

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



MY MUDRA FINCORP LIMITED



Our Company was originally incorporated as a Private Limited Company under the name "My Mudra Fincorp Private Limited" on September 11, 2013 bearing CIN U65191DL2013PTC257611 under the provisions of the Companies Act, 1956 with the Registrar of Companies, National Capital Territory of Delhi and Haryana. Further, pursuant to Special Resolution passed by the shareholders at the Extra Ordinary General Meeting held on August 11, 2023 our company was converted into a Public Limited Company and consequently the name of our Company was changed from "My Mudra Fincorp Private Limited" to "My Mudra Fincorp Limited" vide a fresh Certificate of Incorporation consequent upon conversion from private company to public company dated October 19, 2023 issued by the Registrar of Companies, Delhi, bearing CIN U65191DL2013PLC257611.

Registered Office: 17A/45, 2nd Floor, w.e.a. Karol Bagh, Central Delhi, New Delhi, Delhi- 110005, India.; **Corporate Office:** 17A/45, 3rd Floor, w.e.a. Karol Bagh, Central Delhi, New Delhi, Delhi- 110005, India.
Tel No: +91-011- 47010500; **E-mail:** cosec@mymudra.com; **Website:** www.mymudra.com ; **CIN:** U65191DL2013PLC257611 ; **Contact Person:** Piyushi Jindal, Company Secretary & Compliance Officer

OUR PROMOTERS: VAIBHAV KULSHRESTHA AND NISHA KULSHRESTHA

"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 SME PLATFORM OF NSE (NSE EMERGE)."

Our Company functions as a Channel Partner (DSA) for major Banks and NBFCs operating in India.

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFER OF 30,24,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH (THE "EQUITY SHARES") OF MY MUDRA FINCORP LIMITED ("OUR COMPANY" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹110/- PER EQUITY SHARE (INCLUDING SHARE PREMIUM OF ₹100/- PER EQUITY SHARE) FOR CASH, AGGREGATING UP TO ₹3326.40 LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,53,600 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH, AT AN ISSUE PRICE OF ₹110/- PER EQUITY SHARE FOR CASH, AGGREGATING ₹168.96 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 28,70,400 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH, AT AN ISSUE PRICE OF ₹110/- PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹3157.44 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.55% AND 25.20% RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THE FACE VALUE OF THE EQUITY SHARE IS RS.10/- AND ISSUE PRICE IS RS. 110/- THE ISSUE PRICE IS 11 TIMES OF THE FACE VALUE OF THE EQUITY SHARE
ANCHOR INVESTOR ISSUE PRICE: RS. 110/- PER EQUITY SHARE. THE ISSUE PRICE IS 11 TIMES OF THE FACE VALUE

BID/ ISSUE PERIOD

ANCHOR INVESTOR BIDDING DATE WAS: WEDNESDAY, SEPTEMBER 04, 2024

BID / ISSUE OPENED ON: THURSDAY, SEPTEMBER 05, 2024

BID / ISSUE CLOSED ON: MONDAY, SEPTEMBER 09, 2024

RISKS TO INVESTORS:

- Our business is depended on our relationship with Banks & NBFCs. We have entered into agreements with major Banks and NBFCs, any termination of these existing relationship would adversely affect our business, results of operations, financial condition and prospects.
- A substantial portion of the revenue is generated from our banking partners and financial institutions. Our banking partners and financial institutions are regulated by the Reserve Bank of India ("RBI") and any change in the RBI's policies, decisions and regulatory framework could adversely affect our business, cash flows, results of operations and financial conditions.
- The Merchant Banker associated with the Issue has handled 55 SME public issue in the past three years out of which 1 SME Public Issue closed below the Issue Price on listing date.
- Average cost of acquisition of Equity Shares held by the Individual Promoter is
- The Price/ Earnings ratio based on Diluted EPS for Fiscal 2024 for the company at the upper end of the Price Band is 10.90.
- Weighted Average Return on Net worth for Fiscals 2024, 2023, 2022 is 40.34%.
- The Weighted average cost of acquisition of all Equity Shares transacted in the last one year, 18 months and 3 years from the date of Prospectus is as given below:

