


APPLICATION FORM FOR ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY AND RENOUNCES ONLY USING ASBA FACILITY	 QUINT DIGITAL MEDIA LIMITED (FORMERLY KNOWN AS GAURAV MERCANTILES LIMITED) Corporate Identification Number: L74110DL1985PLC373314 Registered Office: 403, Prabhat Kiran, 17, Rajendra Place, Delhi – 110 008. Tel: +91 011 4514 2374; Fax: N.A. Corporate Office Address: Carnousties’s Building, Plot No: 1, 9 th Floor, Sector 16A, Film City, Noida – 201301, Uttar Pradesh Tel: +91 0120 475 1818 Contact Person: Mr. Tarun Belwal, Company Secretary and Compliance Officer E-mail: cs@thequint.com; Website: www.quintdigitalmedia.com	NOT INTENDED FOR ELIGIBLE EQUITY SHAREHOLDERS IN THE UNITED STATES <table border="1" style="width: 100%;"> <tr> <td data-bbox="1034 143 1198 181">ISSUE OPENS ON</td> <td data-bbox="1198 143 1498 181">MONDAY, JANUARY 09, 2023</td> </tr> <tr> <td data-bbox="1034 181 1198 259">LAST DATE FOR ON MARKET RENUNCIATION*</td> <td data-bbox="1198 181 1498 259">FRIDAY, JANUARY 13, 2022</td> </tr> <tr> <td data-bbox="1034 259 1198 297">ISSUE CLOSES ON**</td> <td data-bbox="1198 259 1498 297">TUESDAY, JANUARY 24, 2023</td> </tr> </table> <p><small>* Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renounees on or prior to the Issue Closing Date ** Our Board or the Rights Issue Committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that this Issue will not remain open in excess of 30 (Thirty) days from the Issue Opening Date (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date</small></p>	ISSUE OPENS ON	MONDAY, JANUARY 09, 2023	LAST DATE FOR ON MARKET RENUNCIATION*	FRIDAY, JANUARY 13, 2022	ISSUE CLOSES ON**	TUESDAY, JANUARY 24, 2023
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Application No.								
Collecting SCSB’s Sign & Seal								
<p style="text-align: center;">Please read the Letter of Offer dated December 07, 2022 (“Letter of Offer” or “LOF”), the Abridged Letter of Offer, the Rights Entitlement Letter and instructions on the reverse of this Application Form carefully. All capitalised terms not defined herein shall carry the same meaning as ascribed to them in the Letter of Offer. DO NOT TEAR OR DETACH ANY PART OF THIS APPLICATION FORM THIS DOCUMENT IS NOT NEGOTIABLE.</p>								
<p>ISSUE OF UP TO 2,50,00,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH (“RIGHTS EQUITY SHARES”) OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 50 EACH INCLUDING A SHARE PREMIUM OF ₹ 40 PER RIGHTS EQUITY SHARE (THE “ISSUE PRICE”), AGGREGATING UP TO RS.12,500 LAKHS ON A RIGHTS BASIS TO THE EXISTING EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 42 (FORTY-TWO) RIGHTS EQUITY SHARE FOR EVERY 37 (THIRTY – SEVEN) FULLY PAID-UP EQUITY SHARE(S) HELD BY THE EXISTING EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS THURSDAY, DECEMBER 22, 2022 (THE “ISSUE”). THE ISSUE PRICE FOR THE RIGHTS EQUITY SHARES IS ₹ 50 WHICH IS 5 TIMES THE FACE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED “TERMS OF THE ISSUE” ON PAGE 264 OF THE LETTER OF OFFER.</p> <p>Payment Schedule of Rights Equity Shares ₹ 50 per Rights Equity Share (including premium of ₹ 40 per Rights Equity Share) shall be payable on Application. <i>*For further details, please see the section entitled ‘Terms of the Issue’ on page 264 of the Letter of Offer.</i></p>								

To, Date: _____
 The Board of Directors,
QUINT DIGITAL MEDIA LIMITED
 (FORMERLY KNOWN AS GAURAV MERCANTILES LIMITED)

