

(This is only an advertisement for information purposes and not a Prospectus announcement)



VERTOZ ADVERTISING LIMITED

Corporate Identification Number: U74120MH2012PLC226823

Our Company was originally incorporated as Vertoz Media Private Limited on February 13, 2012 with the Registrar of Companies, Maharashtra, Mumbai as a private limited Company under the provisions of the Companies Act, 1956. Subsequently our Company was converted into public limited Company pursuant to shareholders resolution passed at the Extra-Ordinary General Meeting held on May 22, 2017 and the name of our Company was changed to Vertoz Media Limited. A fresh certificate of incorporation consequent upon conversion to public limited Company was issued by the Registrar of Companies, Mumbai on June 09, 2017. Pursuant to a resolution of our Shareholders passed on June 14, 2017, the name of our Company was changed to Vertoz Advertising Limited and a fresh certificate of incorporation consequent upon change of name was issued by the Registrar of Companies, Mumbai on July 07, 2017. For further details of our Company, please refer "General Information" and "History and Certain Other Corporate Matter" on page numbers 35 and 81, respectively of the Prospectus.

Registered Office: 602, Avior, Nirmal Galaxy, L.B.S. Marg, opp. Johnson & Johnson, Mulund (west) Mumbai- 400080.

Tel: + 91-22-61426030 | Fax: +91-22-61426061 | E-mail: compliance@vertoz.com | Website: www.vertoz.com

Contact Person: Sumit Kumar R. Sharma, Company Secretary and Compliance Officer

PROMOTERS OF OUR COMPANY: HIRENKUMAR SHAH & ASHISH SHAH

BASIS OF ALLOTMENT

PUBLIC ISSUE OF 15,84,000 EQUITY SHARES OF A FACE VALUE OF ₹ 10 EACH (THE "EQUITY SHARES") OF VERTOZ ADVERTISING LIMITED ("OUR COMPANY" OR "VAL" OR "THE ISSUER") FOR CASH AT A PRICE OF ₹ 108 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 98.00 PER EQUITY SHARE) ("ISSUE PRICE") AGGREGATING TO ₹ 1710.72 LAKHS ("THE ISSUE") OF WHICH 79,200 EQUITY SHARES AGGREGATING TO ₹ 85.54 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 15,04,800 EQUITY SHARES OF FACE VALUE OF ₹ 10.00 EACH AT AN ISSUE PRICE OF ₹ 108.00 PER EQUITY SHARE AGGREGATING TO ₹ 1625.18 LAKHS IS HERINAFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 26.47% AND 25.14%, RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY. FOR FURTHER DETAILS, PLEASE REFER "TERMS OF THE ISSUE" ON PAGE 176 OF THE PROSPECTUS.

THIS ISSUE IS BEING MADE IN TERMS OF CHAPTER XB OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2009 (THE "SEBI ICDR REGULATIONS"), AS AMENDED. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET ISSUE TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATION 43(4) OF THE SEBI (ICDR) REGULATIONS, 2009, AS AMENDED. FOR FURTHER DETAILS, PLEASE REFER TO SECTION TITLED "ISSUE PROCEDURE" BEGINNING ON PAGE 183 OF THE PROSPECTUS.

THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10 EACH AND

THE ISSUE PRICE IS ₹ 108.00. THE ISSUE PRICE IS 10.80 TIMES OF THE FACE VALUE.

ISSUE OPENED ON TUESDAY, NOVEMBER 14, 2017 AND CLOSED ON THURSDAY, NOVEMBER 16, 2017.

The Equity Shares offered through the Prospectus are proposed to be listed on the Emerge Platform of National Stock Exchange of India Limited ("NSE Emerge") in terms of the Chapter XB of the SEBI (ICDR) Regulations, as amended from time to time. Our Company has received an in-principle approval letter dated October 23, 2017 from National Stock Exchange of India Limited for using its name in the Offer Document for listing of our shares on the Emerge Platform of National Stock Exchange of India Limited. 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 about November 24, 2017*.**

*Subject to receipt of listing and trading approvals from National Stock Exchange of India Limited.

All Applicants were allowed to participate in the Issue through **Application Supported by Blocked Amount ("ASBA")** process by providing the details of the respective bank accounts in which the corresponding application amounts were blocked by **Self Certified Syndicate Banks (the "SCSBs")**.