| Period | Weighted Average Cost of Acquisition (in Rs.) | Upper end of the Price Band (Rs. 110/-) is "X" times the weighted Average cost of Acquisition | Range of acquisition price: Lowest Price – Highest Price (in Rs.) |
|---------------------------|---|---|---|
| Last 1 year and 18 months | 2.45 | 44.90 | 0-15200 |
| Last 3 years | 3.16 | 34.78 | 0-15200 |

| Sr. No. | Name of the Promoters | Average cost of Acquisition (in ₹) |
|---------|-----------------------|------------------------------------|
| 1. | Vaibhav Kulshrestha | - |
| 2. | Nisha Kulshrestha | 0.02 |

and the Issue Price at the upper end of the Price Band is Rs. 110/- per Equity Share.

h) The Weighted average cost of acquisition compared to Floor Price and Cap Price

| Types of transactions | Weighted average cost of acquisition (₹ per Equity Shares) | Floor price (i.e. ₹ 104/-) | Cap price (i.e. ₹ 110/-) |
|---|--|----------------------------|--------------------------|
| WACA of primary issuance(exceeding 5% of the pre issue capital) | NA^ | NA^ | NA^ |
| WACA for secondary sale / acquisition (exceeding 5% of the pre issue capital) | 21.71 | 4.79 | 5.07 |

Note:
^There were no primary/ new issue of shares (equity/ convertible securities) other than Bonus shares in last 18 months from the date of the Prospectus.

PROPOSED LISTING: THURSDAY, SEPTEMBER 12, 2024*

The Issue was being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI ICDR Regulations, as amended, wherein not more than 50% of the Net Issue was available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"). Our Company in consultation with the Book Running Lead Manager has allocated upto 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"). Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue was made available for allocation to Retail Individual Bidders in accordance with the SEBI (ICDR) Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) were required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors were not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" beginning on page 238 of the Prospectus.

The investors are advised to refer to the Prospectus for the full text of the Disclaimer clause pertaining to NSE. For the purpose of this Issue, the Designated Stock Exchange will be the National Stock Exchange of India Limited. The trading is proposed to be commenced on or before Thursday, September 12, 2024*

*Subject to the receipt of listing and trading approval from the NSE (NSE Emerge).

SUBSCRIPTION DETAILS

The bidding for Anchor Investors opened and closed on Wednesday, September 04, 2024. The Company received 7 Anchor Investors applications for 13,15,200 Equity Shares. The Anchor Investor Allocation price was finalized at Rs. 110/- per Equity Share. A total of 8,59,200 Equity Shares were allotted under the Anchor Investors portion aggregating to Rs. 9,45,12,000/-.

The Issue (excluding Anchor Investors Portion) received 108794 Applications for 21,92,73,600 Equity Shares (after considering invalid bids, Other than RC10 Transaction declined by Investors, RC10 Mandate not accepted by Investors and Withdrawal/ Cancelled Bids reported by SCSB and technical rejections) resulting 101.29 times subscription (including reserved portion of market maker and excluding anchor investor portion). The details of the Applications received in the Issue from various categories are as under (before technical rejections):

Detail of the Applications Received (excluding Anchor Investors Portion):

| Sr. No. | Category | Number of Applications | No. of Equity Shares applied | Equity Shares Reserved as per Prospectus | No. of times Subscribed | Amount (Rs.) |
|---------|---|------------------------|------------------------------|--|-------------------------|------------------------|
| 1 | Market Maker | 1 | 1,53,600 | 1,53,600 | 1.00 | 1,68,96,000 |
| 2 | QIB (excluding Anchor investor portion) | 22 | 2,80,56,000 | 5,74,800 | 48.81 | 3,08,61,60,000 |
| 3 | Non-Institutional Investor | 7610 | 6,96,70,800 | 4,30,800 | 160.4 | 7,66,36,28,400 |
| 4 | Retail Individual Investors | 101161 | 12,13,93,200 | 10,05,600 | 118.64 | 13,35,23,47,200 |
| | TOTAL | 108794 | 21,92,73,600 | 21,64,800 | | 24,11,90,31,600 |

