



# CITY PULSE MULTIPLEX LIMITED

Our Company was incorporated as "City Pulse Multiplex Private Limited" at Ahmedabad, Gujarat as a Private company under the provisions of the Companies Act, 1956 vide Certificate of Incorporation dated March 22, 2000 bearing Registration no. 04-37606 of 1999-2000 issued by Registrar of Companies, Gujarat, Dadra & Nagar Haveli. Consequently upon the conversion of our Company to public limited company and as approved by the shareholders of our company pursuant to a special resolution dated May 19, 2018, the name of our Company was changed to "City Pulse Multiplex Limited" and fresh certificate of incorporation dated May 28, 2018 was issued by the Registrar of Companies, Ahmedabad, Gujarat. The Corporate Identification Number of our Company is U92199GJ2000PLC037606. For details of change in name and address of our Registered Office, see "History and Certain Corporate Matters" on page 105 of the Prospectus.

**Registered Office:** 401, 4th Floor, Sachet 1, Swastik Cross Road, Navrangpura, Ahmedabad-380009, Gujarat, India. **Tel. No:** 079 4007076 / 708;  
**E-mail:** cs@wowcinepulse.com; **Website:** www.wowcinepulse.com **Corporate Identification Number:** U92199GJ2000PLC037606  
**Contact Person:** Ms Divya Jitendrakumar Agrawal, Company Secretary and Compliance officer

**PROMOTERS OF OUR COMPANY: MR. ARPIT KUMAR MEHTA AND MRS. RAJAL ARPIT KUMAR MEHTA**

## BASIS OF ALLOTMENT

**INITIAL PUBLIC ISSUE OF 13,28,000 EQUITY SHARES OF FACE VALUE OF RS.10.00 EACH OF CITY PULSE MULTIPLEX LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF RS.30 PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF RS. 20 PER EQUITY SHARE (THE "ISSUE PRICE") AGGREGATING TO RS 398.40 LAKHS ("THE ISSUE"), OF WHICH 72,000 EQUITY SHARES OF FACE VALUE OF RS.10.00 EACH FOR CASH AT A PRICE OF RS. 30 PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF RS.20 PER EQUITY SHARE AGGREGATING TO RS.21.60 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. NET ISSUE OF 12,56,000 EQUITY SHARES OF FACE VALUE OF RS.10.00 EACH AT A PRICE OF RS. 30 PER EQUITY SHARE AGGREGATING TO RS. 376.80 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 40.02% AND 37.85% RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.**

In terms of Rule 19(2)(b)(l) of the Securities Contracts (Regulation) Rules, 1957, as amended (the "SCRR") the Issue has been made for at least 25% of the post-issue paid-up Equity Share capital of our Company. The Issue was made through the Fixed Price Process, in compliance with Chapter IX of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations") wherein no reservation was made for Qualified Institutional Buyers ("QIBs"). Further, 50% of the Net Issue was available for allocation on a proportionate basis to Non-Institutional Investors and 50% of the Net Issue was available for allocation to Retail Individual Investors, in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at the Issue Price. For further details please refer the section titled "Issue Information" beginning on page 194 of the Prospectus. In terms of SEBI Circular No. CIR/CFD/POLICYCELL/11/2015 dated November 10, 2015 and the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, all the investors (except Anchor Investors) applying in a public Issue were required to use only Application Supported by Blocked Amount (ASBA) process for application providing details of the bank account which will be blocked by the Self Certified Syndicate Banks (SCSBs) for the same. Further, pursuant to SEBI Circular No. SEBI/HO/CFD/DIL2/CIR/P/2018/138 dated November 01, 2018, Retail Individual Investors applying in public offer were required to use either Application Supported by Blocked Amount (ASBA) facility for making application or also can use UPI (Unified Payment Interface) as a payment mechanism with Application Supported by Blocked Amount for making application. For details in this regards, specific attention are invited to the chapter titled "Issue Procedure" beginning on page 197 of the Prospectus.