SUBSCRIPTION DETAILS

The Issue has received 2,100 applications for 66,08,400 Equity Shares (Before Technical Rejections but after invalid bids and bids not banked/blocked) (including Market Maker Application of 79,200 Equity Shares) resulting in 4.17 times subscription. After considering, a Technical Rejection case, the issue was subscribed 4.15 times (including the Market Maker Portion). The details of the applications received in the issue (before technical rejections) are as follows:

Detail of the Applications Received (Before Technical Rejection):

| Category | Number of Applications | % To Total | No. of Equity Shares | % To Total | Subscription (Times) |
|--|------------------------|---------------|----------------------|---------------|----------------------|
| Market Maker | 1 | 0.05 | 79,200 | 1.20 | 1.00 |
| Retail Individual Investors | 1,960 | 93.33 | 23,52,000 | 35.59 | 3.13 |
| Other than Retail Individual Investors | 139 | 6.62 | 41,77,200 | 63.21 | 5.55 |
| TOTAL | 2,100 | 100.00 | 66,08,400 | 100.00 | 4.17 |

The details of applications rejected by the Registrar on technical grounds (including withdrawal) are detailed below:

| Category | No. of Applications | No. of Equity Shares |
|--|---------------------|----------------------|
| Market Maker | 0 | 0 |
| Retail Individual Investors | 14 | 16,800 |
| Other than Retail Individual Investors | 4 | 12,000 |
| TOTAL | 18 | 28,800 |

After eliminating technically rejected applications, the following tables give us category wise net valid applications:

| Category | Number of Applications | % To Total | Proportionate Shares Available | No. of Valid Shares applied | % of Total Applied | Subscription (Times) |
|--|------------------------|---------------|--------------------------------|-----------------------------|--------------------|----------------------|
| Market Maker | 1 | 0.05 | 79,200 | 79,200 | 1.20 | 1.00 |
| Retail Individual Investors | 1,946 | 93.47 | 7,52,400 | 23,35,200 | 35.50 | 3.10 |
| Other than Retail Individual Investors | 135 | 6.48 | 7,52,400 | 41,65,200 | 63.30 | 5.54 |
| TOTAL | 2,082 | 100.00 | 15,84,000 | 65,79,600 | 100.00 | 4.15 |

Allocation: The Basis of Allotment was finalized in consultation with the Designated Stock Exchange - National Stock Exchange of India Limited on November 21, 2017

A. Allocation to Market Maker (After Technical Rejections & Withdrawal): The Basis of Allotment to the Market Maker, at the issue price of ₹ 108 per Equity Share, was finalized in consultation with NSE. The category was subscribed by 1.00 times. The total number of shares allotted in this category is 79,200 Equity shares.

B. Allocation to Retail Individual Investors (After Technical Rejections): The Basis of Allotment to the Retail Individual Investors, at the issue price of ₹ 108 per Equity Share, was finalized in consultation with NSE. The category was subscribed by 3.10 times. Total number of shares allotted in this category is 7,52,400 Equity Shares to 627 successful applicants.

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 | % To Total | Proportionate Shares Available | Allocation per Applicant (Before Rounding Off) | Allocation per Applicant (After Rounding Off) | Ratio of Allottees to Applicants | Number of Successful applicant (after rounding off) | Total No. of Shares allocated/allotted | No. of Shares Surplus/ Deficit |
|---|------------------------------|---------------|---|---------------|--------------------------------|--|---|----------------------------------|---|--|--------------------------------|
| 1,200 | 1,946 | 100.00 | 23,35,200 | 100.00 | 7,52,400 | 386.64 | 1,200 | 627:1946 | 627 | 7,52,400 | 0 |
| TOTAL | 1,946 | 100.00 | 23,35,200 | 100.00 | 7,52,400 | | | | 627 | 7,52,400 | 0 |

C. Allocation to Other than Retail Individual Investors (After Technical Rejections & Withdrawal): The Basis of Allotment to Other than Retail Individual Investors, at the issue price of ₹ 108 per Equity Share, was finalized in consultation with NSE. The category was subscribed by 5.54 times. Total number of shares allotted in this category is 7,52,400 Equity Shares to 103 successful applicants.