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

| Sr. No | Bid Price | Bids Quantity | % to Total | Cumulative Total | % Cumulative Total |
|--------|--------------|---------------------|---------------|------------------|--------------------|
| 1 | 104 | 1,16,400 | 0.05 | 1,16,400 | 0.05 |
| 2 | 105 | 36,000 | 0.02 | 1,52,400 | 0.07 |
| 3 | 106 | 21,600 | 0.01 | 1,74,000 | 0.08 |
| 4 | 107 | 14,400 | 0.01 | 1,88,400 | 0.09 |
| 5 | 108 | 16,800 | 0.01 | 2,05,200 | 0.09 |
| 6 | 109 | 14,400 | 0.01 | 2,19,600 | 0.10 |
| 7 | 110 | 13,33,96,800 | 60.96 | 13,36,16,400 | 61.06 |
| 8 | Cut Off | 8,52,00,000 | 38.94 | 21,88,16,400 | 100.00 |
| | TOTAL | 21,88,16,400 | 100.00 | | |

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange, being National Stock Exchange of India Limited (NSE Emerge) on September 10, 2024.

1) Allotment to Retail Individual Investors (After Technical Rejections):
The Basis of Allotment to the Retail Individual Investors, who have Bid at cut-off Price or at or above the Issue Price of Rs. 110/- per Equity Share, was finalized in consultation with NSE. The category has been subscribed to the extent of 118.64 times. The total number of Equity Shares Allotted in this category is 1005600 Equity Shares to 838 successful applicants. The details of the Basis of Allotment of the said category are as under:

| No. of Shares Applied for (Category wise) | No. of Applications Received | % of Total | Total No. of Shares Applied | % to Total | No. of Equity Shares Allotted per Applicant | Ratio | Total No. of Shares Allotted |
|---|------------------------------|------------|-----------------------------|------------|---|-----------|------------------------------|
| 1200 | 99419 | 100 | 11,93,02,800 | 100 | 1200 | 838:99419 | 1005600 |

2) Allotment to Non-Institutional Investors (After Technical Rejections):

The Basis of Allotment to the Non-Institutional Investors, who have bid at the Issue Price of Rs. 110/- or above per Equity Share was finalized in consultation with NSE. The category has been subscribed to the extent of 160.4 times (after technical rejection). The total number of Equity Shares Allotted in this category is 430800 Equity Shares to 309 successful applicants. The details of the Basis of Allotment of the said category are as under (Sample Basis):

| No. of Shares applied for (Category wise) | Number of applications received | % to total | Total No. of Shares applied in each category | % to total | No of Equity Shares allotted per applicant | Ratio of allottees to applicants | Total No. of shares allocated/allotted |
|---|---------------------------------|------------|--|------------|--|----------------------------------|--|
| 2400 | 4497 | 59.89 | 1,07,92,800 | 15.62 | 1,200 | 56:4497 | 67,200 |
| 3600 | 707 | 9.42 | 25,45,200 | 3.68 | 1,200 | 13:707 | 15,600 |
| 4800 | 285 | 3.80 | 13,68,000 | 1.98 | 1,200 | 7:285 | 8,400 |
| 6000 | 291 | 3.88 | 17,46,000 | 2.53 | 1,200 | 3:97 | 10,800 |
| 7200 | 128 | 1.70 | 9,21,600 | 1.33 | 1,200 | 5:128 | 6,000 |
| 8400 | 181 | 2.41 | 15,20,400 | 2.20 | 1,200 | 8:181 | 9,600 |
| 9600 | 526 | 7.00 | 50,49,600 | 7.31 | 1,200 | 13:263 | 31,200 |
| 10800 | 106 | 1.41 | 11,44,800 | 1.66 | 1,200 | 3:53 | 7,200 |
| 12000 | 195 | 2.60 | 23,40,000 | 3.39 | 1,200 | 4:65 | 14,400 |
| 15600 | 24 | 0.32 | 3,74,400 | 0.54 | 1,200 | 1:12 | 2,400 |
| 26400 | 4 | 0.05 | 1,05,600 | 0.15 | 1,200 | 1:4 | 1,200 |
| 32400 | 14 | 0.19 | 4,53,600 | 0.66 | 1,200 | 1:7 | 2,400 |
| 45600 | 11 | 0.15 | 5,01,600 | 0.73 | 1,200 | 3:11 | 3,600 |
| 51600 | 3 | 0.04 | 1,54,800 | 0.22 | 1,200 | 1:3 | 1,200 |
| 56400 | 3 | 0.04 | 1,69,200 | 0.24 | 1,200 | 1:3 | 1,200 |
| 66000 | 2 | 0.03 | 1,32,000 | 0.19 | 1,200 | 1:2 | 1,200 |
| 84000 | 2 | 0.03 | 1,68,000 | 0.24 | 1,200 | 1:2 | 1,200 |

