AN OFFER FOR SALE OF 8,700,000 EQUITY SHARES (THE "OFFER D SHARES") AGGREGATING ₹ 2505.60 MILLION (THE "OFFER FOR SALE" AND TOGETHER WITH THE FRESH ISSUE, THE "OFFER"), COMPRISING 1,788,093 EQUITY SHARES BY SRINIVASAN K SWAMY AGGREGATING ₹ 514.97 MILLION, 1,788,093 EQUITY SHARES BY NARASIMHAN KRISHNASWAMY AGGREGATING ₹ 514.97 MILLION, 4,445,714 EQUITY SHARES BY EVANSTON PIONEER FUND L.P. AGGREGATING ₹ 1,280.37 MILLION AND 678,100 EQUITY SHARES BY PREM MARKETING VENTURES LLP AGGREGATING ₹ 195.29 MILLION (COLLECTIVELY, THE "SELLING SHAREHOLDERS").

THE OFFER INCLUDED A RESERVATION OF 287,356 EQUITY SHARES, AGGREGATING ₹ 75 MILLION\* (CONSTITUTING 0.57% OF THE POST OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY, FOR SUBSCRIPTION BY ELIGIBLE EMPLOYEES (THE "EMPLOYEE RESERVATION PORTION"). THE OFFER LESS THE EMPLOYEE RESERVATION PORTION IS HEREINAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER CONSTITUTED 29.18% AND 28.61%, RESPECTIVELY, OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. OUR COMPANY IN CONSULTATION WITH THE BOOK RUNNING LEAD MANAGERS ("BRLMS"), OFFERED A DISCOUNT OF 9.38% (EQUIVALENT OF ₹ 27 PER EQUITY SHARE) ON THE OFFER PRICE TO ELIGIBLE EMPLOYEES BIDDING IN THE EMPLOYEE RESERVATION PORTION ("EMPLOYEE DISCOUNT").

\*After Employee Discount

# ANCHOR INVESTOR OFFER PRICE: RS 288 PER EQUITY SHARE OF FACE VALUE OF RS 5 EACH OFFER PRICE: RS 288^ PER EQUITY SHARE OF FACE VALUE OF RS 5 EACH THE OFFER PRICE IS 57.60 TIMES THE FACE VALUE OF THE EQUITY SHARES.

^ A discount of ₹ 27 per Equity Share was offered to Eligible Employees bidding in the Employee Reservation Portion

#### **RISK TO INVESTORS**

1. Business concentrated on key clients- Our business is concentrated around key clients, which account for a significant amount of our revenue. Our top 5 and top 10 client contribution to our business is as below:

| organical transaction and top of an atop to short contribution to our sacrification. |                |                                  |                         |                            |                         |  |  |  |
|--|----------------|----------------------------------|-------------------------|----------------------------|-------------------------|--|--|--|
| Particulars  | Unit           | As at/ For<br>September 30, 2023 | As at / For Fiscal 2023 | As at / For<br>Fiscal 2022 | As at / For Fiscal 2021 |  |  |  |
| Top 5 Clients  |                |                                  |                         |                            |                         |  |  |  |
| Revenue from Operations %  |                | 40.94                            | 31.66                   | 29.15                      | 28.36                   |  |  |  |
| Average revenue per Client   | (in ₹ million) | 115.53                           | 185.31                  | 136.68                     | 98.42                   |  |  |  |
| Top 10 Clients   |                |                                  |                         |                            |                         |  |  |  |
| Revenue from Operations %  |                | 49.65                            | 41.89                   | 42.03                      | 41.15                   |  |  |  |
| Average revenue per Client   | (in ₹ million) | 70.05                            | 122.58                  | 98.53                      | 71.41                   |  |  |  |

- Our ability to retain, renew or expand our key client relationships may decrease or vary as a result of a number of factors, including our clients' satisfaction or dissatisfaction with our services, reliability of our digital solutions and our pricing, and external conditions, many of which are beyond our control including changes in the client business strategy, technology, preferences or management of our client, shifts in market or economic conditions, or the emergence of more competitive offerings from our competitors.
- 2. Dependence on certain key industries- A substantial portion of our clients are concentrated in a few specific industry verticals: i) Banking, Financial Services and Insurance, (ii) Automotive, and (iii) Fast-moving consumer goods/consumer durables/retail/e-commerce. These three verticals contributed 67.37% of revenue in financial year 2023. Any decrease in demand for our marketing services from these industry verticals or our failure to diversify into other sectors could reduce our revenues and adversely affect our business, financial condition and results of operations.
- $3. \ \ \, \text{Risk pertaining to changes in trend of Digital marketing which form a substantial part of our offerings}$

| Particulars                             | Six months ended<br>September 2023 | Fiscal 2023 Fiscal 202 |          | Fiscal 2021 |  |
|---|------------------------------------|------------------------|----------|-------------|--|
| Total Revenue from operations           | 1,410.97                           | 2,926.13               | 2,344.13 | 1,735.46    |  |
| Share of Revenue from digital marketing | 80.22%                             | 78.13%                 | 75.30%   | 69.81%      |  |

- We derive substantial portion of our revenue from digital marketing operations as mentioned in table above. Inability or delays in aligning our offerings with market trends and technological advancements or failure to address the associated risks effectively, could have a material adverse effect on our business, financial condition, and results of operations.
- 4. Risk associated with inability to upgrade technology- Our business relies significantly on our ability to provide state-of-the-art data analytics and market research services to our clients through our solutions such as Cequity SMART and Cequity I-Sense. If we are unable to consistently upgrade our data analytics capabilities in line with the latest technologies or if our data-based predictions are wrong because our technology hasn't evolved enough or due to any other reasons, it may adversely affect our quality of services and clients' satisfaction. The cost of implementing any new technologies could adversely affect our business and financial condition.
- 5. High working capital requirements- The business of the Company is seasonal in nature with typically low 'revenue from operation' recognition in first half. Due to such seasonality, the Company has been maximizing utilization of the cash credit facility to fund their working capital requirements. Further, as the Company is in the services industry with limited fixed assets, they have limited access to term loans and/or higher working capital limits. Due to the fundamentals of the Industry and Business constraints i.e. 60 days payment stipulations to vendors associated under The Indian Newspaper Society ("INS") and the Indian Broadcast and Digital Foundation ("IBDF"), there have been delays in payment to digital and other vendors. Due to this business model, the need of high working capital requirements and high value of trade receivables and payables vis-a-vis revenues could adversely affect our business and results of operations.
- 6. Risk in relation to competitive pricing models- Our inability to maintain competitive pricing accommodating to varying client budgets and project scales could lead to a loss of clients to competitors and thereby affect our business adversely. Further, fluctuations in economic conditions, including periods of inflation or recession, could impact our clients' advertising budgets, which in turn might necessitate adjustments in our pricing models.
- 7. Risk in relation to competitive pricing models- The creative and advertising, data analytics, and market research sectors are intensely competitive and rapidly evolving. Our ability to sustain and grow our business depends on our capability to maintain competitive pricing models that can accommodate varying client budgets, project scales, and the types of offerings required. If we are unable to balance the need for competitive and attractive pricing with the necessity of maintaining sufficient margins, it may significantly affect our profitability and could adversely impact our business, financial condition, and operational results.
- 8. Dependence on our relationship with various newspapers, media channels for our advertising and marketing offerings We rely on maintaining cooperative relationships with newspapers, media channels, and creative talent. Our agreements with newspapers, media channels, and creative talent are often subject to complex negotiations and contractual terms. It is possible that these negotiations may not result in agreements, or the terms may not be favourable, which could negatively impact our operations and financial performance. Further, if we fail to maintain these relationships, or if these partners do not perform as anticipated, our business, reputation, financial condition, and results of operations could be materially and adversely affected.
- 9. Inability to capitalise on the industry market growth