## RISKS TO INVESTORS:

- This being the first public Offer of our Company, there has been no formal market for the Equity Shares. The face value of the Equity Shares is Rs.10 each. The Issue Price as stated in "Basis for Issue Price" on page 66 of Prospectus should not be taken to be indicative of the market price of the Equity Shares after the Equity Shares are listed on SME Platform of BSE Limited. No assurance can be given regarding an active or sustained trading in the Equity Shares or regarding the price at which the Equity Shares will be traded after listing.
- As on date of the Prospectus, the average cost of acquisition per Equity Share by our Promoters viz. Mr. Arpit Kumar Mehta is Rs. 12.84 and Mrs. Rajal Arpit Mehta is Rs. 10.24.

**THE FACE VALUE OF EQUITY SHARES IS Rs. 10/- EACH.  
 THE ISSUE PRICE IS Rs. 30.00/- PER EQUITY SHARES  
 ISSUE OPENED ON: THURSDAY, JUNE 27, 2019 AND  
 CLOSED ON: WEDNESDAY, JULY 03, 2019**

The Equity Shares of our Company issued through the Prospectus are proposed to be listed on the SME Platform of BSE Limited ("BSE SME"), 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 letter dated June 20, 2019 from BSE Limited for using its name in the Offer document for listing of our shares on the SME Platform of BSE Limited. For the purpose of this Issue, BSE Limited shall be the Designated Stock Exchange.

## SUBSCRIPTION DETAILS

The Issue has received 586 applications for 3,768,000 Equity shares (before rejections, before bids not banked but after Invalid Multiple/Duplicate bids) including Market Maker Application of 72,000 Equity Shares. The issue was subscribed to the extent of 2.84 times as per the application data (before rejections, before bids not banked but after Invalid Multiple/Duplicate bids). After considering the technical rejections cases, the issue was subscribed 2.27 times.

**The details of application received (Before Technical Rejection but after bids not banked and application banked but bid not registered)**

SN	Category	No. of Applications Received	Number of Shares Applied for	AMOUNT RS
1	Retail Individual Investors	500	2,000,000	60,000,000
2	Other Than Retail Individual Applicants	45	1,000,000	30,000,000
3	Market Maker	1	72,000	2,160,000
	<b>TOTAL</b>	<b>546</b>	<b>3,072,000</b>	<b>92,160,000</b>

**ALLOCATION:** The Basis of Allotment was finalized in consultation with the Designated Stock Exchange – BSE Limited on **July 08, 2019**.

- Allocation to Market Maker (After Technical Rejections):** The Basis of Allotment to the Market Maker, at the issue price of Rs. 30.00/- per Equity Share, was finalized in consultation with BSE Limited. The category was subscribed by 1.00 time. The total number of shares allotted in this category is 72,000 Equity shares in full out of reserved portion of 72,000 Equity Shares.
- Allocation to Retail Individual Investors (After Technical Rejections):** The Basis of Allotment to the Retail Individual Investors, at the issue price of Rs. 30.00/- per Equity Share, was finalized in consultation with BSE Limited. The category was subscribed by 2.33 times. Total number of shares allotted in this category is **832,000** Equity Shares. The category wise basis of allotment is as under:

Sr. No.	No. of Shares Applied for (Category wise)	No. of Applications received	% to total	Total No. of Equity Shares applied in each category	% to total	Proportionate Shares Available	Allocation per Applicant		Ratio of Allottees to the Applicants	Number of successful applicants (after rounding off)	% of Total	Total No. of Equity Shares Allotted	% of Total	Sur plus / (Deficit) (13) - (7)
							Before rounding off	After rounding off						
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
1	4000	486	100.00	19,44,000	100.00	832,000	1711.93	4000	104   243	208	100.00	832,000	100.00	0

- Allocation to Non Institutional Investor (After Technical Rejection):** The Basis of Allotment to other than Retail Individual Investors, at the issue price of Rs. 30.00/- per Equity Share, was finalized in consultation with BSE Limited. The category was subscribed by 2.33 times. Total number of shares allotted in this category is **424000** Equity Shares. The category wise basis of allotment is as under:

