

Name of the Issuer:		DAPS Advertising Limited	Last updated on		15-Jul-24
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				
	<b>Particulars</b>	<b>%</b>			
	(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)	0.00%			
	(iv) at the end of 2nd FY (March 31, 2024)	0.00%			
	(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)				
		(In Rs. Lacs)			
	<b>Parameters</b>	<b>1st FY</b>	<b>2nd FY</b>	<b>3rd FY</b>	
		<b>(March 31, 2023)</b>	<b>(March 31, 2024)</b>	<b>(March 31, 2025)*</b>	
	Income from operations	3014.97	2035.76	Not Available	
	Net Profit for the period	198.38	108.73	Not Available	
	Paid-up equity share capital	517.49	517.49	Not Available	
	Reserves excluding revaluation reserves	965.36	1048.22	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.				
	<b>Particulars</b>	<b>Status</b>			
	(i) at the end of 1st FY (March 31, 2023)	Frequently Traded			
	(ii) at the end of 2nd FY (March 31, 2024)	Frequently Traded			
	(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				
	<b>Particulars</b>	<b>Name of the Director</b>	<b>Appointed / Resigned</b>		
	(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				

<b>9 Status of implementation of project/ commencement of commercial production</b>							
(i) as disclosed in the offer document		Not applicable					
(ii) Actual implementation		Not applicable					
(iii) Reasons for delay in implementation, if any		Not applicable					
<b>10 Status of utilization of issue proceeds</b>							
(i) as disclosed in the offer document							
(Rs. Crore)							
<b>Objects of the Fresh Issue</b>							
							<b>Amount</b>
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)							
<b>Objects of the Fresh Issue</b>							
							<b>Amount</b>
To meet Working Capital requirements							0.00
General Corporate Purpose							0.00
<b>Total</b>							<b>0.00</b>
(iii) Reasons for deviation, if any		The above deviation is to the extent of non-utilization of funds by the Company and resultant parking of the said funds in FDRs.					
<b>11 Comments of monitoring agency</b>							
(a) Comments on use of funds		Not Applicable, since Issue size is less than Rs. 100 crores					
(b) Comments on deviation, if any, in the use of proceeds of the issue from the objects stated in the offer document							
(c) Any other reservations expressed by the monitoring agency about the end use of funds							
<b>12 Pricing Data</b>							
Issue Price (Rs.):		30					
Designated Stock Exchange:		BSE					
Listing Date:		14-Nov-22					
<b>As at the end of 1st FY after the listing of the issue (March 31, 2023)</b>							
<b>Price parameters</b>		<b>At close of listing day (November 14, 2022)</b>	<b>At close of 30th calendar day from listing day (December 13, 2022)<sup>(1)</sup></b>	<b>At close of 90th calendar day from listing day (February 11, 2023)<sup>(2)</sup></b>	<b>As at the end of 1st FY after the listing of the issue (March 31, 2023)</b>		
					<b>Closing price</b>	<b>High (during the FY)</b>	<b>Low (during the FY)</b>
Market Price on BSE		55.10	38.10	29.00	23.00	59.85	22.00
BSE SENSEX*		61624.15	62,533.30	60,682.70	58,991.52	63,583.07	50,921.22
<b>As at the end of 2nd FY after the listing of the issue (March 31, 2024)<sup>(3)(4)</sup></b>							
<b>Price parameters</b>		<b>As at the end of 2nd FY after the listing of the issue (March 31, 2024)<sup>(3)(4)</sup></b>			<b>As at the end of 3rd FY after the listing of the issue (March 31, 2025)<sup>(3)(4)</sup></b>		
		<b>Closing price</b>	<b>High (during the FY)</b>	<b>Low (during the FY)</b>	<b>Closing price</b>	<b>High (during the FY)</b>	<b>Low (during the FY)</b>
Market Price on BSE		26.00	42.93	24.00	Not Available	Not Available	Not Available
BSE SENSEX*		73,651.35	74,245.17	58,793.08	Not Available	Not Available	Not Available
*Being index of BSE, 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.							
(6) Data for Market Price on BSE and BSE SENSEX is taken for 28th March 2024 as shares were not traded on 31st March, 2024							