The marketing services market in India grew at a CAGR of 5.6% between the Fiscals 2019 and 2023, reaching ₹ 1,936 billion and is expected to grow at a CAGR of 12.5 - 14.5% till Fiscal 2028. This increase was supported by growth in the marketing spends of Indian corporates, rise in revenue of companies and an increase in the gross domestic output in the economy. In the Fiscal 2023, business from new clients contributed to 16.27% of our revenue from operations. However, while these trends present a substantial opportunity for our Company, we cannot assure you that our Company will be able to capture a significant share of the incremental business that may arise from these market trends. Our ability to benefit from these trends will largely depend on our ability to adapt to these factors, improve our service offerings, and effectively compete in the market.

- 10. The Offer Price, market capitalization to revenue from operations multiple and price to earnings ratio based on the Offer Price of our Company, may not be indicative of the market price of the Equity Shares on listing.
- 11. Average P/E of the listed peer set is 69.50 times while our Company's P/E will be at discount of 41.06% at the higher
- price band and 44.73% at the lower price band.

  12. Price/Earning ("P/E") ratio in relation to Price Band of ₹270 to ₹288 per Equity Share

| Particulars                          | P/E at the Floor<br>Price (no. of times) | P/E at the Cap<br>Price (no. of times) |  |
|--------------------------------------|--|--|--|
| Based on basic EPS for Fiscal 2023   | 38.41                                    | 40.96                                  |  |
| Based on diluted EPS for Fiscal 2023 | 38.41                                    | 40.96                                  |  |

# 13. Industry ("P/E") ratio

| Tot madely ( 172 ) take |                             |  |  |  |  |  |  |
|-------------------------|-----------------------------|--|--|--|--|--|--|
| Particulars             | Industry P/E (no. of times) |  |  |  |  |  |  |
| Highest                 | 78.07                       |  |  |  |  |  |  |
| Lowest                  | 63.70                       |  |  |  |  |  |  |
| Average                 | 69.50                       |  |  |  |  |  |  |

## Notes:

- 1. The Industry high and low has been considered from the industry peers set provided later in this section. The Industry
- composite has been calculated as the arithmetic average of P/E of industry peer set disclosed hereunder.

  2. P/E ratio has been computed based on the closing market price of equity shares on February 2, 2024 on NSE divided
- by the Diluted EPS provided for the financial year March 31, 2023.

  14. Average cost of acquisition of Equity Shares held by the Selling Shareholders ranges from ₹ 0.89 to
- ₹78.16 per Equity Share and Offer Price at higher end of the Price Band is ₹288 per Equity Share.

  15. Weighted Average Return on Net Worth for FY 2021, 2022 and 2023 is 17.36%.
- **16.** Details of the price at which equity shares were acquired by the promoters, promoter group, selling shareholders, shareholders entitled with right to nominate directors or any other rights was acquired in last 3 years

| S.<br>No. | Name of the acquirer /<br>shareholder | Nature of<br>Specified<br>Security | Face<br>Value<br>(₹) | Date of<br>acquisition<br>of Equity<br>Shares** | Number of<br>Equity Shares<br>acquired | Price of acquisition of Equity Shares (in ₹) |
|-----------|---------------------------------------|------------------------------------|----------------------|---|--|--|
| Pro       | moter Selling Shareholders            |                                    |                      |   |  | , ,  |
| 1.        | Srinivasan K Swamy                    | Equity Shares                      | 10.00                | 14.02.2023                                      | 18,58,108                              | 8.88   |
| 2.        | Srinivasan K Swamy                    | Equity Shares                      | 5.00                 | 25.07.2023                                      | 18,58,108                              | Nila   |
| 3.        | Srinivasan K Swamy                    | Equity Shares                      | 5.00                 | 28.07.2023                                      | 1,48,64,864                            | Nilb   |
| 4.        | Narasimhan Krishnaswamy               | Equity Shares                      | 10.00                | 14.02.2023                                      | 18,58,108                              | 8.88   |
| 5         | Narasimhan Krishnaswamy               | Equity Shares                      | 5.00                 | 25.07.2023                                      | 18,58,108                              | Nil <sup>a</sup>                             |
| 6.        | Narasimhan Krishnaswamy               | Equity Shares                      | 5.00                 | 28.07.2023                                      | 1,48,64,864                            | Nilb   |
| Pro       | moter Group                           |                                    |                      |   |  |  |
| 1.        | Vathsala Ravindran                    | Equity Shares                      | 10.00                | 14.02.2023                                      | 9,384                                  | 13.32  |
| 2.        | Vathsala Ravindran                    | Equity Shares                      | 5.00                 | 25.07.2023                                      | 9,384                                  | Nil <sup>a</sup>                             |
| 3.        | Vathsala Ravindran                    | Equity Shares                      | 5.00                 | 28.07.2023                                      | 75,072                                 | Nil⁵   |
| 4.        | Vathsala Ravindran                    | Equity Shares                      | 5.00                 | 31.01.2024                                      | 2,50,000                               | Nil°   |
| 5.        | Vimala Ramanan                        | Equity Shares                      | 10.00                | 14.02.2023                                      | 9,384                                  | 13.32  |
| 6.        | Vimala Ramanan                        | Equity Shares                      | 5.00                 | 25.07.2023                                      | 9,384                                  | Nila   |
| 7.        | Vimala Ramanan                        | Equity Shares                      | 5.00                 | 28.07.2023                                      | 75,072                                 | Nilb   |
| 8.        | Vimala Ramanan                        | Equity Shares                      | 5.00                 | 31.01.2024                                      | 2,50,000                               | Nil°   |
| 9.        | Kala Santhanaraman                    | Equity Shares                      | 10.00                | 14.02.2023                                      | 9,384                                  | 13.32  |
| 10.       | Kala Santhanaraman                    | Equity Shares                      | 5.00                 | 25.07.2023                                      | 9,384                                  | Nil*   |
| 11.       | Kala Santhanaraman                    | Equity Shares                      | 5.00                 | 28.07.2023                                      | 75,072                                 | Nilb   |
| 12.       | Kala Santhanaraman                    | Equity Shares                      | 5.00                 | 31.01.2024                                      | 2,50,000                               | Nil°   |
| 13.       | Bhooma Parthasarathy                  | Equity Shares                      | 10.00                | 14.02.2023                                      | 9,384                                  | 13.32  |
| 14.       | Bhooma Parthasarathy                  | Equity Shares                      | 5.00                 | 25.07.2023                                      | 9,384                                  | Nila   |
| 15.       | Bhooma Parthasarathy                  | Equity Shares                      | 5.00                 | 28.07.2023                                      | 75,072                                 | Nil⁵   |
| 16.       | Bhooma Parthasarathy                  | Equity Shares                      | 5.00                 | 31.01.2024                                      | 2,50,000                               | Nil°   |
| 17.       | Sangeetha Narasimhan                  | Equity Shares                      | 5.00                 | 31.01.2024                                      | 45,000                                 | Nil°   |
| 18.       | Siddharth Swamy                       | Equity Shares                      | 5.00                 | 31.01.2024                                      | 2,50,000                               | Nil°   |
| 19.       | Sruti Swamy                           | Equity Shares                      | 5.00                 | 31.01.2024                                      | 2,50,000                               | Nil°   |
| Sell      | ling Shareholders                     |                                    |                      |   |  |  |
| 1.        | Evanston Pioneer Fund                 | Equity Shares                      | 10.00                | 14.02.2023                                      | 6,24,152                               | 781.43                                       |
| 2.        | Evanston Pioneer Fund                 | Equity Shares                      | 5.00                 | 25.07.2023                                      | 6,24,152                               | Nila   |
| 3.        | Evanston Pioneer Fund                 | Equity Shares                      | 5.00                 | 28.07.2023                                      | 49,93,216                              | Nil⁵   |
| 4.        | Prem Marketing Ventures LLP           | Equity Shares                      | 10.00                | 14.02.2023                                      | 67,810                                 | 781.60                                       |
| 5.        | Prem Marketing Ventures LLP           | Equity Shares                      | 5.00                 | 25.07.2023                                      | 67,810                                 | Nil <sup>a</sup>                             |
| 6.        | Prem Marketing Ventures LLP           | Equity Shares                      | 5.00                 | 28.07.2023                                      | 5,42,480                               | Nil <sup>b</sup>                             |
| Sha       | reholders with nominee director rig   | ghts or other spe                  | cial rights          | s*  |  |  |
| 1.        | NA                                    | NA                                 | NA                   | NA  | NA                                     | NA   |