Dear Sirs,

- I/We hereby accept and apply for Allotment of the Rights Equity Shares (including additional Rights Equity Shares, if applicable) mentioned in **Block I of Point 5** below in response to the Abridged Letter of Offer/Letter of Offer offering the Equity Shares to me/us on rights basis.
- I/We agree to pay the amount specified in **Block II of Point 5** below at the rate of ₹ 50/- per Rights Equity Share payable on Application on the total number of Rights Equity Shares specified in **Block I of Point 5** below.
- I/We agree to accept the Rights Equity Shares Allotted to me/us and to hold such Rights Equity Shares upon the terms and conditions of the Abridged Letter of Offer, Letter of Offer, this Application Form, Rights Entitlement Letter and subject to the provisions of the Companies Act, 2013, SEBI ICDR Regulations, as applicable and the rules made thereunder and the Memorandum and Articles of Association of the Company.
- I/We undertake that I/we will sign all such other documents and do all other such acts, if any, necessary on my/our part to enable me/us to be registered as the holder(s) of the Equity Shares in respect of which this application may be accepted.
- I/We also agree to accept the Rights Equity Shares subject to laws, as applicable, guidelines, circulars, rules, notifications and regulations relating to the issue of capital and listing of securities issued from time to time by SEBI/Government of India/RBI and/or other authorities.
- I/We hereby solemnly declare that I am/we are not applying for the Rights Equity Shares in contravention of section 269SS of the Income-tax Act.
- I/We authorise you to place my/our name(s) on the Register of Shareholders / Register of Beneficial Shareholders of the Company.
- **I/we hereby accept and confirm the following:**

I/ We understand that neither the Rights Entitlements nor the Rights Equity Shares have been, or will be, registered under the U.S. Securities Act of 1933, as amended (the “U.S. Securities Act”), or any United States state securities laws, and may not be offered, sold, resold or otherwise transferred within the United States or to the territories or possessions thereof (the “United States”), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act. I/ we understand the Rights Equity Shares referred to in this application are being offered and sold in offshore transactions only outside the United States in compliance with Regulation S under the U.S. Securities Act (“Regulation S”) to existing shareholders and located in jurisdictions where such offer and sale of the Rights Equity Shares is permitted under laws of such jurisdictions. I/ we understand that the Issue is not, and under no circumstances is to be construed as, an offering of any Rights Equity Shares or Rights Entitlements for sale in the United States, or as a solicitation therein of an offer to buy any of the said Rights Equity Shares or Rights Entitlements in the United States. I/ we confirm that I am/ we are (a) not in the United States and eligible to subscribe for the Rights Equity Shares under applicable securities laws, (b) complying with laws of jurisdictions applicable to such person in connection with the Issue, and (c) understand that neither the Company, nor the Registrar to the Issue, the Lead Manager or any other person acting on behalf of the Company will accept subscriptions from any person, or the agent of any person, who appears to be, or who the Company, the Registrar to the Issue, the Lead Manager or any other person acting on behalf of the Company have reason to believe is in the United States or is outside of India and ineligible to participate in this Issue under the securities laws of their jurisdiction.

I/ We will not offer, sell or otherwise transfer any of the Rights Equity Shares which may be acquired by us in any jurisdiction or under any circumstances in which such offer or sale is not authorized or to any person to whom it is unlawful to make such offer, sale or invitation. I/ We satisfy, and each account for which I/ we are acting satisfies, (a) all suitability standards for investors in investments of the type subscribed for herein imposed by the jurisdiction of my/our residence, and (b) is eligible to subscribe and is subscribing for the Rights Equity Shares and Rights Entitlements in compliance with applicable securities and other laws of our jurisdiction of residence.

I/we hereby make the representations, warranties, acknowledgments and agreements set forth in the section of the Letter of Offer entitled “Restrictions on Foreign Ownership of Indian Securities” on page 305 of the Letter of Offer.

I/ We acknowledge that we, the Lead Manager, its affiliates and others will rely upon the truth and accuracy of the foregoing representations and agreements.

1. NAME AND CONTACT DETAILS OF APPLICANT

Name of Sole/First Applicant	
Name of Second Applicant	
Name of Third Applicant	
Indian Address:	
Email:	
Telephone/Mobile No.	

2. PERMANENT ACCOUNT NUMBER (PAN)

Sole/First Applicant	
Second Applicant	
Third Applicant	

3. TYPE OF APPLICANTS (Please tick): Resident Non-Resident

Note: Non-resident Applicants applying on non-repatriation basis should select "Resident".

4. DEPOSITORY ACCOUNT DETAILS : please provide your DP ID and Client ID (Please tick for NSDL or CDSL) : NSDL CDSL

For NSDL enter 8 digit DP ID followed by 8 digit Client ID / For CDSL enter 16 digit Client ID.

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Note: Allotment of Rights Equity Shares shall be made in dematerialized form only.

