



QVC EXPORTS LIMITED

CIN: U27109WB2005PLC104672

QVC Exports Limited (the “Company”) was incorporated on August 9, 2005 as a private limited company under the name and style of ‘QVC Exports Private Limited’, under the Companies Act, 1956, pursuant to a certificate of incorporation issued by the Registrar of Companies, West Bengal at Kolkata. Further, our Company was converted into a public limited company pursuant to a resolution passed by our Shareholders in an Extraordinary General Meeting held on February 14, 2022 and consequently the name of our Company was changed to “QVC Exports Limited” and a fresh certificate of incorporation dated March 1, 2022 was issued by the Registrar of Companies, West Bengal at Kolkata. For details of change in Registered office of our Company, please refer to the chapter titled “**History and Certain Corporate Matters**” on page 123 of the Prospectus.

Registered Office: 6th Floor, South City Business Park 770, EM Bypass, Anandapur, Adarsha Nagar, E.K.T, Kolkata- 700 107, West Bengal, India; **Telephone:** +91 33 2419 7677; **Corporate Office (where books of accounts are maintained):** 2nd FR 6, Southern Avenue, Kalighat, Kolkata – 700 026, West Bengal, India; **Telephone:** +91 33 4849 8782; **E-mail:** office@qvcgroup.com; **Website:** www.qvcgroup.com; **Contact Person:** Khushboo Singh, Company Secretary and Compliance Officer



(Please scan this QR Code to view the Prospectus)

PROMOTERS OF OUR COMPANY : NILESH KUMAR SHARMA, MADHU SHARMA, PRITI SHARMA, MATASHREE MERCANTILE PRIVATE LIMITED AND UNITY VYAPAAAR PRIVATE LIMITED

The Issue is being made in accordance with Chapter IX of the SEBI/CDR Regulations (IPO of Small and Medium Enterprises) and the equity shares are proposed to be listed on EMERGE Platform of National Stock Exchange of India Limited (“NSE EMERGE”).

BASIS OF ALLOTMENT

PUBLIC OFFER OF 27,98,400 EQUITY SHARES OF FACE VALUE ₹ 10 EACH (“EQUITY SHARES”) OF THE COMPANY FOR CASH AT A PRICE OF ₹ 86/- PER EQUITY SHARE (INCLUDING A SECURITIES PREMIUM OF ₹ 76/- PER EQUITY SHARE) (THE “OFFER PRICE”), AGGREGATING TO ₹ 2,406.62 LACS (“OFFER”), COMPRISING A FRESH ISSUE OF 20,49,600 EQUITY SHARES AGGREGATING TO ₹ 1,762.66 LAKHS (THE “FRESH ISSUE”) AND AN OFFER FOR SALE OF 7,48,800 EQUITY SHARES BY MATASHREE MERCANTILE PRIVATE LIMITED (“THE SELLING SHAREHOLDER”) (“OFFER FOR SALE”) AGGREGATING TO ₹ 643.97 LAKHS, OUT OF WHICH 1,40,800 EQUITY SHARES AGGREGATING TO ₹ 121.09 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER (“MARKET MAKER RESERVATION PORTION”), THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. OFFER OF 26,57,600 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH AT AN OFFER PRICE OF ₹ 86/- PER EQUITY SHARE AGGREGATING TO ₹ 2,285.54 LAKHS IS HEREINAFTER REFERRED TO AS THE “NET OFFER”. THE OFFER AND THE NET OFFER WILL CONSTITUTE 26.78% AND 25.43%, RESPECTIVELY OF THE POST OFFER PAID UP EQUITY SHARE CAPITAL OF THE COMPANY.

THE FACE VALUE OF THE EQUITY SHARE IS ₹10/- AND THE OFFER PRICE IS 8.60 TIMES OF THE FACE VALUE.

OFFER PROGRAMME

OFFER OPENED ON : WEDNESDAY, AUGUST 21, 2024

OFFER CLOSED ON: FRIDAY, AUGUST 23, 2024

Our Company has filed the Prospectus dated August 15, 2024 with the Registrar of Companies, West Bengal at Kolkata (the “Prospectus”). The Equity Shares of the Company are proposed to be listed on the Emerge Platform of National Stock Exchange of India Limited i.e., **NSE EMERGE**, in terms of the Chapter IX of the SEBI (ICDR) Regulations, 2018 as amended from time to time. Our Company has received an In-Principle approval from NSE for the listing of the Equity Shares pursuant to letter dated July 26, 2024. **NSE is the Designated Stock Exchange for the purpose of the Offer. The trading is proposed to be commenced on Wednesday, August 28, 2024** (Subject to receipt of listing and trading approvals from the NSE).