- a. acquired pursuant to sub-division of shares dated July 25, 2023.
- b. acquired pursuant to bonus issue of shares dated July 28, 2023.c. acquired pursuant to gift transfer of shares by Promoters dated January 31,2024.
- \* Evanston Pioneer Fund, who is a selling shareholder, is also the only shareholder with nominee director rights. Since, they have been already included as a part of selling shareholders, the same is not again mentioned under shareholder with nominee director rights.
- \*\* On February 14, 2023, shares have been allotted pursuant to demerger, sub-divided vide board meeting dated July 21, 2023 and extraordinary general meeting dated July 25, 2023 and bonus shares allotted vide Board resolution dated July 28, 2023.
- 17. Weighted average cost of acquisition of all shares transacted in last 3 years, 18 months and 1 year, from the date of Prospectus, in the following format:

| Period    | Weighted Average<br>Cost of Acquisition<br>(in ₹) | Cap Price is 'X' times The<br>Weighted Average Cost<br>of Acquisition | Range of acquisition price:<br>Lowest price and Highest<br>price (is ₹)** |  |
|-----------|---|---|---|--|
| 1 year    | Nil*  | Nil*  | Not applicable  |  |
| 18 months | 12.48   | 23.08 times   | 0.89 to 78.16   |  |
| 3 year    | 15.69   | 18.36 times   | 0.89 to 78.16   |  |

\*Adjusted for sub-division and bonus issue.

\*\*\*Acquisition price per share of all shares transacted in last 3 years 18 months and 1 year by all the Promoters, Members of Promoter Group and Selling Shareholders adjusted for sub-division and bonus issue for the purpose of calculating range of acquisition price.

18. Weighted average cost of acquisition, floor price and cap price

| Past transactions  | Weighted average cost of<br>acquisition per Equity<br>Share (in ₹) | Floor price<br>in ₹ 270 | Cap price<br>in ₹ 288 |  |  |  |  |  |
|--|--|-------------------------|-----------------------|--|--|--|--|--|
| WACA of primary issuance   | Not Applicable   | NA                      | NA                    |  |  |  |  |  |
| WACA of secondary transactions   | NotApplicable  | NA                      | NA                    |  |  |  |  |  |
| Note: Since there were no primary or secondary transactions of equity shares of the Company during the 18 months preceding the date of filing of the Prospectus, the information has been disclosed for price per share of our Company based on last five primary or secondary transactions (secondary transactions where Promoter/Promoter Group entities or Selling Shareholders or Shareholder(s) having the right to nominate director(s) on our Board, are a party to the transaction), not older than three years prior to the date of filing of the Prospectus, irrespective of the size of transaction |  |                         |                       |  |  |  |  |  |
| Based on primary transaction   | Not applicable   | NA                      | NA                    |  |  |  |  |  |
| Based on secondary transaction   | Nil  | NA                      | NA                    |  |  |  |  |  |

WACA – Weighted average cost of acquisition

- 19. Delay or default on client payments- Our business model involves providing upfront services to clients and subsequently receiving payments, typically after the provision of these services. Some of our clients pay for our services post-receipt based on current credit cycles, which exposes us to the risk of non-payment or delayed payment. Various factors, such as economic downturns, internal cash flow problems at our customer's end, or other unforeseen circumstances, can result in our clients delaying their payments which could adversely affect our business and financial condition.
- **20.** The 3 BRLMs associated with the Offer have handled 64 public issues in the past 3 Fiscals, out of which 21 issues have closed below the offer price on the listing date.

| have closed below the other price on the listing date. |                 |   |
|--|-----------------|---|
| Name of the BRLMs                                      | Total<br>Issues | Issues closed below IPO price on listing date |
| SBI Capital Markets Limited*                           | 12              | 5   |
| IIFL Securities Limited*                               | 31              | 9   |
| Motilal Oswal Investment Advisors Limited*             | 7               | 1   |
| Common Offer of above BRLMs                            | 14              | 6   |
| Total  | 64              | 21  |

\*Issues handled where there were no common BRLMs.

#### **BID/OFFER PROGRAMME:**

### ANCHOR INVESTOR BIDDING DATE OPENED AND CLOSED ON: FRIDAY, MARCH 1, 2024 **BID/OFFER OPENED ON: MONDAY, MARCH 4, 2024** BID/OFFER CLOSESD ON: WEDNESDAY, MARCH 6, 2024

The Offer was made in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended (the "SCRR"), read with Regulation 31 of the SEBI ICDR Regulations. The Offer was made through the Book Building Process in accordance with Regulation 6(2) of the SEBI ICDR Regulations wherein not less than 75% of the Net Offer was made available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company and Selling Shareholders in consultation with the BRLMs allocated Institutional Buyers ( table ) (the table Portion ), provided that our Company and selling Shareholders in consultation with the BRLMs allocation up to 60% of the QIB Portion to Anchor Investors and the basis of such allocation was on a discretionary basis, in consultation with the BRLMs, in accordance with the SEBI ICDR Regulations (the "Anchor Investor Portion"), of which one-third was reserved for domestic Mutual Funds, subject to valid Bids having been received from the domestic Mutual Funds at or above the price at which allocation was made to Anchor Investors ("Anchor Investor Portion, the balance Equity Shares was added to the QIB Portion (other than the Anchor Investor Portion) (the "Net QIB Portion"). Further, 5% of the Net QIB Portion Equity Shares was added to the QIB Portion (other than the Anchor Investor Portion) (the "Net QIB Portion"). Further, 5% of the Net QIB Portion was made available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion was made available for allocation on a proportionate basis to all QIBs (other than Anchor Investors), including Mutual Funds, subject to valid Bids having been received at or above the Offer Price. Further, 287,356 Equity Shares aggregating ₹ 75 million were made available for allocation to Eligible Employees, subject to valid Bids having been received at or above the Offer Price. Further, not more than 15% of the Net Offer was made available for allocation to Non-Institutional Investors ("Non-Institutional Category") of which one-third of the Non-Institutional Category was made available for allocation to Bidders with an application size of more than ₹1.00 million and under-subscription in either of these two subcategories of the Non-Institutional Category may have been allocated to Bidders in the other sub-category of the Non-Institutional Category in accordance with the SEBI ICDR Regulations, 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 Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion was added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not more than 10% of the Net Offer was made available for allocation to Retail Individual Investors ("Retail Category"), in accordance with the SEBI ICDR Regulations, subject to valid Bids Portion was added to the remaining Net QIB Portion for proportionate allocation to QIBS. Further, not more than 10% of the Net Offer was made available for allocation to Retail Individual Investors ("Retail Category"), in accordance with the SEBI ICDR Regulations, subject to valid Bids having been received from them at or above the Offer Price. All Bidders (except Anchor Investors) were required to mandatorily participate in this Offer only through the Application Supported by Blocked Amount ("ASBA") process and provided details of their respective bank account (including UPI ID (defined hereinafter) in case of UPI Bidders (defined hereinafter) in which the Bid Amount will be blocked by the Self Certified Syndicate Banks ("SCSBs") or pursuant to the UPI Mechanism, as the case may be. Anchor Investors were not permitted to participate in the Anchor Investor Portion through the ASBA process. Further, Equity Shares were allocated on a proportionate basis to Eligible Employees applying under the Employee Reservation Portion, subject to valid Bids having been received from them at or above the Offer Price. For details, see "Offer Procedure" on page 436 of the Prospectus.

The bidding for Anchor Investor opened and closed on Friday, March 1, 2024. The company received 18 applications from 14 anchor investors for 7,362,650 Equity Shares. The Anchor investor price was finalized at ₹288 per Equity Share. A total of 6,500,937 shares were allocated under the Anchor Investor Portion aggregating to ₹1,872,269,856.

Anchor investor Portion aggregating to \$1,072,200,000. The Issue received 863,311 applications for 221,324,650 Equity Shares (prior to rejections) resulting in 15.02 times subscription. The details of the applications received in the Offer from various categories are as under: (before rejections):

| Sr.<br>No. | Category   | No of<br>Applications<br>received | No. of<br>Equity Shares<br>applied | No. of Equity Shares<br>available for allocation<br>(as per Prospectus) | No. of times<br>Subscribed | Amount (₹)        |
|------------|--|-----------------------------------|------------------------------------|---|----------------------------|-------------------|
| Α          | Retail Individual Bidders  | 808,737                           | 49,482,500                         | 1,444,652   | 34.25                      | 14,249,865,900.00 |
| В          | Non-Institutional Bidders - More than<br>₹0.20 million Up to ₹1.00 million | 31,458                            | 23,196,400                         | 722,327   | 32.11                      | 6,679,945,200.00  |
| С          | Non-Institutional Bidders -<br>Above ₹1.00 million                         | 14,398                            | 52,039,950                         | 1,444,652   | 36.02                      | 14,987,495,100.00 |
| D          | Eligible Employees   | 8,664                             | 721,800                            | 287,356   | 2.51                       | 188,268,800.00    |
| E          | Qualified Institutional Bidders (excluding Anchors Investors)              | 36                                | 88,521,350                         | 4,333,959   | 20.43                      | 25,494,148,800.00 |
| F          | Anchor Investors   | 18                                | 7,362,650                          | 6,500,937   | 1.13                       | 2,120,443,200.00  |
|            | TOTAL  | 863,311                           | 221,324,650                        | 14,733,883  | 15.02                      | 63,720,167,000.00 |

<sup>\*</sup> This excludes 6.855 applications for 416,250 Equity Shares from Retail Individual which were not in bid book but which were banked.

**Final Demand** ry of the final demand as per BSE and NSE as on the Bid/Offer Closing Date as at different Bid prices is as under

| Sr. No. | Bid Price | No. of Equity Shares | % to Total | Cumulative Total | Cumulative % to Total |
|---------|-----------|----------------------|------------|------------------|-----------------------|
| 1       | 270       | 182,450              | 0.08       | 182,450          | 0.08                  |
| 2       | 271       | 12,500               | 0.01       | 194,950          | 0.08                  |
| 3       | 272       | 7,050                | 0.00       | 202,000          | 0.09                  |
| 4       | 273       | 2,500                | 0.00       | 204,500          | 0.09                  |
| 5       | 274       | 1,600                | 0.00       | 206,100          | 0.09                  |
| 6       | 275       | 38,250               | 0.02       | 244,350          | 0.10                  |
| 7       | 276       | 3,050                | 0.00       | 247,400          | 0.11                  |
| 8       | 277       | 11,600               | 0.00       | 259,000          | 0.11                  |
| 9       | 278       | 6,700                | 0.00       | 265,700          | 0.11                  |
| 10      | 279       | 16,050               | 0.01       | 281,750          | 0.12                  |
| 11      | 280       | 75,550               | 0.03       | 357,300          | 0.15                  |
| 12      | 281       | 5,450                | 0.00       | 362,750          | 0.15                  |
| 13      | 282       | 7,350                | 0.00       | 370,100          | 0.16                  |
| 14      | 283       | 1,750                | 0.00       | 371,850          | 0.16                  |
| 15      | 284       | 6,250                | 0.00       | 378,100          | 0.16                  |
| 16      | 285       | 32,850               | 0.01       | 410,950          | 0.17                  |
| 17      | 286       | 50,650               | 0.02       | 461,600          | 0.20                  |
| 18      | 287       | 60,400               | 0.03       | 522,000          | 0.22                  |
| 19      | 288       | 17,7,990,500         | 75.60      | 178,512,500      | 75.82                 |
|         | CUTOFF    | 56,930,350           | 24.18      | 235,442,850      | 100.00                |
|         |           | 235,442,850          | 100.00     |                  |                       |