Sr. No.	No. of Shares Applied for (Category wise)	No. of Applications received	% to total	Total No. of Equity Shares applied in each category	% to total	Proportionate Shares Available	Allocation per Applicant		Ratio of Allottees to the Applicants	Serial Number of Qualifying applicants	Number of successful applicants (after rounding off)	% of Total	Total No. of Equity Shares Allotted	% of Total	Sur plus / (Deficit) (14) - (7)	
							Before rounding off	After rounding off								
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	
1	8000	25	56.82	200000	20.16	85484	3419.16	4000.00	21   25		21	52.50	84000	19.81	(1484)	
2	12000	3	6.82	36000	3.63	15387	5129.00	4000.00	1   1		3	7.50	12000	2.83	(3387)	
3	16000	4	9.09	64000	6.45	27355	6838.75	4000.00	1   1		4	10.00	16000	3.77	(11355)	
	16000	4000 additional share is allocated for Serial no 2 in the ratio of 1:3							4000.00	3   4			0.00	4000	0.94	4000
		in the ratio of 3:4							4000.00	1   1			0.00	12000	2.83	12000
4	20000	3	6.82	60000	6.05	25645	8548.33	8000.00	1   1		3	7.50	24000	5.66	(1645)	
5	24000	1	2.27	24000	2.42	10258	10258	12000.00	1   1		1	2.50	12000	2.83	1742	
6	40000	5	11.36	200000	20.16	85484	17096.80	16000.00	1   1		5	12.50	80000	18.87	(5484)	
	40000	4000 additional share is allocated for Serial no 6 in the ratio of 1:5							4000.00	1   5			0.00	4000	0.94	4000
7	100000	1	2.27	100000	10.08	42742	42742	44000.00	1   1		1	2.50	44000	10.38	1258	
8	152000	1	2.27	152000	15.32	64968	64968	64000.00	1   1		1	2.50	64000	15.09	(968)	
9	156000	1	2.27	156000	15.73	66677	66677	68000.00	1   1		1	2.50	68000	16.04	1323	
<b>GRAND TOTAL</b>		<b>44</b>	<b>100.00</b>	<b>992000</b>	<b>100.00</b>	<b>424000</b>	<b>424000</b>				<b>40</b>	<b>100.00</b>	<b>424000</b>	<b>100.00</b>	<b>0</b>	

The Board of Directors of the Company at its meeting held on July 08, 2019 has taken on record the Basis of Allocation of Equity Shares approved by the Designated Stock Exchange viz. BSE Limited and authorized corporate action for allotment of shares in dematerialized form to various successful applicants. The CAN and allotment advice and/or notices shall be dispatched to the address of the Applicants as registered with the depositories / as filled in the application form on or before July 09, 2019. Further, the instructions to SCSBs have been issued on July 09, 2019 for unblocking of funds. 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. In case the same is not received within prescribed time, Investors may contact the registrar to the Issue at the address given below. The Company is taking steps to get the Equity Shares admitted for trading on the SME Platform of BSE Limited within six working days from the date of the closure of the Issue. **The trading is proposed to commence on or before Thursday, July 11, 2019 subject to receipt of listing and trading approvals from BSE Limited.**

## INVESTORS PLEASE NOTE

The details of the allotment made will be hosted on the website of the Registrar to the Offer at [www.linkintime.co.in](http://www.linkintime.co.in). All future correspondence in this regard may kindly be addressed to the Registrar quoting full name of the First/ Sole applicant, 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:

### LINK INTIME INDIA PRIVATE LIMITED

C-101, 1st Floor, 247 Park, Lal Bhadur Shastri Marg, Vikhroli (West), Mumbai – 400 083, Maharashtra, India

Tel: +91 22 4918 6200; Fax: +91 22 4918 6195; Email: [cpml.ip@linkintime.co.in](mailto:cpml.ip@linkintime.co.in)

Website: [www.linkintime.co.in](http://www.linkintime.co.in);

Investor Grievance Id: [cpml.ip@linkintime.co.in](mailto:cpml.ip@linkintime.co.in)

Contact Person: Ms. Shanti Gopalkrishnan;

SEBI Registration Number: INR000004058



**For City Pulse Multiplex Limited**

On behalf of the Board of Directors

Sd/-

**Mr. Rajnikant Ashabhai Mehta**

Whole Time Director

Date: July 09, 2019

Place: Ahmedabad

**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 CITY PULSE MULTIPLEX LIMITED.**

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus.