



ASPIRE & INNOVATIVE ADVERTISING LIMITED

Our Company was originally incorporated as "Aspire & Innovative Advertising Private Limited" on July 31, 2017 under the provisions of the Companies Act, 2013 with the Registrar of Companies, Central Registration Centre with CIN U52601DL2017PTC321445. Subsequently, pursuant to Special Resolution passed by the Shareholders at the Extra Ordinary General Meeting, held on December 04, 2023 our Company was converted into a Public Limited Company and consequently the name of our Company was changed from "Aspire & Innovative Advertising Private Limited" to "Aspire & Innovative Advertising Limited" vide a fresh certificate of incorporation consequent upon conversion from private company to public company dated December 12, 2023 issued by the Registrar of Companies, Delhi, bearing CIN U52601DL2017PLC321445. For further details of Incorporation, change of name and registered office of our Company, please refer to chapter titled "History and Corporate Structure" beginning on page 118 of the Prospectus

Registered Office: C-4 Baldev Park, Shahdara, East Delhi-110051, Delhi, India. Corporate Office: Plot No. 52, Sector-44, Gurugram – 122003, Haryana, India.

Tel No: +91-124-2213055; E-mail: cs@aspireinnovate.in; Website: www.aspireinnovate.in;
Contact Person: Rakesh, Company Secretary & Compliance Officer, CIN: U52601DL2017PLC321445

OUR PROMOTERS: NITESH AGARWALLA AND RINKU AGARWALLA

"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)."

We are engaged in business of trading of wide range of consumer durables like kitchen appliances, home appliances, white goods, mobile phones and its accessories, solar products etc.

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFER OF UPTO 40.68,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF ASPIRE & INNOVATIVE ADVERTISING LIMITED ("OUR COMPANY" OR "AIAL" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹54 PER EQUITY SHARE (INCLUDING SHARE PREMIUM OF ₹44 PER EQUITY SHARE) FOR CASH, AGGREGATING UP TO ₹2196.72 LAKHS ("PUBLIC ISSUE") OUT OF WHICH 2,04,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹54 PER EQUITY SHARE FOR CASH, AGGREGATING ₹110.16 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 38,64,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹54 PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹2086.56 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.80% AND 25.46% 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. 54 THE ISSUE PRICE IS 5.4 TIMES OF THE FACE VALUE OF THE EQUITY SHARE

ANCHOR INVESTOR ISSUE PRICE: RS. 54 PER EQUITY SHARE THE ISSUE PRICE IS 5.4 TIMES OF THE FACE VALUE

BID/ ISSUE PERIOD

ANCHOR INVESTOR BIDDING DATE WAS: FRIDAY, MARCH 22, 2024

BID / ISSUE OPENED ON: TUESDAY, MARCH 26, 2024

BID / ISSUE CLOSED ON: THURSDAY, MARCH 28, 2024

RISKS TO INVESTORS:

- a) We are dependent upon third parties for trading and supply of all of the products we sell, with whom we may not have long term contracts or exclusive supply arrangements. Any delay or failure on the part of such vendors to deliver products, may adversely affect our business, profitability and reputation.
- b) Our historical performance is not indicative of our future growth or financial results and we may not be able to sustain our historical growth rates.
- c) The Merchant Banker associated with the Issue has handled 42 public issue in the past three years out of which 2 Issue closed below the Issue Price on listing date.
- d) Average cost of acquisition of Equity Shares held by the Individual Promoter is
- e) The Price/ Earnings ratio based on Diluted EPS for Fiscal 2023 for the company at the upper end of the Price Band is 11.30
- f) Weighted Average Return on Net worth for Fiscals 2021, 2022, 2023 is 38.68%.
- g) The Weighted average cost of acquisition of all Equity Shares transacted in the last 1 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. 54) is "X" times the weighted Average cost of Acquisition	Range of acquisition price: Lowest Price – Highest Price (in Rs.)
Last 1 year	0.30	180.00	0-20
Last 18 months	0.29	186.21	0-20
Last 3 years	0.81	66.67	0-61.44

Sr. No.	Name of the Promoters	Average cost of Acquisition (in ₹)
1.	Nitesh Agarwalla	0.12
2.	Rinku Agarwalla	1.53

and the Issue Price at the upper end of the Price Band is Rs. 54 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. ₹ 51)	Cap price (i.e. ₹ 54)
Weighted average cost of acquisition of primary Issuance (exceeding 5% of the pre Issue Capital)	NA^	NA^	NA^
Weighted average cost of acquisition for secondary sale / acquisition (exceeding 5% of the pre Issue Capital)	NA^^	NA^^	NA^^
Weighted average cost of acquisition of past primary issuances / secondary in last 3 years	20.00	2.55 times	2.70 times

Note:

^There were no primary/ new issue of shares (equity/ convertible securities) as mentioned in paragraph 8(a) above, in last 18 months from the date of the Prospectus.

^^There were no secondary transactions as mentioned in paragraph 8(b) above, in last 18 months from the date of the Prospectus.

PROPOSED LISTING: WEDNESDAY, APRIL 03, 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 231 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 Wednesday, April 03, 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 Friday, March 22, 2024. The Company received 6 Anchor Investors applications for 22,32,000 Equity Shares. The Anchor Investor Allocation price was finalized at Rs. 54/- per Equity Share. A total of 11,56,000 Equity Shares were allotted under the Anchor Investors portion aggregating to Rs. 6,24,24,000/-.