The Offer is being made through the Fixed Price process, the allocation in the Net Offer to the Public category is made pursuant to Regulation 253(2) of the SEBI (ICDR) Regulations, 2018, as amended from time to time, wherein a minimum of 50% of the Net Offer of shares to the Public is initially made available for allotment to Retail Individual Investors. The balance of Net Offer of Shares to the public is made available for allotment to Individual Applicants other than Retail Individual Investors and other Investors, including Corporate Bodies / Institutions irrespective of number of shares applied for. If the Retail Individual Investor category is entitled to more than 50% on proportionate basis, they shall be allotted that higher percentage. Under subscription, if any, in any of the categories, would be allowed to be met with spill-over from any of the other categories or a combination of categories at the discretion of our Company in consultation with the Lead Manager and the Designated Stock Exchange. Such inter-se spill over, if any, would be affected in accordance with applicable laws, rules, regulations and guidelines. All potential investors shall participate in the Offer only through an Application Supported by Blocked Amount (“ASBA”) process including through UPI mode (as applicable) by providing details of the respective bank accounts and / or UPI IDs, in case of RILs, if applicable, which will be blocked by the Self Certified Syndicate Banks (“SCSBs”) for the same.

SUBSCRIPTION DETAILS

The Offer has received 384182 applications for 1356878400 Equity Shares (including the Market maker reservation portion) before technical rejections resulting in 484.88 times subscription. The details of the applications received in the Issue (before and after technical rejections & withdrawal) are as follows:

Sr. No	Category	Gross Applications		Technical Rejections		Valid Applications	
		No. of Applications received	No. of Equity Shares applied	No. of Applications received	No. of Equity Shares applied	No. of Applications received	No. of Equity Shares applied
1	Reserved for Market Makers	1	140800	0	0	1	140800
2	Retail Individual Investors	351221	561953600	4816	7705600	346406	554248000
3	Other than Retail Individual Investors	32960	794784000	396	2936000	32564	791848000
Total		384182	1356878400	5212	10641600	378970	1346236800

The Shares available for allotment have been arrived in the proportion of the respective over subscription ratio of Retail Individual Investors and Other than Retail Individual Investors category received. In view of the explanation provided under regulations 253(2) of the SEBI (ICDR) Regulations, 2018, the Retail Individual Investors Category has applied for 41.17% and 58.83% by Other than Retail Individual Investors; Accordingly, we have derived the issue size for different categories.

In other than Retail Individual Investor Category, there was over subscription of 794784000 Equity Shares before technical rejection and 791848000 Equity Shares after technical rejection. In Retail Individual Investors Category there was over subscription of 561953600 Equity Shares before technical rejection and 554248000 Equity Shares after technical rejection. The Basis of Allotment was finalised in consultation with the Designated Stock Exchange – NSE on Monday, August 26, 2024.

A. Allotment to Market Maker (After Technical Rejections & Withdrawals):

The Basis of Allotment to the Market Maker, at the Offer Price of ₹ 86/- per Equity Share, was finalised in consultation with NSE. The category was subscribed by 1.00 time. The total number of shares allotted in this category is 140800 Equity Shares. The category-wise details of the Basis of Allotment are as under:

Sr. No	No. of Shares applied for (Category wise)	Number of applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Allocation per Applicant		Ratio of allottees to applicants	Number of successful applicants (after rounding)	% to total	Total No. of shares allocated/ allotted	% to total	Surplus/ Deficit (14)-(7)
							Before Rounding off	After Rounding off						
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
1	140800	1	100.00	140800	100.00	140800	140800.00	140800	1	1	100.00	140800	100.00	0.00
GRAND TOTAL		1	100.00	140800	100.00	140800				1	100.00	140800	100.00	0.00

B. Allotment to Retail Individual Investors (After Technical Rejections & Withdrawals):

The Basis of Allotment to the Retail Individual Investors, at the Offer Price of ₹ 86/- per Equity Share, was finalised in consultation with NSE. The category was subscribed by 416.85 times. The total number of shares allotted in this category is 1329600 Equity Shares. The category-wise details of the Basis of Allotment are as under:

Sr. No	No. of Shares applied for (Category wise)	Number of applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Allocation per Applicant		Ratio of allottees to applicants	Number of successful applicants (after rounding)	% to total	Total No. of shares allocated/ allotted	% to total	Surplus/ Deficit (14)-(7)	
							Before Rounding off	After Rounding off							
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	
1	1600	346405	100.00	554248000	100.00	1329600	3.84	1600	1	417	831	100.00	1329600	100.00	0.00
GRAND TOTAL		346405	100.00	554248000	100.00	1329600					831	100.00	1329600	100.00	0.00

C. Allotment to Other than Retail Individual Investors (After Technical Rejections & Withdrawals):

The Basis of Allotment to the Non-Retail Investors, at the Issue Price of ₹ 86/- per Equity Share, was finalised in consultation with NSE. Pursuant to Regulation 253(2) of the SEBI (ICDR) Regulations, 2018, the total number of shares allocated in this category is 1328000 Equity Shares. The category was subscribed by 596.27 times. The category-wise details of the Basis of Allotment are as under:

Sr. No	No. of Shares applied for (Category wise)	Number of applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Allocation per Applicant		Ratio of allottees to applicants		Number of successful applicants (after rounding)	% to total	Total No. of shares allocated/ allotted	% to total	Surplus/ Deficit (14)-(7)
							Before Rounding off	After Rounding off							
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)		(11)	(12)	(13)	(14)	(15)
1	3200	18241	53.91	58371200	7.38	97893.73	5.37	1600	61	18241	61	7.93	97600	7.35	-293.73
2	4800	2889	8.88	13867200	1.76	23256.54	8.05	1600	15	2889	15	1.95	24000	1.81	743.47
3	6400	1068	3.28	6835200	0.87	11463.25	10.73	1600	7	1068	7	0.91	11200	0.85	-263.25
4	8000	1026	3.16	8208000	1.04	13765.56	13.42	1600	9	1026	9	1.17	14400	1.09	634.45
5	9600	690	2.12	6624000	0.84	11109.05	16.10	1600	7	690	7	0.91	11200	0.85	90.96
6	11200	1151	3.54	12891200	1.63	21619.70	18.78	1600	14	1151	14	1.82	22400	1.69	780.31
7	12800	2177	6.69	27865600	3.52	46733.11	21.47	1600	29	2177	29	3.77	46400	3.50	-333.11
8	14400	507	1.56	7300800	0.93	12244.10	24.15	1600	8	507	8	1.04	12800	0.97	555.91
9	16000	849	2.61	13584000	1.72	22781.59	26.83	1600	14	849	14	1.82	22400	1.69	-381.59
10	17600	185	0.57	3256000	0.42	5460.61	29.52	1600	3	185	3	0.39	4800	0.37	-660.61
11	19200	161	0.50	3091200	0.40	5184.22	32.20	1600	3	161	3	0.39	4800	0.37	-384.22
12	20800	102	0.32	2121600	0.27	3558.12	34.88	1600	2	102	2	0.27	3200	0.24	-358.12
13	22400	213	0.66	4771200	0.61	8001.73	37.57	1600	5	213	5	0.65	8000	0.61	-1.73
14	24000	324	1.00	7776000	0.99	13041.05	40.25	1600	8	324	8	1.04	12800	0.97	-241.05
15	25600	139	0.43	3558400	0.45	5967.76	42.93	1600	4	139	4	0.52	6400	0.49	432.25
16	27200	93	0.29	2529600	0.32	4242.37	45.62	1600	3	93	3	0.39	4800	0.37	557.64
17	28800	126	0.39	3628800	0.46	6085.83	48.30	1600	4	126	4	0.52	6400	0.49	314.18
18	30400	55	0.17	1672000	0.22	2804.10	50.98	1600	2	55	2	0.27	3200	0.24	395.91
19	32000	227	0.70	7264000	0.92	12182.38	53.67	1600	8	227	8	1.04	12800	0.97	617.63
20	33600	71	0.22	2385600	0.31	4000.87	56.35	1600	2	71	2	0.27	3200	0.24	-800.87
21	35200	61	0.19	2147200	0.28	3601.05	59.03	1600	2	61	2	0.27	3200	0.24	-401.05
22	36800	46	0.15	1692800	0.22	2838.98	61.72	1600	2	46	2	0.27	3200	0.24	361.03
23	38400	38	0.12	1459200	0.19	2447.21	64.40	1600	2	38	2	0.27	3200	0.24	752.80
24	40000	119	0.37	4760000	0.61	7982.95	67.08	1600	5	119	5	0.65	8000	0.61	17.06