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange, being BSE on March 07, 2024

A. Allotment to Retail Individual Investors (after rejections) (including ASBA Applications)

The Basis of Allotment to the Retail Individual Bidders, who have bid at the Cut-Off Price or at the Offer Price of ₹288 per Equity Share, was finalized in consultation with the BSE. This category has been subscribed to the extent of 33.02330 times. The total number of Equity Shares Allotted in Retail Portion is 1,457,975 Equity Shares (Includes spilled over of 13,322 Equity Shares from Employee Category) to 29,159 successful Retail Individual Bidders. The category-wise details of the Basis of Allotment are as under:

| Sr. | Catagony | No. of       | % of   | Total No. of         | % to   | No of Equity                     | Ratio     | Total No. of         |
|-----|----------|--------------|--------|----------------------|--------|----------------------------------|-----------|----------------------|
| No. | Category | Applications | Total  | <b>Equity Shares</b> | Total  | No. of Equity<br>Shares Allotted | Ratio     | <b>Equity Shares</b> |
|     |          | Received     |        | Applied              |        | per Bidder                       |           | Allotted             |
| 1   | 50       | 732,381      | 92.98  | 36,619,050           | 76.06  | 50                               | 80 : 2161 | 1,355,650            |
| 2   | 100      | 28,030       | 3.56   | 2,803,000            | 5.82   | 50                               | 1 : 27    | 51,900               |
| 3   | 150      | 8,093        | 1.03   | 1,213,950            | 2.52   | 50                               | 1 : 27    | 15,000               |
| 4   | 200      | 4,493        | 0.57   | 898,600              | 1.87   | 50                               | 1:27      | 8,300                |
| 5   | 250      | 3,277        | 0.42   | 819,250              | 1.70   | 50                               | 1:27      | 6,050                |
| 6   | 300      | 1,597        | 0.20   | 479,100              | 1.00   | 50                               | 1:27      | 2,950                |
| 7   | 350      | 1,430        | 0.18   | 500,500              | 1.04   | 50                               | 1 : 27    | 2,650                |
| 8   | 400      | 738          | 0.09   | 295,200              | 0.61   | 50                               | 1:27      | 1,350                |
| 9   | 450      | 416          | 0.05   | 187,200              | 0.39   | 50                               | 1:27      | 750                  |
| 10  | 500      | 1,999        | 0.25   | 999,500              | 2.08   | 50                               | 1:27      | 3,700                |
| 11  | 550      | 294          | 0.04   | 161,700              | 0.34   | 50                               | 1:27      | 550                  |
| 12  | 600      | 389          | 0.05   | 233,400              | 0.48   | 50                               | 1:27      | 750                  |
| 13  | 650      | 4,518        | 0.57   | 2,936,700            | 6.10   | 50                               | 1:27      | 8,350                |
|     |          |              |        |                      |        | 1                                | 25 : 2046 | 25                   |
|     | TOTAL    | 787,655      | 100.00 | 48,147,150           | 100.00 |                                  |           | 1,457,975            |

Please Note: 1 additional Share shall be allotted to 11 Allottees from amongst 2046 Successful Applicants from the categories 100 -650 (i.e., excluding successful applicants from Category 50) in the ratio of 11:20

B. Allotment to Non-Institutional Bidders (more than ₹0.20 million and up to ₹1.00 million) (After Rejections) (including ASBA Applications) The Basis of Allotment to the Non-Institutional Bidders (more than ₹0.20 million Up to ₹1 million), who have bid at the Offer Price of ₹ 288 per Equity Share or above, was finalized in consultation with BSE. This category has been subscribed to the extent of 31.18 times. The total number Equity Shares allotted in this category is 728,988 Equity Shares (Includes spilled over of 6,661 Equity Shares from Employee Category) to 1,041 successful applicants. The category-wise details of the Basis of Allotment are as under

| Sr.<br>No. | Category | No. of<br>Applications<br>Received | % of<br>Total | Total No. of<br>Equity Shares<br>Applied | % to<br>Total | No. of Equity<br>Shares Allotted<br>per Bidder | Ratio   | Total No. of<br>Equity Shares<br>Allotted |
|------------|----------|------------------------------------|---------------|--|---------------|--|---------|---|
| 1          | 700      | 28,464                             | 92.25         | 19,924,800                               | 87.66         | 700  | 21 : 62 | 672,700                                   |
| 2          | 750      | 947                                | 3.07          | 710,250                                  | 3.12          | 700  | 32 : 95 | 22,400                                    |
| 3          | 800      | 176                                | 0.57          | 140,800                                  | 0.62          | 700  | 3:88    | 4,200                                     |
| 4          | 850      | 85                                 | 0.28          | 72,250                                   | 0.32          | 700  | 3 : 85  | 2,100                                     |
| 5          | 900      | 97                                 | 0.31          | 87,300                                   | 0.38          | 700  | 3:97    | 2,100                                     |
| 6          | 950      | 24                                 | 0.08          | 22,800                                   | 0.10          | 700  | 1:24    | 700                                       |
| 7          | 1000     | 227                                | 0.74          | 227,000                                  | 1.00          | 700  | 8 : 23  | 5,600                                     |
| 8          | 1050     | 57                                 | 0.18          | 59,850                                   | 0.26          | 700  | 2:57    | 1,400                                     |
| 9          | 1100     | 25                                 | 0.08          | 27,500                                   | 0.12          | 700  | 1:25    | 700                                       |
| 10         | 1150     | 12                                 | 0.04          | 13,800                                   | 0.06          | 700  | 0:12    | 0   |
| 11         | 1200     | 25                                 | 0.08          | 30,000                                   | 0.13          | 700  | 1:25    | 700                                       |
| 12         | 1250     | 22                                 | 0.07          | 27,500                                   | 0.12          | 700  | 1:22    | 700                                       |
| 13         | 1300     | 3                                  | 0.01          | 3,900                                    | 0.02          | 700  | 0:3     | 0   |
| 14         | 1350     | 16                                 | 0.05          | 21,600                                   | 0.10          | 700  | 1:16    | 700                                       |
| 15         | 1400     | 111                                | 0.36          | 155,400                                  | 0.68          | 700  | 4 : 11  | 2,800                                     |
| 16         | 1450     | 6                                  | 0.02          | 8,700                                    | 0.04          | 700  | 0:6     | 0   |
| 17         | 1500     | 49                                 | 0.16          | 73,500                                   | 0.32          | 700  | 2:49    | 1,400                                     |
| 18         | 1550     | 11                                 | 0.04          | 17,050                                   | 0.08          | 700  | 0 : 11  | 0   |
| 19         | 1600     | 18                                 | 0.06          | 28,800                                   | 0.13          | 700  | 1:18    | 700                                       |
| 20         | 1650     | 6                                  | 0.02          | 9,900                                    | 0.04          | 700  | 0:6     | 0   |
| 21         | 1700     | 160                                | 0.52          | 272,000                                  | 1.20          | 700  | 1:32    | 3,500                                     |
| 22         | 1750     | 45                                 | 0.15          | 78,750                                   | 0.35          | 700  | 2:45    | 1,400                                     |
| 23         | 1800     | 5                                  | 0.02          | 9,000                                    | 0.04          | 700  | 0:5     | 0   |
| 24         | 1850     | 9                                  | 0.03          | 16,650                                   | 0.07          | 700  | 0:9     | 0   |
| 25         | 1900     | 3                                  | 0.01          | 5,700                                    | 0.03          | 700  | 0:3     | 0   |
| 26         | 1950     | 9                                  | 0.03          | 17,550                                   | 0.08          | 700  | 0:9     | 0   |
| 27         | 2000     | 35                                 | 0.11          | 70,000                                   | 0.31          | 700  | 1:35    | 700                                       |
| 28         | 2050     | 3                                  | 0.01          | 6,150                                    | 0.03          | 700  | 0:3     | 0   |
| 29         | 2100     | 12                                 | 0.04          | 25,200                                   | 0.11          | 700  | 0:12    | 0   |
| 30         | 2150     | 24                                 | 0.08          | 51,600                                   | 0.23          | 700  | 1:24    | 700                                       |
| 31         | 2200     | 4                                  | 0.01          | 8,800                                    | 0.04          | 700  | 0:4     | 0   |
| 32         | 2250     | 1                                  | 0.00          | 2,250                                    | 0.01          | 700  | 0:1     | 0   |
| 33         | 2350     | 2                                  | 0.01          | 4,700                                    | 0.02          | 700  | 0:2     | 0   |
| 34         | 2400     | 3                                  | 0.01          | 7,200                                    | 0.03          | 700  | 0:3     | 0   |
| 35         | 2450     | 3                                  | 0.01          | 7,350                                    | 0.03          | 700  | 0:3     | 0   |
| 36         | 2500     | 20                                 | 0.06          | 50,000                                   | 0.22          | 700  | 1:20    | 700                                       |
| 37         | 2550     | 2                                  | 0.01          | 5,100                                    | 0.02          | 700  | 0:2     | 0   |
| 38         | 2600     | 3                                  | 0.01          | 7,800                                    | 0.03          | 700  | 0:3     | 0   |
| 39         | 2700     | 4                                  | 0.01          | 10,800                                   | 0.05          | 700  | 0:4     | 0   |
| 40         | 2750     | 5                                  | 0.02          | 13,750                                   | 0.06          | 700  | 0:5     | 0   |
| 41         | 2800     | 12                                 | 0.04          | 33,600                                   | 0.15          | 700  | 0:12    | 0   |
| 42         | 2950     | 2                                  | 0.01          | 5,900                                    | 0.03          | 700  | 0:2     | 0   |
| 43         | 3000     | 17                                 | 0.06          | 51,000                                   | 0.22          | 700  | 1:17    | 700                                       |