5. APPLICATION DETAILS

Rights Equity Shares (Including additional Rights Equity Shares) applied for [Block I]

Total amount payable on application at ₹ 50/- per Rights Equity Share [Block II] = [Block I] x ₹ 100/-	
(₹ in Figures)	(₹ in Words)

6. PAYMENT DETAILS [IN CAPITAL LETTERS]

Amount blocked (₹ in figures) :	(₹ in words)

ASBA BANK Account No.	
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Name of ASBA Bank Account Holder : _____

SCSB Name and Address : _____

I/We authorise the SCSB to block the amount specified above as part of the ASBA process. I/ We confirm that I/ we are making the payment towards my/our Application through my/ our bank account only and not using any third party bank account for making such payment. Further, I/we confirm that the ASBA Account is held in my/our own name.

I/We understand that on Application, Investors will have to pay full amount of ₹ 50/- per Rights Equity Share.

SIGNATURE OF ASBA BANK ACCOUNT HOLDER

Sole/First Account Holder

Second Joint Account Holder

Third Joint Account Holder

Note: Signature(s) as per the specimen recorded with the SCSB. In case of joint shareholders, all the joint shareholders must sign in the same sequence as per specimen recorded with the SCSB.

7. SIGNATURE OF APPLICANT(S)

I/We hereby confirm that I/we have read, understood and accept the terms and conditions of this Application Form, Rights Entitlement Letter, Abridged Letter of Offer and Letter of Offer. I/we hereby confirm that I/we have read the Instructions for filling up this Application Form given overleaf. I/We understand that in case of Allotment of Rights Equity Shares to me/us, my/our beneficiary account as mentioned in this Application Form would get credited to the extent of allotted Rights Equity Shares.

Sole/First Applicant

Second Joint Applicant

Third Joint Applicant

Note: Signature(s) as per the specimen recorded with the Depository. In case of joint shareholders, all the joint shareholders must sign in the same sequence as per specimen recorded with the Depository.

-----Tear Here-----

**QUINT DIGITAL MEDIA LIMITED (FORMERLY KNOWN AS GAURAV MERCANTILES LIMITED) – RIGHTS ISSUE
ACKNOWLEDGEMENT SLIP FOR APPLICANT**




Received from		APPLICATION FORM NO.
PAN		
DP ID and Client ID		Collecting SCSB's Sign & Seal
Amount blocked (₹ in figures)	Bank & Branch	
ASBA Account No.		Date _____
Tel. / Mobile No.	Email Id:	