The category wise basis of allotment is as under:

| No. of Shares Applied for (Category wise) | No. of Applications received | % To Total | Total No. of Equity Shares applied in this Category | % To Total | Proportionate Shares Available | Allocation per Applicant (Before Rounding Off) | Allocation per Applicant (After Rounding Off) | Ratio of Allottees to Applicants | Number of Successful applicant (after rounding off) | Total No. of Shares allocated/allotted | No. of Shares Surplus/ Deficit |
|---|------------------------------|-------------|---|-------------|--------------------------------|--|---|----------------------------------|---|--|--------------------------------|
| 2400 | 36 | 26.67 | 86400 | 2.07 | 15607 | 433.54 | 1200 | 13:36 | 13 | 15600 | 7 |
| 3600 | 13 | 9.63 | 46800 | 1.12 | 8454 | 650.30 | 1200 | 7:13 | 7 | 8400 | 54 |
| 4800 | 6 | 4.44 | 28800 | 0.69 | 5202 | 867.07 | 1200 | 2:3 | 4 | 4800 | 402 |
| 6000 | 13 | 9.63 | 78000 | 1.87 | 14090 | 1083.84 | 1200 | 12:13 | 12 | 14400 | (310) |
| 7200 | 3 | 2.22 | 21600 | 0.52 | 3902 | 1300.61 | 1200 | 1:1 | 3 | 3600 | 302 |
| 8400 | 5 | 3.70 | 42000 | 1.01 | 7587 | 1517.37 | 1200 | 1:1 | 5 | 6000 | 1587 |
| | | | | | | | 1200 | 1:5 | 1 | 1200 | (1200) |
| 9600 | 5 | 3.70 | 48000 | 1.15 | 8671 | 1734.14 | 1200 | 1:1 | 5 | 6000 | 2671 |
| | | | | | | | 1200 | 2:5 | 2 | 2400 | (2400) |
| 10800 | 3 | 2.22 | 32400 | 0.78 | 5853 | 1950.91 | 1200 | 1:1 | 3 | 3600 | 2253 |
| | | | | | | | 1200 | 2:3 | 2 | 2400 | (2400) |
| 12000 | 3 | 2.22 | 36000 | 0.86 | 6503 | 2167.68 | 2400 | 1:1 | 3 | 7200 | (697) |
| 13200 | 3 | 2.22 | 39600 | 0.95 | 7153 | 2384.44 | 2400 | 1:1 | 3 | 7200 | (47) |
| 14400 | 2 | 1.48 | 28800 | 0.69 | 5202 | 2601.21 | 2400 | 1:1 | 2 | 4800 | 402 |
| 15600 | 1 | 0.74 | 15600 | 0.37 | 2818 | 2817.98 | 2400 | 1:1 | 1 | 2400 | 418 |
| 16800 | 1 | 0.74 | 16800 | 0.40 | 3035 | 3034.75 | 3600 | 1:1 | 1 | 3600 | (565) |
| 18000 | 1 | 0.74 | 18000 | 0.43 | 3252 | 3251.51 | 3600 | 1:1 | 1 | 3600 | (348) |
| 19200 | 2 | 1.48 | 38400 | 0.92 | 6937 | 3468.28 | 3600 | 1:1 | 2 | 7200 | (263) |
| 20400 | 1 | 0.74 | 20400 | 0.49 | 3685 | 3685.05 | 3600 | 1:1 | 1 | 3600 | 85 |
| 21600 | 2 | 1.48 | 43200 | 1.04 | 7804 | 3901.82 | 3600 | 1:1 | 2 | 7200 | 604 |
| 22800 | 2 | 1.48 | 45600 | 1.09 | 8237 | 4118.58 | 3600 | 1:1 | 2 | 7200 | 1037 |
| 24000 | 1 | 0.74 | 24000 | 0.58 | 4335 | 4335.35 | 4800 | 1:1 | 1 | 4800 | (465) |
| 25200 | 3 | 2.22 | 75600 | 1.82 | 13656 | 4552.12 | 4800 | 1:1 | 3 | 14400 | (744) |
| 27600 | 1 | 0.74 | 27600 | 0.66 | 4986 | 4985.65 | 4800 | 1:1 | 1 | 4800 | 186 |
| 28800 | 2 | 1.48 | 57600 | 1.38 | 10405 | 5202.42 | 4800 | 1:1 | 2 | 9600 | 805 |
| 30000 | 1 | 0.74 | 30000 | 0.72 | 5419 | 5419.19 | 6000 | 1:1 | 1 | 6000 | (581) |
| 31200 | 1 | 0.74 | 31200 | 0.75 | 5636 | 5635.96 | 6000 | 1:1 | 1 | 6000 | (364) |
| 37200 | 1 | 0.74 | 37200 | 0.89 | 6720 | 6719.79 | 7200 | 1:1 | 1 | 7200 | (480) |
| 38400 | 1 | 0.74 | 38400 | 0.92 | 6937 | 6936.56 | 7200 | 1:1 | 1 | 7200 | (263) |
| 39600 | 1 | 0.74 | 39600 | 0.95 | 7153 | 7153.33 | 7200 | 1:1 | 1 | 7200 | (47) |
| 43200 | 1 | 0.74 | 43200 | 1.04 | 7804 | 7803.63 | 8400 | 1:1 | 1 | 8400 | (596) |
| 52800 | 1 | 0.74 | 52800 | 1.27 | 9538 | 9537.77 | 9600 | 1:1 | 1 | 9600 | (62) |
| 57600 | 2 | 1.48 | 115200 | 2.77 | 20810 | 10404.84 | 10800 | 1:1 | 2 | 21600 | (790) |
| 60000 | 1 | 0.74 | 60000 | 1.44 | 10838 | 10838.38 | 10800 | 1:1 | 1 | 10800 | 38 |
| 96000 | 1 | 0.74 | 96000 | 2.30 | 17341 | 17341.40 | 16800 | 1:1 | 1 | 16800 | 541 |
| 120000 | 9 | 6.67 | 1080000 | 25.93 | 195091 | 21676.75 | 21600 | 1:1 | 9 | 194400 | 691 |
| 206400 | 1 | 0.74 | 206400 | 4.96 | 37284 | 37284.01 | 37200 | 1:1 | 1 | 37200 | 84 |
| 290400 | 1 | 0.74 | 290400 | 6.97 | 52458 | 52457.74 | 52800 | 1:1 | 1 | 52800 | (342) |
| 291600 | 1 | 0.74 | 291600 | 7.00 | 52675 | 52674.50 | 52800 | 1:1 | 1 | 52800 | (125) |
| 292800 | 1 | 0.74 | 292800 | 7.03 | 52891 | 52891.27 | 52800 | 1:1 | 1 | 52800 | 91 |
| 294000 | 1 | 0.74 | 294000 | 7.06 | 53108 | 53108.04 | 52800 | 1:1 | 1 | 52800 | 308 |
| 295200 | 1 | 0.74 | 295200 | 7.09 | 53325 | 53324.81 | 52800 | 1:1 | 1 | 52800 | 525 |
| TOTAL | 135 | 100 | 4165200 | 100 | 752400 | | | | 103 | 752400 | 0 |

