

Name of the Issuer:	DAPS Advertising Limited	Last updated on	16-Nov-22
1	Type of Issue (IPO / FPO)	IPO	
2	Issue Size (Rs. Cr)* - Fresh Issue Size (Rs. Cr) *Source: Prospectus dated October 21, 2022 and Final Post issue report dated November 14, 2022	5.10	
3	Grade of issue along with name of the rating agency Name Grade	Not Applicable Not Applicable	
4	Subscription Level (Number of times) Source: Final Post issue report dated November 14, 2022 *The above figure is after technical rejections	61.90*	
5	QIB Holding (as a % of outstanding capital) as disclosed to stock exchanges		
	Particulars		%
	(i) allotment in the issue <sup>(1)</sup>		0.00%
	(ii) at the end of 1st Quarter immediately after the listing		0.00%
	(iii) at the end of 1st FY (March 31, 2023)*		Not Available
	(iv) at the end of 2nd FY (March 31, 2024)*		Not Available
	(v) at the end of 3rd FY (March 31, 2025)*		Not Available
	*QIB Holding not disclosed as reporting for the relevant fiscal year has not been completed.		
	(1) Source: Basis of Allotment		

#### 6 Financials of the issuer (Consolidated)

Parameters	(In Rs. Lacs)		
	1st FY (March 31, 2023)*	2nd FY (March 31, 2024)*	3rd FY (March 31, 2025)*
Income from operations	Not Available	Not Available	Not Available
Net Profit for the period	Not Available	Not Available	Not Available
Paid-up equity share capital	Not Available	Not Available	Not Available
Reserves excluding revaluation reserves	Not Available	Not Available	Not Available
*Financials not disclosed as reporting for the relevant fiscal year has not been completed.			

#### 7 Trading Status in the scrip of the issuer

Company's Equity Shares are listed on BSE Limited (SME Platform)  
The Shares have not been suspended or delisted.

Particulars	Status
(i) at the end of 1st FY (March 31, 2023)*	Not Available
(ii) at the end of 2nd FY (March 31, 2024)*	Not Available
(iii) at the end of 3rd FY (March 31, 2025)*	Not Available

\*Trading status not disclosed as the relevant fiscal year has not been completed.

#### 8 Change in Directors of issuer from the disclosures in the offer document

Particulars	Name of the Director	Appointed / Resigned
(i) at the end of 1st FY (March 31, 2023)*	-	-
(ii) at the end of 2nd FY (March 31, 2024)*	-	-
(iii) at the end of 3rd FY (March 31, 2025)*	-	-

Source: Stock Exchange Filings

\* Changes in Directors of Issuer not updated as the relevant financial years have not been completed

**9 Status of implementation of project/ commencement of commercial production**

(i) as disclosed in the offer document	Not applicable
(ii) Actual implementation	Not applicable
(iii) Reasons for delay in implementation, if any	Not applicable

**10 Status of utilization of issue proceeds**

(i) as disclosed in the offer document

(Rs. Crore)

Objects of the Fresh Issue	Amount
To meet Working Capital requirements	2.53
General Corporate Purpose	1.00
<b>Total</b>	<b>3.53</b>

Source: Prospectus dated October 21, 2022

(ii) Actual utilization

(Rs. Crore)

Objects of the Fresh Issue	Amount
To meet Working Capital requirements	Not Available
General Corporate Purpose	Not Available
<b>Total</b>	<b>Not Available</b>

(iii) Reasons for deviation, if any

Not applicable

**11 Comments of monitoring agency**

(a) Comments on use of funds	
(b) Comments on deviation, if any, in the use of proceeds of the issue from the objects stated in the offer document	Not Applicable, since Issue size is less than Rs. 100 crores
(c) Any other reservations expressed by the monitoring agency about the end use of funds	

**12 Pricing Data**

Issue Price (Rs.):	30
Designated Stock Exchange:	BSE
Listing Date:	14-Nov-22

Price parameters	At close of listing day (November 14, 2022)	At close of 30th calendar day from listing day (December 13, 2022) <sup>(1)</sup>	At close of 90th calendar day from listing day (February 11, 2023) <sup>(2)</sup>	As at the end of 1st FY after the listing of the issue (March 31, 2023)		
				Closing price	High	Low
					(during the FY)	(during the FY)
Market Price on BSE	55.10	Not Available	Not Available	Not Available	Not Available	Not Available
BSE SENSEX	61624.15	Not Available	Not Available	Not Available	Not Available	Not Available

Price parameters	As at the end of 2nd FY after the listing of the issue (March 31, 2024) <sup>(3)(4)</sup>			As at the end of 3rd FY after the listing of the issue (March 31, 2025) <sup>(3)(4)</sup>		
	Closing price	High	Low	Closing price	High	Low
		(during the FY)	(during the FY)		(during the FY)	(during the FY)
Market Price on BSE	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available
BSE SENSEX	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available

\*Being index of NSE, the designated stock exchange

Note:

(1) 30th calendar day shall be taken as listing date plus 29 calendar days.

(2) 90th calendar day shall be taken as listing date plus 89 calendar days.

(3) High and Low based on intra day prices

(4) Pricing data not disclosed as the relevant fiscal year has not completed

(5) In case of any reporting day falling on a holiday, previous trading day prices has been disclosed.

## 13 Basis for Issue Price

Accounting ratio	As disclosed in the offer document <sup>(1)</sup>	At the end of 1st FY (March 31, 2023) <sup>(2)</sup>	At the end of 2nd FY (March 31, 2024) <sup>(2)</sup>	At the end of 3rd FY (March 31, 2025) <sup>(2)</sup>
EPS	<b>Issuer:</b>	3.14	Not Available	Not Available
	<b>Peer Group:</b>			
	Vertoz Advertising Limited	3.09	Not Available	Not Available
	Pressman Advertising Limited	1.92	Not Available	Not Available
Price to Earnings Ratio (P/E)	<b>Issuer:</b>	9.55	Not Available	Not Available
	<b>Peer Group:</b>			
	Vertoz Advertising Limited	36.28	Not Available	Not Available
	Pressman Advertising Limited	20.42	Not Available	Not Available
NAV	<b>Issuer:</b>	24.01	Not Available	Not Available
	<b>Peer Group:</b>			
	Vertoz Advertising Limited	27.97	Not Available	Not Available
	Pressman Advertising Limited	19.14	Not Available	Not Available
RoNW(%)	<b>Issuer:</b>	13.09	Not Available	Not Available
	<b>Peer Group:</b>			
	Vertoz Advertising Limited		Not Available	Not Available
	Pressman Advertising Limited	11.06	Not Available	Not Available
		10.03	Not Available	Not Available

**Notes:**

(1) Sourced from Prospectus dated October 21, 2022.

(2) Information not provided as the relevant fiscal year has not completed

Key ratios for the Company for the three fiscal years stated above are/shall be calculated as follows:

(i) Earnings per Equity Share are computed in accordance with Accounting Standard 20 "earnings per Share" notified by the Companies (Accounting Standards) Rules, 2006.

Basic EPS (Rs.) is Net profit attributable to equity shareholders divided by Weighted average number of Equity Shares outstanding during the year

(ii) NAV per share - Net asset value per Equity Share represents net worth as at the end of the Fiscal divided by the number of Equity Shares outstanding at the end of the Fiscal

(iii) P/E - Closing Market Price as of relevant fiscal year end / Basic EPS for the Fiscal

(iv) RoNW - Return on net worth (%) is net profit attributable to equity shareholders divided by net worth for the Fiscal

## 14 Any other material information

Date of disclosure to Designated Stock Exchange	Announcement

**Disclaimer:**

The information compiled herein is in accordance with the disclosure requirements with regard to the track record of the public issues managed by Shreni Shares Private Limited ("Shreni") arising out of the SEBI Circular No. CIR/MIRSD/1/2012 dated January 10, 2012. This information is gathered from the Prospectus of the Issuer, as amended, and from the filings made by the Issuer with the BSE Limited ("BSE") and the National Stock Exchange of India Limited ("NSE" and together with the BSE, the "Stock Exchanges"), as applicable, from time to time, price-volume data available on the website of the Stock Exchanges, other sources as disclosed herein and information / clarifications provided by the Issuer.

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