GENERAL INSTRUCTIONS

- (a) Please read this Letter of Offer and Application Form carefully to understand the Application process and applicable settlement process.
- (b) In accordance with the SEBI Rights Issue Circulars, the resident Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date and who have not furnished the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, shall not be eligible to make an Application for Rights Equity Shares against their Rights Entitlements with respect to the equity shares held in physical form.
- (c) Please read the instructions on the Application Form sent to you.
- (d) The Application Form can be used by both the Eligible Equity Shareholders and the Renounees.
- (e) Application should be made only through the ASBA facility.
- (f) Application should be complete in all respects. The Application Form found incomplete with regard to any of the particulars required to be given therein, and/or which are not completed in conformity with the terms of this Letter of Offer, the Abridged Letter of Offer, the Rights Entitlement Letter and the Application Form are liable to be rejected.
- (g) In case of non-receipt of Application Form, Application can be made on plain paper mentioning all necessary details as mentioned under the section "*Application on Plain Paper under ASBA process*" on page 279 of this Letter of Offer.
- (h) In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI Rights Issue Circulars and ASBA Circulars, all Investors desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA.
- (i) An Investor, wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with an SCSB, prior to making the Application.
- (j) Applications should be (i) submitted to the Designated Branch of the SCSB or made online/electronic through the website of the SCSBs (if made available by such SCSB) for authorising such SCSB to block Application Money payable on the Application in their respective ASBA Accounts. Please note that on the Issue Closing Date, Applications through ASBA process will be uploaded until 5.00 p.m. (Indian Standard Time) or such extended time as permitted by the Stock Exchange.
- (k) Applications should not be submitted to the Bankers to the Issue or Escrow Collection Bank (assuming that such Escrow Collection Bank is not an SCSB), our Company or the Registrar and the Lead Manager.
- (l) In case of Application through ASBA facility, Investors are required to provide necessary details, including details of the ASBA Account, authorization to the SCSB to block an amount equal to the Application Money in the ASBA Account mentioned in the Application Form.
- (m) All Applicants, and in the case of Application in joint names, each of the joint Applicants, should mention their PAN allotted under the Income-tax Act, irrespective of the amount of the Application. Except for Applications on behalf of the Central or the State Government, the residents of Sikkim and the officials appointed by the courts, Applications without PAN will be considered incomplete and are liable to be rejected. With effect from August 16, 2010, the demat accounts for Investors for which PAN details have not been verified shall be "suspended for credit" and no Allotment and credit of Rights Equity Shares pursuant to this Issue shall be made into the accounts of such Investors.
- (n) In case of Application through ASBA facility, all payments will be made only by blocking the amount in the ASBA Account. Furthermore, in case of Applications submitted using the optional facility, payments shall be made using internet banking or UPI facility. Cash payment or payment by cheque or demand draft or pay order or NEFT or RTGS or through any other mode is not acceptable for application through ASBA process. In case payment is made in contravention of this, the Application will be deemed invalid and the Application Money will be refunded and no interest will be paid thereon.
- (o) For physical Applications through ASBA at Designated Branches of SCSB, signatures should be either in English or Hindi or in any other language specified in the Eighth Schedule to the Constitution of India. Signatures other than in any such language or thumb impression must be attested by a Notary Public or a Special Executive Magistrate under his/her official seal. The Investors must sign the Application as per the specimen signature recorded with the SCSB.
- (p) In case of joint holders and physical Applications through ASBA process, all joint holders must sign the relevant part of the Application Form in the same order and as per the specimen signature(s) recorded with the SCSB. In case of joint Applicants, reference, if any, will be made in the first Applicant's name and all communication will be addressed to the first Applicant.
- (q) All communication in connection with Application for the Rights Equity Shares, including any change in address of the Eligible Equity Shareholders should be addressed to the Registrar prior to the date of Allotment in this Issue quoting the name of the first/sole Applicant, folio numbers/DP ID and Client ID and Application Form number, as applicable. In case of any change in address of the Eligible Equity Shareholders, the Eligible Equity Shareholders should also send the intimation for such change to the respective depository participant, or to our Company or the Registrar in case of Eligible Equity Shareholders holding Equity Shares in physical form.
- (r) Only persons outside restricted jurisdictions and who are eligible to subscribe for Rights Entitlement and Rights Equity Shares under applicable securities laws are eligible to participate.
- (s) Please note that subject to SCSBs complying with the requirements of SEBI Circular No. CIR/CFD/DIL/13/2012 dated September 25, 2012 within the periods stipulated therein, applications made through ASBA facility may be submitted at the Designated Branches of the SCSBs. Application through ASBA facility in electronic mode will only be available with such SCSBs who provide such facility.
- (t) In terms of the SEBI circular CIR/CFD/DIL/1/2013 dated January 2, 2013, it is clarified that for making applications by banks on their own account using ASBA facility, SCSBs should have a separate account in own name with any other SEBI registered SCSB(s). Such account shall be used solely for the purpose of making application in public/ rights issues and clear demarcated funds should be available in such account for ASBA applications.
- (u) In case of change of status of holders, *i.e.*, from resident to non-resident, a new demat account must be opened. Any Application from a demat account which does not reflect the accurate status of the Applicant is liable to be rejected at the sole discretion of our Company and the Lead Manager

PLEASE NOTE THAT THE RIGHTS ENTITLEMENTS WHICH ARE NEITHER RENOUNCED NOR SUBSCRIBED BY THE INVESTORS ON OR BEFORE THE ISSUE CLOSING DATE SHALL LAPSE AND SHALL BE EXTINGUISHED AFTER THE ISSUE CLOSING DATE.