The Board of Directors of the Company at its meeting held on November 21, 2017 has taken on record the Basis of Allocation of Equity Shares approved by the Designated Stock Exchange viz. NSE and has authorized the corporate action for allotment of shares in dematerialized form to various successful applicants.

The CAN and allotment advice and / or rejection letters will be dispatched to the address of the Applicants as registered with the depositories / as filled in the application form on November 23, 2017. Further, the instructions to Self Certified Syndicate Banks being processed on November 22, 2017. In case the same is not received within prescribed time, investors may contact at the address given below. The Equity Shares allocated to successful applicants are being credited to their beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is taking steps to get the Equity Shares admitted for trading on the Emerge Platform of National Stock Exchange of India Limited within six working days from the date of the closure of the Issue.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated November 02, 2017 ("Prospectus").

INVESTORS PLEASE NOTE

The details of the allotment made would also be hosted on the website of the Registrar to the Issue **KARVY COMPUTERSHARE PRIVATE LIMITED** at www.karisma.karvy.com. All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First/ Sole applicants, serial number of the Application Form, number of shares applied for and Bank Branch where the application had been lodged and payment details at the address of the Registrar given below:



KARVY COMPUTERSHARE PRIVATE LIMITED

Karvy Selenium Tower B, Plot 31-32, Gachibowli Financial District, Nanakramguda, Hyderabad - 500 032.

Tel: +91 40-67162222; Fax: +91 40-23431551; E-mail: einward.ris@karvy.com;

Investor grievance email: vertozmedia.ipo@karvy.com; Website: www.karisma.karvy.com

Contact Person: M Murli Krishna; SEBI Registration No.: INR00000221

For Vertoz Advertising Limited

On behalf of the Board of Directors

Sd/-

Whole-Time Director

Place : Mumbai, Maharashtra

Date : November 22, 2017

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 VERTOZ ADVERTISING LIMITED.

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