| No. of Shares applied for (Category wise) | Number of applications received | % to total | Total No. of Shares applied in each category | % to total | No of Equity Shares allotted per applicant | Ratio of allottees to applicants | Total No. of shares allocated/allotted |
|---|---------------------------------|------------|--|------------|--|----------------------------------|--|
| 105600 | 2 | 0.03 | 2,11,200 | 0.31 | 1,200 | 1:2 | 1,200 |
| 122400 | 1 | 0.01 | 1,22,400 | 0.18 | 1,200 | 1:1 | 1,200 |
| 139200 | 1 | 0.01 | 1,39,200 | 0.20 | 1,200 | 1:1 | 1,200 |
| 153600 | 2 | 0.03 | 3,07,200 | 0.44 | 1,200 | 1:1 | 2,400 |
| 168000 | 2 | 0.03 | 3,36,000 | 0.49 | 1,200 | 1:1 | 2,400 |
| 174000 | 1 | 0.01 | 1,74,000 | 0.25 | 1,200 | 1:1 | 1,200 |
| 183600 | 1 | 0.01 | 1,83,600 | 0.27 | 1,200 | 1:1 | 1,200 |
| 217200 | 1 | 0.01 | 2,17,200 | 0.31 | 1,200 | 1:1 | 1,200 |
| 250800 | 1 | 0.01 | 2,50,800 | 0.36 | 1,200 | 1:1 | 1,200 |
| 294000 | 1 | 0.01 | 2,94,000 | 0.43 | 2,400 | 1:1 | 2,400 |
| 360000 | 1 | 0.01 | 3,60,000 | 0.52 | 2,400 | 1:1 | 2,400 |
| 498000 | 1 | 0.01 | 4,98,000 | 0.72 | 3,600 | 1:1 | 3,600 |
| 972000 | 1 | 0.01 | 9,72,000 | 1.41 | 6,000 | 1:1 | 6,000 |
| 1146000 | 1 | 0.01 | 11,46,000 | 1.66 | 7,200 | 1:1 | 7,200 |
| 1345200 | 1 | 0.01 | 13,45,200 | 1.95 | 8,400 | 1:1 | 8,400 |

3) Allotment to Market Maker: The Basis of Allotment to Market Maker who have bid at Issue Price of ₹110/- per Equity Shares or above, was finalized in consultation with NSE. The category was subscribed by 1.00 times i.e. for 1,53,600 Equity shares the total number of shares allotted in this category is 1,53,600 Equity Shares. The category wise details of the Basis of Allotment are as under:

| No. of Shares Applied for (Category wise) | No. of Applications received | % to total | Total No. of Equity Shares applied in this Category | % of total | No. of Equity Shares allocated/ allotted per Applicant | Ratio | Total No. of shares allocated/allotted |
|---|------------------------------|------------|---|------------|--|-------|--|
| 1,53,600 | 1 | 100.00 | 1,53,600 | 100.00 | 1,53,600 | 1:1 | 1,53,600 |

4) Allotment to QIBs excluding Anchor Investors (After Technical Rejections):