| Sr.<br>No. | Category | No. of<br>Applications<br>Received | % of<br>Total | Total No. of<br>Equity Shares<br>Applied | % to<br>Total | No. of Equity<br>Shares Allotted<br>per Bidder | Ratio | Total No. of<br>Equity Shares<br>Allotted |
|------------|----------|------------------------------------|---------------|--|---------------|--|-------|---|
| 44         | 3100     | 2                                  | 0.01          | 6,200                                    | 0.03          | 700  | 0:2   | 0   |
| 45         | 3150     | 4                                  | 0.01          | 12,600                                   | 0.06          | 700  | 0:4   | 0   |
| 46         | 3200     | 4                                  | 0.01          | 12,800                                   | 0.06          | 700  | 0:4   | 0   |
| 47         | 3250     | 1                                  | 0.00          | 3,250                                    | 0.01          | 700  | 0:1   | 0   |
| 48         | 3300     | 1                                  | 0.00          | 3,300                                    | 0.01          | 700  | 0:1   | 0   |
| 49         | 3350     | 1                                  | 0.00          | 3,350                                    | 0.01          | 700  | 0:1   | 0   |
| 50         | 3400     | 4                                  | 0.01          | 13,600                                   | 0.06          | 700  | 0:4   | 0   |
| 51         | 3450     | 73                                 | 0.24          | 251,850                                  | 1.11          | 700  | 3:73  | 2,100                                     |
|            |          |                                    |               |  |               | 3  | 1:1   | 240                                       |
|            |          |                                    |               |  |               | 1  | 3:5   | 48  |
|            | Total    | 30,854                             | 100.00        | 22,730,500                               | 100.00        |  |       | 728,988                                   |

Please Note: 3 additional Share shall be allotted to 80 Successful Allottees from the categories 750 to 3,450 (i.e., excluding successful applicants from Category 700) in the ratio of 1:1

Please Note: 1 additional Share shall be allotted to 48 Allottees from amongst 80 Successful Allottees from the Categories 750 to 3,450 (i.e. Excluding successful applicants from Category 700) in the ratio of 3:5

C. Allotment to Non-Institutional Bidders (more than ₹ 1.00 million) (After Rejections) (including ASBAApplications)

The Basis of Allotment to the Non-Institutional Bidders (more than ₹1 million), who have bid at the Offer Price of ₹288 per Equity Share or above, was finalized in consultation with BSE. This category has been subscribed to the extent of 35.18 times. The total number of Equity Shares allotted in this category is 1,457,974 Equity Shares (Includes spilled over of 13,322 Equity Shares from Employee Category) to 2,082 successful applicants. The category-wise details of the Basis of Allotment are as under: (Sample)

| Sr.<br>No. | Category | No. of<br>Applications<br>Received | % of<br>Total | Total No. of<br>Equity Shares<br>Applied | % to<br>Total | No. of Equity<br>Shares Allotted<br>per Bidder | Ratio      | Total No. of<br>Equity Shares<br>Allotted |
|------------|----------|------------------------------------|---------------|--|---------------|--|------------|---|
| 1          | 3,500    | 13,594                             | 95.56         | 47,579,000                               | 92.75         | 700  | 29 : 198   | 1,393,700                                 |
| 2          | 3,550    | 120                                | 0.84          | 426,000                                  | 0.83          | 700  | 3:20       | 12,600                                    |
| 3          | 3,600    | 107                                | 0.75          | 385,200                                  | 0.75          | 700  | 16 : 107   | 11,200                                    |
| 4          | 3,650    | 33                                 | 0.23          | 120,450                                  | 0.23          | 700  | 5 : 33     | 3,500                                     |
| 5          | 3,700    | 31                                 | 0.22          | 114,700                                  | 0.22          | 700  | 5 : 31     | 3,500                                     |
| 6          | 3,750    | 36                                 | 0.25          | 135,000                                  | 0.26          | 700  | 5 : 36     | 3,500                                     |
| 7          | 3,800    | 11                                 | 0.08          | 41,800                                   | 0.08          | 700  | 2 : 11     | 1,400                                     |
| 8          | 3,850    | 22                                 | 0.15          | 84,700                                   | 0.17          | 700  | 3:22       | 2,100                                     |
| 9          | 3,950    | 3                                  | 0.02          | 11,850                                   | 0.02          | 700  | 1:3        | 700                                       |
| 10         | 4,000    | 35                                 | 0.25          | 140,000                                  | 0.27          | 700  | 1:7        | 3,500                                     |
| 11         | 4,050    | 5                                  | 0.04          | 20,250                                   | 0.04          | 700  | 1:5        | 700                                       |
| 12         | 4,100    | 6                                  | 0.04          | 24,600                                   | 0.05          | 700  | 1:6        | 700                                       |
| 13         | 5,300    | 2                                  | 0.01          | 10,600                                   | 0.02          | 700  | 0:2        | 0   |
| 14         | 6,500    | 2                                  | 0.01          | 13,000                                   | 0.03          | 700  | 0:2        | 0   |
| 15         | 6,900    | 2                                  | 0.01          | 13,800                                   | 0.03          | 700  | 0:2        | 0   |
| 16         | 8,650    | 2                                  | 0.01          | 17,300                                   | 0.03          | 700  | 0:2        | 0   |
| 17         | 11,250   | 2                                  | 0.01          | 22,500                                   | 0.04          | 700  | 0:2        | 0   |
| 18         | 17,300   | 2                                  | 0.01          | 34,600                                   | 0.07          | 700  | 0:2        | 0   |
| 19         | 34,500   | 2                                  | 0.01          | 69,000                                   | 0.13          | 700  | 0:2        | 0   |
| 20         | 34,700   | 2                                  | 0.01          | 69,400                                   | 0.14          | 700  | 0:2        | 0   |
| 21         | 56,850   | 2                                  | 0.01          | 113,700                                  | 0.22          | 700  | 0:2        | 0   |
|            |          |                                    |               |  |               | 700  | 1 : 14     | 1,400                                     |
|            |          |                                    |               |  |               | 1  | 287 : 1041 | 574                                       |
|            | TOTAL    | 14,225                             | 100.00        | 51,296,400                               | 100.00        |  |            | 1,457,974                                 |

Please Note: 1 (One) lot of 700 shares have been allotted 2 Applicants from amongst all the Applicants from Serial No. 83 to 96 in the ratio of 1:14 (All these categories have been moved at the end for easy reference)

Please Note: 1 additional Share shall be allotted to 574 Allottees from amongst 2,082 Successful Applicants from all the categories in the ratio of 287:1041 D. Allotment to Eligible Employees Bidding in the Employee Reservation Portion (After Rejections) (including ASBA Applications) The Basis of Allotment to the Eligible Employee Portion, who have bid at the Offer Price of ₹ 261 per Equity Share was finalized in consultation with BSE. This category has been subscribed to the extent of **0.48842** times. The total number of Equity Shares allotted in this category is **140,350** Equity Shares to 372 successful applicants. The category-wise details of the Basis of Allotment are as under:

<sup>#</sup>A discount of ₹27 per Equity Share was offered to Eligible Employees Bidding in the Employee Reservation Portion Allotment under the Eligible Employee Category have been split in 2 categories (i) applications upto ₹ 0.20 million (ii) applications above ₹ 0.20

The category-wise details of the Basis of Allotment for Employee up to ₹ 0.20 million are as under

| Sr.<br>No. | Category | No. of<br>Applications<br>Received | % of<br>Total | Total No. of<br>Equity Shares<br>Applied | % to<br>Total | No. of Equity<br>Shares Allotted<br>per Bidder | Ratio | Total No. of<br>Equity Shares<br>Allotted |
|------------|----------|------------------------------------|---------------|--|---------------|--|-------|---|
| 1          | 50       | 97                                 | 30.12         | 4,850                                    | 7.15          | 50   | 1:1   | 4,850                                     |
| 2          | 100      | 64                                 | 19.88         | 6,400                                    | 9.44          | 100  | 1:1   | 6,400                                     |
| 3          | 150      | 19                                 | 5.90          | 2,850                                    | 4.20          | 150  | 1:1   | 2,850                                     |
| 4          | 200      | 41                                 | 12.73         | 8,200                                    | 12.09         | 200  | 1:1   | 8,200                                     |
| 5          | 250      | 11                                 | 3.42          | 2,750                                    | 4.06          | 250  | 1:1   | 2,750                                     |
| 6          | 300      | 10                                 | 3.11          | 3,000                                    | 4.42          | 300  | 1:1   | 3,000                                     |
| 7          | 350      | 22                                 | 6.83          | 7,700                                    | 11.36         | 350  | 1:1   | 7,700                                     |
| 8          | 400      | 20                                 | 6.21          | 8,000                                    | 11.80         | 400  | 1:1   | 8,000                                     |
| 9          | 450      | 1                                  | 0.31          | 450                                      | 0.66          | 450  | 1:1   | 450                                       |
| 10         | 500      | 9                                  | 2.80          | 4,500                                    | 6.64          | 500  | 1:1   | 4,500                                     |
| 11         | 550      | 2                                  | 0.62          | 1,100                                    | 1.62          | 550  | 1:1   | 1,100                                     |
| 12         | 600      | 5                                  | 1.55          | 3,000                                    | 4.42          | 600  | 1:1   | 3,000                                     |
| 13         | 650      | 5                                  | 1.55          | 3,250                                    | 4.79          | 650  | 1:1   | 3,250                                     |
| 14         | 700      | 5                                  | 1.55          | 3,500                                    | 5.16          | 700  | 1:1   | 3,500                                     |
| 15         | 750      | 11                                 | 3.42          | 8,250                                    | 12.17         | 750  | 1:1   | 8,250                                     |
|            | TOTAL    | 322                                | 100.00        | 67,800                                   | 100.00        |  |       | 67,800                                    |

The category-wise details of the Basis of Allotment for Employee above ₹ 0.20 million to ₹ 0.50 million are as under:

| Sr.<br>No. | Category | No. of<br>Applications<br>Received | % of<br>Total | Total No. of<br>Equity Shares<br>Applied | % to<br>Total | No. of Equity<br>Shares Allotted<br>per Bidder | Ratio | Total No. of<br>Equity Shares<br>Allotted |
|------------|----------|------------------------------------|---------------|--|---------------|--|-------|---|
| 1          | 800      | 8                                  | 16.00         | 6,400                                    | 8.82          | 800  | 1:1   | 6,400                                     |
| 2          | 900      | 2                                  | 4.00          | 1,800                                    | 2.48          | 900  | 1:1   | 1,800                                     |
| 3          | 1000     | 4                                  | 8.00          | 4,000                                    | 5.51          | 1000   | 1:1   | 4,000                                     |
| 4          | 1050     | 1                                  | 2.00          | 1,050                                    | 1.45          | 1050   | 1:1   | 1,050                                     |
| 5          | 1100     | 2                                  | 4.00          | 2,200                                    | 3.03          | 1100   | 1:1   | 2,200                                     |
| 6          | 1150     | 2                                  | 4.00          | 2,300                                    | 3.17          | 1150   | 1:1   | 2,300                                     |
| 7          | 1200     | 1                                  | 2.00          | 1,200                                    | 1.65          | 1200   | 1:1   | 1,200                                     |
| 8          | 1300     | 1                                  | 2.00          | 1,300                                    | 1.79          | 1300   | 1:1   | 1,300                                     |
| 9          | 1400     | 1                                  | 2.00          | 1,400                                    | 1.93          | 1400   | 1:1   | 1,400                                     |
| 10         | 1450     | 1                                  | 2.00          | 1,450                                    | 2.00          | 1450   | 1:1   | 1,450                                     |
| 11         | 1500     | 1                                  | 2.00          | 1,500                                    | 2.07          | 1500   | 1:1   | 1,500                                     |
| 12         | 1600     | 1                                  | 2.00          | 1,600                                    | 2.21          | 1600   | 1:1   | 1,600                                     |
| 13         | 1700     | 5                                  | 10.00         | 8,500                                    | 11.72         | 1700   | 1:1   | 8,500                                     |
| 14         | 1750     | 1                                  | 2.00          | 1,750                                    | 2.41          | 1750   | 1:1   | 1,750                                     |
| 15         | 1900     | 19                                 | 38.00         | 36,100                                   | 49.76         | 1900   | 1:1   | 36,100                                    |
|            | TOTAL    | 50                                 | 100.00        | 72,550                                   | 100.00        |  |       | 72,550                                    |

The Employee Reservation was for ₹ 75 million as mentioned in the Prospectus representing 287,356 Equity Shares at the price of ₹ 261 per Equity Share net of Employee Discount. The Unsubscribed portion of ₹ 38.37 million representing around 147,006 Equity Shares as ₹ 261 per Equity Share, translating to around 133,224 Equity shares at the Issue Price of ₹ 288 per Equity Share has been spilled over to QIB Portion, Non-Institutional Portion and Retail Portion in the ratio of 75:15:10. The balance 13,782 Equity Shares cannot be allocated to any category, since the Offer is aggregating to ₹4,235.60 million.

Allotment to OIBs, who have Bid at the Offer Price of ₹ 288 per Equity Share or above, has been done on a proportionate basis in consultation with the BSE. This category has been subscribed to the extent of 19.96 times of QIB Portion. As per the SEBI Regulations, Mutual Funds were Allotted 5% of the Equity Shares of QIB Portion available i.e., 221,694 Equity Shares (includes spilled over of 4,996 Equity Shares from Employee Category) and other QIBs and unsatisfied demand of Mutual Funds were Allotted the remaining available Equity Shares i.e., 4,212,183 Equity Shares (includes spilled over of 94,922 Equity Shares from Employee Category) on a proportionate basis. The total number of Equity Shares Allotted in the QIB Portion is 4,433,877 Equity Shares (i.e., Includes spilled over of 99,918 Equity Shares from Employee Category) which were allotted to 36 successful QIB Investors. The category-wise details of the Basis of Allotment are as under

| Category | FI's/BANK's | MF's    | IC's    | NBFC's | AIF | FPC/FII   | Others    | Total     |
|----------|-------------|---------|---------|--------|-----|-----------|-----------|-----------|
| OIB      | 786.764     | 341 971 | 333 751 | _      | _   | 1 953 290 | 1 018 101 | 4 433 877 |

F. Allotment to Anchor Investors The Company, in consultation with the BRLMs, have allocated 6,500,937 Equity Shares to 14 Anchor Investors (through 18 Applications) at the Anchor Investor Offer Price of ₹ 288 per Equity Share in accordance with the SEBI Regulations. This represents 60% of the QIB Portion.

Category FI's/BANK's MF's IC's NBFC's AIF FPC/FII Others 2.848.500 1.562.550 Anchor 2.089.887

The IPO Committee of our Company on March 07, 2024 has taken on record the Basis of Allotment of Equity Shares approved by the Designated Stock Exchange, being BSE and has allotted the Equity Shares to various successful Bidders on March 08, 2024. The Allotment Advice-cum-Intimations and/ or notices will be dispatched to the address of the investors as registered with the depositories. Further, the instructions to the Self Certified Syndicate Banks for unblocking of funds, transfer to Public Issue Account have been issued on March 08, 2024 and payment to non-Syndicate brokers have been issued on March 11, 2024. In case the same is not received within ten days, investors may contact the Registrar to the Offer at the address given below. The Equity Shares Allotted to the successful Allottees have been uploaded on March 11, 2024 for credit into the respective beneficiary accounts subject to validation of the account details with the depositories concerned. The Company has filed the Listing application with BSE and NSE on March 11, 2024. The Company has received listing and trading approval from BSE and NSE and the trading will commence on or about March 12, 2024.

Note: All capitalised terms used and not specifically defined herein shall have the same meaning as ascribed to them in the Prospectus.

**INVESTORS PLEASE NOTE** 

The details of the allotment made will be hosted on the website of the Registrar to the Offer, KFin Technologies Limited at: www.kfintech.com All future correspondence in this regard may kindly be addressed to the Registrar to the Offer quoting full name of the First/ sole Bidder, Bid cum Application Form number, Bidder DP ID, Client ID, PAN, date of submission of Bid cum Application Form, address of the Bidder, number of Equity Shares applied for, the name and address of the Designated Intermediary where the Bid cum Application Form was submitted by the Bidder and a copy of the Acknowledgment Slip received from the Designated Intermediary at the address given below

## KFINTECH

KFin Technologies Limited Selenium, Tower B, Plot No 31 & 32. Financial District. Nanakramouda Serilingampally, Hyderabad, Rangareddi - 500 032, Telangana, India Tel: +91 40 6716 2222 / 18003094001, E-mail: rkswamy.ipo@kfintech.com Investor grievance e-mail: einward.ris@kfintech.com Website: www.kfintech.com; Contact person: M. Murali Krishna SEBI registration no: INR000000221

For R K SWAMY LIMITED Rajagopalan Desikan Company Secretary

Place: Chennai Date: March 11, 2024

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 R K SWAMY LIMITED.

R K SWAMY LIMITED has filed the Prospectus dated March 6, 2024 with RoC. The Prospectus is available on the website of SEBI at www.sebi.gov.in, websites of the Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com, respectively, the website of the Company at www.rkswamy.com and the websites of the BRLMs, i.e. SBI Capital Markets Limited, IIFL Securities Limited and Motilal Oswal Investment Advisors Limited at www.sbicaps.com, www.iiflcap.com and www.motilaloswalgroup.com, respectively. Any potential investors should note that investment in equity shares involves a high degree of risk

and for details relating to such risk, please see the section titled 'Risk Factors' on page 31 of the Prospectus.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended ("U.S. Securities Act") or any state securities laws in the United States, and unless so registered, and may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold outside the United States in "offshore transactions" as defined in and in reliance on Regulation S and the applicable laws of each jurisdictions where such offers and sales are made. There will be no public offering of Equity Shares in the United States.