

1. **Type of Issue:** Initial Public Offering (IPO)

2. **Issue Size:** ₹ 4235.6 million*

*Source: Prospectus dated March 6, 2024

3. **Grade of issue along with name of the rating agency:** Not Applicable

4. **Subscription Level (Number of Times):** 15.02 times*

* Source: Source: Basis of allotment ad dated March 11, 2024; *The above figure is before technical rejections.

5. **QIB Holding (as a % of outstanding capital) as disclosed to stock exchanges:**

Particulars	%
(i) Allotment in the issue*	19.96%
(ii) At the end of the 1st Quarter immediately after the listing of the issue (31-Mar-24) #	N.A.
(iii) At the end of 1st FY (31-Mar-24) #	N.A.
(iv) At the end of 2nd FY (31-Mar-25) #	N.A.
(v) At the end of 3rd FY (31-Mar-26) #	N.A.

QIB Holding not disclosed as reporting for relevant fiscal years have not been completed

*Source: Basis of Allotment

6. **Financials of the issuer (as per the annual financial results submitted to stock exchanges):**

Parameters	1st FY (31-Mar-24)*	2nd FY (31-Mar-25)*	3rd FY (31-Mar-26)*
Income from operations	N.A.	N.A.	N.A.
Net Profit for the period	N.A.	N.A.	N.A.
Paid-up equity share capital	N.A.	N.A.	N.A.
Reserves excluding revaluation reserves	N.A.	N.A.	N.A.

* Financials not disclosed as reporting for the relevant fiscal years has not been completed.

7. Trading Status in the scrip of the issuer:

The Company's Equity Shares are listed on both, the BSE Limited and the National Stock Exchange of India Limited. The Shares have not been suspended or delisted.

Particulars	Status
(i) at the end of 1st FY (31-Mar-24)	Frequently
(ii) at the end of 2nd FY (31-Mar-25)*	N.A.
(iii) at the end of 3rd FY (31-Mar-26)*	N.A.

**Will be updated in the due course.*

8. Change in Directors of issuer from the disclosures in the offer document:

Particulars	Name of the Director	Appointed / Resigned
(i) at the end of 1st FY (31-Mar-24)	None	None
(ii) at the end of 2nd FY (31-Mar-25)*	N.A.	N.A.
(iii) at the end of 3rd FY (31-Mar-26)*	N.A.	N.A.

* Changes in Directors not disclosed as the relevant fiscal year has not been completed

9. Status of implementation of project/ commencement of commercial production:

(i) as disclosed in the offer document: Not Applicable

(ii) Actual Implementation: Not Applicable

(iii) Reasons for delay in implementation, if any: Not Applicable

10. Status of utilization of issue proceeds

(i) as disclosed in the offer document:

(₹ in millions)

Particulars	Amount which will be financed from Net Proceeds (₹ million)	Amount to be deployed from the Net Proceeds in Fiscal 2024	Amount to be deployed from the Net Proceeds in Fiscal 2025	Amount to be deployed from the Net Proceeds in Fiscal 2026
Funding working capital requirements of our Company	540.00	540.00	-	-
Funding capital expenditure to be incurred by our Company for setting up a DVCP Studio	109.85	15.00	86.94	7.91
Funding investment in IT infrastructure development of Company, and our Material Subsidiaries, Hansa Research and Hansa Customer Equity	333.42	26.66	183.29	123.47
Funding setting up of new CEC and CATI of our Company	217.36	-	110.84	106.52
General corporate purposes	362.62	-	362.62	-
Total	1,563.25	581.66	743.69	237.90

*Source: Prospectus dated March 6, 2024

(ii) Actual Utilisation:

(₹ in millions)

Particulars	Amount utilised from Net Proceeds*	Pending utilisation
Funding working capital requirements of our Company	540.00	NA
Funding capital expenditure to be incurred by our Company for setting up a DVCP Studio	15.00	NA
Funding investment in IT infrastructure development of Company, and our Material Subsidiaries, Hansa Research and Hansa Customer Equity	26.66	NA
Funding setting up of new CEC and CATI of our Company	-	NA
General corporate purposes	-	NA
Total	581.66	NA

(iii) Reasons for delay in implementation, if any: No deviation

11. Comments of monitoring agency, if applicable:

a) Comments on use of funds	NA
(b) Comments on deviation, if any, in the use of proceeds of the issue from the objects stated in the offer document	NA
(c) Any other reservations expressed by the monitoring agency about the end use of funds	NA

12. Pricing Data

Issue Price (₹): 288/-

Designated Stock Exchange: BSE

Listing Date: March 12, 2024

Price parameters	At close of listing day March 12, 2024	Close of 30th calendar day from listing day (1)	Close of 90th calendar day from listing day (1)	As at the end of the 1st FY after the listing of the issue March 31, 2024		
				Closing price	High	Low
Market Price on Designated Stock Exchange	263.25	Not Available	Not Available	273.95	307.35	227.75
S & P BSE SENSEX	73,667.96	Not Available	Not Available	73651.35	74190.31	71674.42
Sectoral Index	Not comparable to any of the available sectoral indices					
Price parameters	As at the end of the 2nd FY after the listing of the issue (31st March, 2025)(1)			As at the end of the 3rd FY after the listing of the issue (31st March, 2026)(1)		
	Closing price	High (during the FY)	Low (during the FY)	Closing price	High (during the FY)	Low (during the FY)
Market Price	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available
S & P BSE SENSEX	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available
Sectoral Index	Not comparable to any of the available sectoral indices					

Source: BSE Website

Information not provided as reporting for the relevant fiscal years has not been completed

(1) 30th calendar day has been taken as listing date plus 29 calendar days

(2) 90th calendar day has been taken as listing date plus 89 calendar days

13. Basis for Issue Price

Parameter	Particulars	Face Value	As Disclosed in the Offer Document**	31-Mar-24^^	31-Mar-25^^	31-Mar-26^^
Basic EPS	Issuer	5	7.03	Not available	Not available	Not available
	Peer Group:					
	Affle (India) Limited (basic/diluted)	2	18.43 / 18.43	Not available	Not available	Not available
	Latent View Analytics Limited (basic/diluted)	1	7.71 / 7.63	Not available	Not available	Not available
	Vertoz Advertising Limited (basic/diluted)	10	9.22 / 9.22	Not available	Not available	Not available
P/E	Issuer	5	40.96	Not available	Not available	Not available
	Peer Group:					
	Affle (India) Limited	2	66.74	Not available	Not available	Not available
	Latent View Analytics Limited	1	63.7	Not available	Not available	Not available
	Vertoz Advertising Limited	10	78.07	Not available	Not available	Not available
RoNW%	Issuer (Consolidated)	5	22.20%	Not available	Not available	Not available
	Peer Group					
	Affle (India) Limited	2	16.73%	Not available	Not available	Not available
	Latent View Analytics Limited	1	12.87%	Not available	Not available	Not available
	Vertoz Advertising Limited	10	10.77%	Not available	Not available	Not available
NAV per share	Issuer (Consolidated Basis)	5	4.84	Not available	Not available	Not available
	Peer Group					
	Affle (India) Limited	2	11.58	Not available	Not available	Not available
	Latent View Analytics Limited	1	16.83	Not available	Not available	Not available
	Vertoz Advertising Limited	10	13.64	Not available	Not available	Not available

(1) Sourced from Prospectus dated March 6, 2024

**Not available as the relevant fiscal year has not been completed / information not disclosed

14. Any other material information

Please refer to the Stock Exchange filing. For further updates and information, please refer stock exchange websites i.e. www.bseindia.com and www.nseindia.com