Allotment to QIBs, who have bid at the Issue Price of Rs. 110/- or above per Equity Share has been done on a proportionate basis in consultation with NSE. This category has been subscribed to the extent of 48.81 times of QIB portion. The total number of Equity Shares allotted in the QIB category is 574800 Equity Shares, which were allotted to 21 successful Applicants.

| CATEGORY | FIS/BANKS | MF'S | IC'S | NBFC'S | AIF | FPI | VC'S | TOTAL |
|----------|-----------|------|--------|----------|----------|----------|----------|----------|
| QIB | 0 | 0 | 15,600 | 1,34,400 | 1,59,600 | 1,24,800 | 1,40,400 | 5,74,800 |

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

The Company in consultation with the BRLM has allocated 8,59,200 Equity Shares to 7 Anchor Investors at the Anchor Investor Issue Price of Rs. 110/- per Equity Shares in accordance with the SEBI (ICDR) Regulations. This represents upto 60% of the QIB Category.

| CATEGORY | FIS/BANKS | MF'S | IC'S | NBFC'S | AIF | FPI | OTHERS | TOTAL |
|----------|-----------|------|------|----------|----------|----------|--------|----------|
| ANCHOR | 0 | 0 | 0 | 4,03,200 | 1,82,400 | 2,73,600 | 0 | 8,59,200 |

The Board of Directors of our Company at its meeting held on September 10, 2024 has taken on record the basis of allotment of Equity Shares approved by the Designated Stock Exchange, being NSE and has allotted the Equity Shares to various successful applicants. The Allotment Advice Cum Refund Intimation will be dispatched to the address of the investors as registered with the depositories. Further, instructions to the SCSBs have been dispatched/ mailed for unblocking of funds and transfer to the Public Issue Account on or before September 10, 2024. In case the same is not received within ten days, Investors may contact the Registrar to the Issue at the address given below. The Equity Shares allotted to the successful allottees shall be uploaded on September 10, 2024 for credit into the respective beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is in the process of obtaining the listing and trading approval from NSE and the trading of the Equity Shares is expected to commence trading on September 12, 2024.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated September 10, 2024 filed with the Registrar of Companies, National Capital Territory of Delhi and Haryana ("RoC").

INVESTORS, PLEASE NOTE

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

TRACK RECORD OF BOOK RUNNING LEAD MANAGER: The Merchant Banker associated with the Issue has handled 55 SME Public Issues in the past three years out of which 1 SME Public Issue was closed below the Issue Price on listing date.

All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First/ Sole Bidder Serial number of the ASBA form, number of Equity Shares bid for, Bidder DP ID, Client ID, PAN, date of submission of the Bid cum Application Form, address of the Bidder, the name and address of the Designated Intermediary where the Bid cum Application Form was submitted by the Bidder and copy of the Acknowledgment Slip received from the Designated Intermediary and payment details at the address given below:

| | | |
|--|---|---|
| | SKYLINE FINANCIAL SERVICES PRIVATE LIMITED Address: D-153A, First Floor, Okhla Industrial Area, Phase -I, New Delhi, Delhi - 110 020, India; Tel No: +91-11-40450193-97 Email: ipo@skylinerta.com; Investor Grievance Email: info@skylinerta.com; Website: www.skylinerta.com Contact Person: Anuj Rana; SEBI Reg. No.: INR00003241; CIN: U74899DL1995PTC071324 | On behalf of Board of Directors MY MUDRA FINCORP LIMITED Sd/- PIYUSHI JINDAL Company Secretary and Compliance Officer |
|--|---|---|

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 MY MUDRA FINCORP LIMITED
Disclaimer: My Mudra Fincorp Limited has filed the Prospectus with the RoC on September 10, 2024 and thereafter with SEBI and the Stock Exchange. The Prospectus is available on the website of the BRLM, Hem Securities Limited at www.hemsecurities.com and the Company at: www.mymudra.com, and shall also be available on the website of the NSE and SEBI. Investors should note that investment in Equity Shares involves a high degree of risk and for details relating to the same, please see "Risk Factors" beginning on page 25 of the Prospectus.
The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. state securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public issuing in the United States.

SIZE : 33X50