LAST DATE FOR APPLICATION
<p>The last date for submission of the duly filled in the Application Form or a plain paper Application is Tuesday, January 24, 2023, i.e., Issue Closing Date. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the Issue Period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date).</p> <p>If the Application Form is not submitted with an SCSB, uploaded with the Stock Exchanges and the Application Money is not blocked with the SCSB, on or before the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in this Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Equity Shares hereby offered, as set out in “Terms of the Issue—Basis of Allotment” on page 293 of the Letter of Offer.</p> <p>Please note that on the Issue Closing Date, Applications through ASBA process will be uploaded until 5.00 p.m. (Indian Standard Time) or such extended time as permitted by the Stock Exchanges.</p> <p>Please ensure that the Application Form and necessary details are filled in. In place of Application number, Investors can mention the reference number of the e-mail received from Registrar informing about their Rights Entitlement or last eight digits of the demat account. Alternatively, SCSBs may mention their internal reference number in place of application number.</p>
WITHDRAWAL OF APPLICATION
<p>An Investor who has applied in this Issue may withdraw their Application at any time during Issue Period by approaching the SCSB where application is submitted. However, no Investor, applying through ASBA facility, may withdraw their Application post the Issue Closing Date.</p>
LIST OF SELF CERTIFIED SYNDICATE BANKS (SCSBs)
<p>The list of banks that have been notified by SEBI to act as the SCSBs for the ASBA process is provided on the website of SEBI at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=34 and updated from time to time. For a list of branches of the SCSBs named by the respective SCSBs to receive the ASBA Forms from the Designated Intermediaries, please refer to the above-mentioned link.</p> <p>In accordance with the SEBI ICDR Regulations, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue material will be sent / dispatched only to the Eligible Equity Shareholders who have provided Indian address. In case such Eligible Equity Shareholders have provided their valid e-mail address, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue material will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue material will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them.</p> <p>Further, this Final Letter of Offer will be sent / dispatched to the Eligible Equity Shareholders who have provided Indian address and who have made a request in this regard. In case such Eligible Equity Shareholders have provided their valid e-mail address, the Letter of Offer will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the Final Letter of Offer will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them.</p> <p>Shareholders can access this Final Letter of Offer, the Abridged Letter of Offer and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe for the Equity Shares under applicable laws) on the websites of:</p> <p>(i) our Company at www.quintdigitalmedia.com (ii) the Registrar to the Issue at www.skylinerta.com (iii) the Lead Manager, i.e. Choice Capital Advisory Private Limited at www.choiceindia.com (iv) the Stock Exchanges at www.bseindia.com</p> <p>Eligible Equity Shareholders can also obtain the details of their respective Rights Entitlements from the website of the Registrar (i.e., www.skylinerta.com) by entering their DP ID and Client ID or Folio Number (for Eligible Equity Shareholders who hold Equity Shares in physical form as on Record Date) and PAN. The link for the same shall also be available on the website of our Company (i.e., www.quintdigitalmedia.com).</p> <p>The Investors can visit following links for the below-mentioned purposes:</p> <p>(a) Frequently asked questions and online / electronic dedicated Shareholders helpdesk for guidance on the Application process and resolution of difficulties faced by the Shareholders: www.skylinerta.com (b) Updation of / e-mail address / phone or mobile number in the records maintained by the Registrar to the Issue or our Company: www.skylinerta.com (c) Updation of Indian address by way of sending an email to subhashdhingreja@skylinerta.com (d) Updation of demat account details by Eligible Equity Shareholders holding shares in physical form: www.skylinerta.com (e) Submission of self-attested PAN, client mastersheet and demat account details by non-resident Eligible Equity Shareholders: subhashdhingreja@skylinerta.com</p>

COMPANY	LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE
		
<p>QUINT DIGITAL MEDIA LIMITED <i>(Formerly known as Gaurav Mercantiles Limited)</i> Corporate Identification Number: L74110DL1985PLC373314 Registered Office: 403, Prabhat Kiran, 17, Rajendra Place, Delhi – 110 008. Tel: +91 011 4514 2374; Fax: N.A. Corporate Office Address: Carnousties’s Building, Plot No: 1, 9th Floor, Sector 16A, Film City, Noida – 201301, Uttar Pradesh Tel: +91 0120 475 1818; Contact Person: Mr. Tarun Belwal, Company Secretary and Compliance Officer E-mail: cs@thequint.com; Website: www.quintdigitalmedia.com</p>	<p>CHOICE CAPITAL ADVISORS PRIVATE LIMITED Sunil Patodia Tower, J.B. Nagar, Andheri (East), Mumbai, 400 099 India Contact Details: +91 22 6707 9999 (Extension 451) Email Address: vivek.singhi@choiceindia.com Website: www.choiceindia.com Contact Person: Vivek Singhi SEBI Registration Number: INM000011872</p>	<p>SKYLINE FINANCIAL SERVICES PRIVATE LIMITED 505, A Wing, Dattani Plaza, Andheri Kurla Road, Safed Pool, Andheri (East), Mumbai: 400 072 India Contact Details: +91 22 4972 1245/ 2851 1022 Email Address: subhashdhingreja@skylinerta.com Website: www.skylinerta.com Contact Person: Subhash Dhingreja SEBI Registration Number: INR 000003241</p>

Investors may contact the Registrar or our Company Secretary and Compliance Officer for any Issue related matter. All grievances relating to the ASBA process may be addressed to the Registrar, with a copy to the SCSBs for grievances related to the ASBA process, giving full details such as name, address of the applicant, contact number(s), e-mail ID of the sole / first holder, folio number or demat account number, serial number of the Application Form, number of Rights Equity Shares applied for, amount blocked, ASBA Account number and the Designated Branch of the SCSBs where the plain paper application was submitted by the ASBA Investors alongwith a photocopy of the acknowledgement slip. For further details on the ASBA process, please refer to the section titled “Terms of the Issue” on page 264 of the letter of offer.