

(ii) Actual implementation	Not Available
(iii) Reasons for delay in implementation, if any	

10 Status of utilization of issue proceeds*

(i) as disclosed in the offer document

Rs. in Million

Particulars	Amount proposed to be utilised from Net Proceeds	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 Net Proceeds	1,563.25	581.66	743.69	237.90

*Source: Prospectus dated March 6, 2024

(ii) Actual utilization

Rs. in Million

Particulars	Amount as proposed in the Offer Document	Amount utilized	Total unutilized amount
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	-	109.85
Funding investment in IT infrastructure development of Company, and our Material Subsidiaries, Hansa Research and Hansa Customer Equity	333.42	4.63	328.79
Funding setting up of new CEC and CATI of our Company	217.36	-	217.36
General corporate purposes	362.62	269.56	93.06
Total	1,563.25	814.19	749.06

Source - As per monitoring agency report dated August 8, 2024

(iii) Reasons for deviations (if any)

No deviation

11 Comments of monitoring agency, if applicable

a) Comments on use of funds	Not Available
(b)Comments on deviation, if any, in the use of proceeds of the issue from the objects stated in the offer document	Not Available
(c) Any other reservations expressed by the monitoring agency about the end use of funds	Not Available

12 Pricing Data

Designated Stock Exchange	BSE
Issue Price (Rs.)	288
Listing Date	March 12, 2024

Price parameters	At close of listing day March 12, 2024	Close of 30th calendar day from listing day	Close of 90th calendar day from listing day	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	84.20	266.05	273.95	307.35	227.75
S & P BSE SENSEX	73,667.96	75,038.15	76,490.08	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)			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	216.60	320.50	191.05	Not Available	Not Available	Not Available
S & P BSE SENSEX	77,414.92	85,978.25	70,234.43	Not Available	Not Available	Not Available
Sectoral Index	Not comparable to any of the available sectoral indices					
Note: Stock Exchange data. Where the 30th day / 90th day/ March 31 of a particular year falls on a holiday, the immediately preceding trading day has been considered						
(1) Price information not disclosed as reporting for the fiscal year has not been completed						

13 Basis for Issue Price and Comparison with Peer Group & Industry Average

Accounting ratio		Face Value (Rs)	As disclosed in the offer document	At the end of 1st FY March 31, 2024	At the end of 1st FY March 31, 2025	At the end of 1st FY March 31, 2026**
EPS	Issuer:	5	7.03	8.86 / 8.86	3.70 / 3.70	Not available
	Peer group					
	Affle (India) Limited (basic/diluted)	2	18.43 / 18.43	21.91 / 21.91	27.23 / 27.19	Not available
	Latent View Analytics Limited (basic/diluted)	1	7.71 / 7.63	7.73 / 7.68	8.45	Not available
	Vertoz Advertising Limited (basic/diluted)	10	9.22 / 9.22	10.04 / 10.04	0.06	Not available
P/E	Issuer:	5	40.96	30.92	58.54	Not available
	Peer group					
	Affle (India) Limited	2	66.74	47.47	59.06	Not available
	Latent View Analytics Limited	1	63.7	65.73	43.46	Not available
	Vertoz Advertising Limited	10	78.07	71.89	130.50	Not available
RNoW	Issuer: Consolidated	5	22.20%	14.19%	7.48%	Not available
	Peer group					
	Affle (India) Limited	2	16.73%	14.99%	12.28%	Not available
	Latent View Analytics Limited	1	12.87%	12.29%	11.57%	Not available
	Vertoz Advertising Limited	10	10.77%	12.34%	3.90%	Not available
NAV	Issuer: Consolidated	5	4.84	47.80	49.43	Not available
	Peer group					
	Affle (India) Limited	2	11.58	178.16	209.72	Not available
	Latent View Analytics Limited	1	16.83	66.84	72.65	Not available
	Vertoz Advertising Limited	10	13.64	98.76	1.54	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

For updates and material information please visit stock exchanges website www.bseindia.com and www.nseindia.com

All the above information is updated till September 30, 2025 unless indicated otherwise

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