25	41600	39	0.12	1622400	0.21	2720.92	69.77	1600	2	39	2	0.27	3200	0.24	479.09
26	43200	54	0.17	2332800	0.30	3912.32	72.45	1600	2	54	2	0.27	3200	0.24	-712.32
27	44800	47	0.15	2105600	0.27	3531.28	75.13	1600	2	47	2	0.27	3200	0.24	-331.28
28	46400	27	0.09	1252800	0.16	2101.06	77.82	1600	1	27	1	0.14	1600	0.12	-501.06
29	48000	108	0.34	5184000	0.66	8694.04	80.50	1600	5	108	5	0.65	8000	0.61	-694.04
30	49600	43	0.14	2132800	0.27	3576.90	83.18	1600	2	43	2	0.27	3200	0.24	-376.90
31	51200	17	0.06	870400	0.11	1459.74	85.87	1600	1	17	1	0.14	1600	0.12	140.27
32	52800	20	0.07	1056000	0.14	1771.01	88.55	1600	1	20	1	0.14	1600	0.12	-171.01
33	54400	41	0.13	2230400	0.29	3740.59	91.23	1600	2	41	2	0.27	3200	0.24	-540.59
34	56000	28	0.09	1568000	0.20	2629.68	93.92	1600	2	28	2	0.27	3200	0.24	570.33
35	57600	59	0.19	3398400	0.43	5699.43	96.60	1600	4	59	4	0.52	6400	0.49	700.58
36	59200	46	0.15	2723200	0.35	4567.06	99.28	1600	3	46	3	0.39	4800	0.37	232.95
37	60800	18	0.06	1094400	0.14	1835.41	101.97	1600	1	18	1	0.14	1600	0.12	-235.41
38	62400	6	0.01	374400	0.05	627.91	104.65	1600	0	0	0	0.00	0	0.00	-627.91
39	64000	97	0.30	6208000	0.79	10411.38	107.33	1600	6	97	6	0.78	9600	0.73	-811.38
40	65600	7	0.03	459200	0.06	770.12	110.02	1600	0	0	0	0.00	0	0.00	-770.12
41	67200	5	0.01	336000	0.05	563.51	112.70	1600	0	0	0	0.00	0	0.00	-563.51
42	68800	18	0.06	1238400	0.16	2076.91	115.38	1600	1	18	1	0.14	1600	0.12	-476.91
43	70400	7	0.03	492800	0.07	826.47	118.07	1600	1	7	1	0.14	1600	0.12	773.54
44	72000	14	0.05	1008000	0.13	1690.51	120.75	1600	1	14	1	0.14	1600	0.12	-90.51
45	73600	17	0.06	1251200	0.16	2098.38	123.43	1600	1	17	1	0.14	1600	0.12	-498.38
46	75200	8	0.03	601600	0.08	1008.94	126.12	1600	1	8	1	0.14	1600	0.12	591.07
47	76800	11	0.04	844800	0.11	1416.81	128.80	1600	1	11	1	0.14	1600	0.12	183.20
48	78400	2	0.01	156800	0.02	262.97	131.48	1600	0	0	0	0.00	0	0.00	-262.97
49	80000	46	0.15	3680000	0.47	6171.69	134.17	1600	4	46	4	0.52	6400	0.49	228.32
50	81600	20	0.07	1632000	0.21	2737.02	136.85	1600	2	20	2	0.27	3200	0.24	462.99
51	83200	6	0.01	499200	0.07	837.21	139.53	1600	1	6	1	0.14	1600	0.12	762.80
52	84800	9	0.03	763200	0.10	1279.96	142.22	1600	1	9	1	0.14	1600	0.12	320.05
53	86400	5	0.01	432000	0.06	724.51	144.90	1600	0	0	0	0.00	0	0.00	-724.51
54	88000	27	0.09	2376000	0.31	3984.77	147.58	1600	2	27	2	0.27	3200	0.24	-784.77
55	89600	4	0.01	358400	0.05	601.07	150.27	1600	0	0	0	0.00	0	0.00	-601.07
56	91200	5	0.01	456000	0.06	764.76	152.95	1600	0	0	0	0.00	0	0.00	-764.76
57	92800	8	0.03	742400	0.10	1245.08	155.63	1600	1	8	1	0.14	1600	0.12	354.93
58	94400	8	0.03	755200	0.10	1266.54	158.32	1600	1	8	1	0.14	1600	0.12	333.47
59	96000	16	0.05	1536000	0.20	2576.01	161.00	1600	2	16	2	0.27	3200	0.24	624.00
60	97600	2	0.01	195200	0.03	327.37	163.68	1600	0	0	0	0.00	0	0.00	-327.37
61	99200	7	0.03	694400	0.09	1164.58	166.37	1600	1	7	1	0.14	1600	0.12	435.43