The Issue (excluding Anchor Investors Portion) received 19,923 Applications for 5,73,76,000 Equity Shares (after considering invalid bids but before Other than RC10 Transaction declined by Investors, RC10 Mandate not accepted by Investors and Withdrawal/ Cancelled Bids reported by SCSB and technical rejections) resulting 14.03 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 Valid Applications Received (excluding Anchor Investors Portion):

Sr. No.	Category	Number of Valid Applications	No. of Equity Shares applied	Equity Shares Reserved as per Prospectus	No. of times Subscribed	Amount (Rs.)
1	Market Maker	1	204000	204000	1.00	11016000
2	QIB (excluding Anchor investor portion)	5	4012000	774000	5.18	41796000
3	Non Institutional Investor	907	14778000	580000	25.48	31320000
4	Retail Individual Investors	10932	21864000	1354000	16.15	73116000
	TOTAL	11845	40858000	2912000		157248000

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. 54 per Equity Share, was finalized in consultation with NSE. The category has been subscribed to the extent of 16.15 times. The total number of Equity Shares Allotted in this category is 13,54,000 Equity Shares to 677 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
2000	10932	100.00	21864000	100.00	2000	6:97	1354000

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. 54 or above per Equity Share was finalized in consultation with NSE. The category has been subscribed to the extent of 25.48 times (after technical rejection). The total number of Equity Shares Allotted in this category is 5,80,000 Equity Shares to 211 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	% of Total	Total No. of Shares applied in each category	% to Total	No of Equity Shares allotted per applicant	Ration of allottees to applicants	Total No. of shares allocated/allotted
4000	449	49.5	1796000	12.15	2000	35:449	70000
6000	72	7.93	432000	2.92	2000	1:9	16000
8000	82	9.04	656000	4.43	2000	13:82	26000
10000	50	5.51	500000	3.38	2000	1:5	20000
12000	15	1.65	180000	1.21	2000	4:15	8000
14000	19	2.09	266000	1.79	2000	5:19	10000
48000	6	0.66	288000	1.94	2000	1:1	12000
50000	4	0.44	200000	1.35	2000	1:1	8000
52000	1	0.11	52000	0.35	2000	1:1	2000
54000	2	0.22	108000	0.73	2000	1:1	4000
56000	1	0.11	56000	0.37	2000	1:1	2000
58000	2	0.22	116000	0.78	2000	1:1	4000
100000	3	0.33	300000	2.03	4000	1:1	12000
104000	1	0.11	104000	0.7	4000	1:1	4000
112000	1	0.11	112000	0.75	4000	1:1	4000
114000	1	0.11	114000	0.77	4000	1:1	4000
120000	2	0.22	240000	1.62	4000	1:1	8000
120000	2000 additional shares allocated for serial no 46 in the ratio of 1:2				2000	1:2	2000
280000	1	0.11	280000	1.89	10000	1:1	10000
288000	1	0.11	288000	1.94	12000	1:1	12000
400000	1	0.11	400000	2.7	16000	1:1	16000
460000	1	0.11	460000	3.11	18000	1:1	18000
646000	1	0.11	646000	4.37	26000	1:1	26000

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

Allotment to QIBs, who have bid at the Issue Price of Rs. 54 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 5.18 times of QIB portion. The total number of Equity Shares allotted in the QIB category is 7,74,000 Equity Shares, which were allotted to 5 successful Applicants.

CATEGORY	FIS/BANKS	MF'S	IC'S	NBFC'S	AIF	FPI	VC'S	TOTAL
QIB	-	-	-	3,28,000	-	4,46,000	-	7,74,000

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

The Company in consultation with the BRLM has allocated 11,56,000 Equity Shares to 5 Anchor Investors at the Anchor Investor Issue Price of Rs. 54 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	-	-	-	4,72,000	-	6,84,000	-	11,56,000

The Board of Directors of our Company at its meeting held on April 01, 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 April 02, 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 April 02, 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 April 03, 2024.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated March 29, 2024 filed with the Registrar of Companies, Delhi ("RoC").

INVESTORS, PLEASE NOTE

The details of the allotment made has been hosted on the website of the Registrar to the Issue, Bigshare Services Private Limited at website: www.bigshareonline.com
TRACK RECORD OF BOOK RUNNING LEAD MANAGER: The Merchant Banker associated with the Issue has handled 42 SME Public Issues in the past three years out of which 2 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:



Bigshare Services Private Limited

Address: S6-2, 6th Floor, Pinnacle Business Park, Next to Ahura Centre, Mahakali Caves Road, Andheri (East) Mumbai – 400093, Maharashtra, India.
Tel No: +91 22 6263 8200; Email: ipo@bigshareonline.com;
Investor Grievance Email: investor@bigshareonline.com; Website: www.bigshareonline.com;
Contact Person: Babu Rapheal C.; SEBI Reg. No.: MB/INR000001385; CIN: U99999MH1994PTC076534

On behalf of Board of Directors
Aspire & Innovative Advertising Limited
Sd/-
Rakesh
Company Secretary and Compliance Officer

Place: Delhi

Date: April 02, 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 ASPIRE & INNOVATIVE ADVERTISING LIMITED

Disclaimer: Aspire & Innovative Advertising Limited has filed the Prospectus with the RoC on March 29, 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.aspireinnovate.in, 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 24 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 unless so registered, 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.