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)	At the end of 2nd FY (March 31, 2024)	At the end of 3rd FY (March 31, 2025) <sup>(2)</sup>
EPS	<b>Issuer:</b>	3.14	3.83	2.10
	<b>Peer Group:</b>			Not Available
	Vertoz Advertising Limited	3.09	9.22	13.18
	Pressman Advertising Limited	1.92	1.89	NA
Price to Earnings Ratio (P/E)	<b>Issuer:</b>	9.55	6.00	12.37
	<b>Peer Group:</b>			Not Available
	Vertoz Advertising Limited	36.28	21.66	54.76
	Pressman Advertising Limited	20.42	34.40	NA
NAV	<b>Issuer:</b>	24.01	28.65	30.26
	<b>Peer Group:</b>			Not Available
	Vertoz Advertising Limited	27.97	85.59	110.61
	Pressman Advertising Limited	19.14	20.03	NA
RoNW(%)	<b>Issuer:</b>	13.09	13.38	6.94
	<b>Peer Group:</b>			Not Available
	Vertoz Advertising Limited	11.06	10.77	11.92
	Pressman Advertising Limited	10.03	9.46	NA

**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
26-04-23	1. Intimation regarding updation of CIN Compliance certificate pursuant to regulation 40(9) and (10) of SEBI (LODR) Regulations, 2015 for FY ended 31st march 2023
22-05-23	Intimation of board meeting to consider audited financial results (Standalone) for the half year ended 31st march 2023 and to consider recommendation of Dividend
29-05-23	1. Approved and taken record of Audited Financial Statements and Recommendation of Final Dividend 2. Statement of deviation / variation of funds for the half year ended March 31, 2023 pursuant to regulation 32 of SEBI (LODR), Regulations, 2015
26-Apr-23	Intimation Regarding Updation of CIN
29-May-23	1. Approved Half year financials of the company. 2. Recommended payment of the final dividend of Rs. 0.5/- per Equity share.
31-May-23	Re-appointment of Mrs. Ratna Tiwari, Practising Company Secretary as the Internal Auditor of the company for the Financial Year 2023-24.
19-Aug-23	1. Approved record date for the payment of the dividend. 2. Fixed date of 24th AGM. 3. Approved re-appointment of Ms. Shristi Chaturvedi as Non-Executive Independent Director. 4. Approved the re-appointment of Ms. Akansha Sunny Bilaney as an Independent Director. 5. Approved re-appointment of Ms. Shivi Rastogi as an Independent Director. 6. Appointment of Mr. Nikhil Sharma as an Additional Independent Director.
21-Aug-23	Cancellation of Appointment of Ms Nikhil Sharma as Additional Independent Director
04-Sep-23	Pre Ponement of 24th AGM
05-Sep-23	Annual Report Along with Notice of AGM
06-Sep-23	Submission of Newspaper Publication of the Notice of 24th AGM
21-Sep-23	Disclosure i.r.t Acquisition
26-Sep-23	Amit Bansal ceased to be an Independent Director
28-Sep-23	1. To receive, consider and adopt the Audited Financial Statements of the company for the financial year ended march 31, 2023 together with the reports of the board of Directors and the auditors thereon. 2. To declare a Final Dividend of Rs. 0.5 per Equity Share of Face value of Rs. 10 Each. 3. To re-appoint Mr. Paresh Chaturvedi and Mr. Dharmesh Chaturvedi. 4. To re-appoint Ms. Srishthi Chaturvedi as a Non executive Director of the company. 5. To confirm re-appointment of Mr. Akhilesh Chaturvedi as chairman cum Whole Time Director of the company for a period of 5 Years. 6. To confirm re-appointment of Mr. Dharmesh Chaturvedi as Managing Director of the company for a Period of 5 years. 7. To confirm re-appointment of Mr. Paresh Chaturvedi as Whole Time Director. 8. To confirm re-appointment of Ms. Akansha Sunny Bilaney as an Independent Director of the company. 9. To confirm re-appointment of Ms. Shivi Rastogi as an Independent Director of the Company.

06-Nov-23	1. Approved Unaudited Financial Statement. 2. Limited review Report of Statutory Auditor on the aforesaid Result
10-Nov-23	Installation of LED Display at Ghantaghar Chauraha seamlessly connected to the railway Station of Kanpur.
23-Nov-23	Receipt of new order to put advertisement at pivotal place.
13-Jan-23	Clarification on Price Movement.
29-Feb-24	Re appointment of Mr. Hemant Kumar Sajnani as Secretarial Auditor of the company.
06-Mar-24	Disclosure regarding expansion of the presence in the outdoor Marketing

**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 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.

While reasonable care has been taken to ensure that the information provided herein is accurate and is taken from the sources that we believe are reliable, the user of this information may independently verify the accuracy of the information before taking any decision based on the above information.

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