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PLADA INFOTECH SERVICES LIMITED

Our Company was originally incorporated as "Plada Infotech Services Private Limited" as a private limited company under the provision of Companies Act, 1956 pursuant to a Certificate of Incorporation dated October 23, 2010 bearing registration number 209364 issued by Registrar of Companies, Mumbai. Thereafter, our Company was converted into a Public Limited Company and consequently the name of our Company was changed from "Plada Infotech Services Private Limited" to "Plada Infotech Services Limited" vide a fresh certificate of incorporation dated May 11, 2023 issued by the Registrar of Companies. The Corporate Identification Number of our Company is: U72900MH2010PLC209364. For further details please refer to section titled "History and Corporate Structure" beginning on page 150 of the Prospectus dated September 22, 2023, filed with Registrar of Companies (ROC).

Registered office and Corporate Office: Santosh A. Mishra Compound, Mograpada, Mogra Village, off. Old Nagardas Road, Andheri (East), Mumbai, Maharashtra - 400069 India.
 Tel: +91 897696702; E-mail: Abhishek.jain@pladainfotech.com; Website: https://pladainfotech.com/; CIN: U72900MH2010PLC209364; Contact Person: Mr. Abhishek Jain, Company Secretary and Compliance Officer



(Please scan this QR Code to view the RHP and Abridged Prospectus)

OUR PROMOTERS: MR. SHAILESH KUMAR DAMANI AND MR. ANILMAHENDRA KOTAK.

OUR COMPANY HAS FILED THE PROSPECTUS WITH THE ROC ON SEPTEMBER 23, 2023 AND THE TRADING WILL COMMENCE ON FRIDAY, OCTOBER 13, 2023.

THE EQUITY SHARES OF OUR COMPANY PROPOSED TO GET LISTED ON SME PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED ("NSE EMERGE")

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFER OF 25,74,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF PLADA INFOTECH SERVICES LIMITED ("OUR COMPANY" OR "PLADA" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ 1,235.52 LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,29,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 61.92 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 24,45,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ 1,173.60 LAKHS IS

THE FACE VALUE OF THE EQUITY SHARES IS ₹10/-; THE ISSUE PRICE IS ₹ 48/- PER EQUITY SHARE; THE ISSUE PRICE IS 4.8 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

Risk to Investors:

- Our failure to perform in accordance with the standards prescribed in our client contracts could result in loss of business or payment of liquidated damages.
- Uncertainty of Client Commitment and Potential Contract Termination.
- The merchant banker associated with this issue has handled only 4 public issues in the past out of which no issue has closed below issue price on listing date.
- Average cost of acquisition of the Promoters:

Sr. No.	Name	No. of Shares	Average Cost of Acquisition
1	Shailesh Kumar Damani	50,70,394	0.02
2	Anil Mahendra kotak	3,00,000	0.02

And the issue price is ₹48/- per equity share.

5. The Price Earnings ratio based on diluted EPS for Fiscal 2023 for the Company is 12.31

6. Weighted Average Return on Networth for Fiscal 2023, 2022 and 2021 is 25.28%

7. The Weighted average cost of acquisition compared to issue price:

Types of Transaction	Weighted average cost of acquisition (₹ per Equity Shares)	Issue price* (i.e. ₹ 48)
WACA of Secondary Sale/ acquisition (excluding gifts) (exceeding 5% of the pre issue fully diluted paid-up share capital during the 18 months preceding the date of Prospectus) in a single transaction or multiple transactions combined together over a span of rolling 30 days.	11.50	48.00
Since there were no secondary transactions of equity shares of our Company during the 18 months preceding the date of filing of this Prospectus, which are equal to or more than 5% of the fully diluted paid-up share capital of our Company, the information has been disclosed for price per share of our Company based on the last five secondary transactions where Promoters / promoter group entities having the right to nominate director(s) on our Board, are a party to the transaction, not older than three years prior to the date of filing of this Prospectus irrespective of the size of the transaction.	NA	NA
WACA of Primary Issuance (excluding for shares issued pursuant to ESOP and bonus issue) (exceeding 5% of the pre issue fully diluted paid-up share capital during the 18 months preceding the date of Prospectus) in a single transaction or multiple transactions combined together over a span of rolling 30 days.	NA	NA

Types of Transaction	Weighted average cost of acquisition (₹ per Equity Shares)	Issue price* (i.e. ₹ 48)
WACA of Secondary Sale/ acquisition (excluding gifts) (exceeding 5% of the pre issue fully diluted paid-up share capital during the 18 months preceding the date of Prospectus) in a single transaction or multiple transactions combined together over a span of rolling 30 days.	11.50	48.00
Since there were no secondary transactions of equity shares of our Company during the 18 months preceding the date of filing of this Prospectus, which are equal to or more than 5% of the fully diluted paid-up share capital of our Company, the information has been disclosed for price per share of our Company based on the last five secondary transactions where Promoters / promoter group entities having the right to nominate director(s) on our Board, are a party to the transaction, not older than three years prior to the date of filing of this Prospectus irrespective of the size of the transaction.	NA	NA

**Post adjustment of bonus shares

- 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 ₹10/- each. The Issue Price of ₹48/- per equity share (determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page 101 of this Prospectus) should not be considered to be indicative of the market price of the Equity Shares after the Equity Shares are listed. 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.

ISSUE PERIOD

ISSUE OPENED ON: FRIDAY, SEPTEMBER 29, 2023

ISSUE CLOSED ON: THURSDAY, OCTOBER 05, 2023

PROPOSED LISTING: FRIDAY, OCTOBER 13, 2023

The Equity Shares offered through the Prospectus are proposed to be listed on the SME Platform of National Stock Exchange of India Limited ("NSE EMERGE"/"NSE"), 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 September 21, 2023 from NSE for using its name in the Prospectus for listing of our shares on NSE EMERGE. It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Prospectus has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Prospectus for the full text of the "Disclaimer Clause of the NSE Emerge of NSE" on page 271 of the Prospectus. For the purpose of this issue, the Designated Stock Exchange will be the NSE. The trading is proposed to be commenced on or about October 13, 2023 (subject to receipt of listing and trading approval from the NSE).

All investors have participated in this issue through APPLICATION SUPPORTED BY BLOCKED AMOUNT ("ASBA") process including through Unified Payment Interface ("UPI") mode (as applicable) in which the corresponding application amounts were blocked by Self Certified Syndicate Banks (the "SCSBs") / Sponsor Bank as the case may be.

TRACK RECORD OF THE BOOK RUNNING LEAD MANAGER: THE MERCHANT BANKER ASSOCIATED WITH THE ISSUE HAS HANDLED 3 SME PUBLIC ISSUE AND 1 MAIN BOARD PUBLIC ISSUE IN THE PAST THREE YEARS.

The Issue was made through the Fixed Price Process, in terms of Rule 19 (2) (b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 229 and 253 of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 ("SEBI ICDR Regulations") wherein minimum 50% of the Issue was made available to Retail Individual Investors and remaining to Individual applicants other than retail individual investors; and Other investors including corporate bodies or institutions, irrespective of the number of specified securities applied for. All potential Applicants were required to mandatorily utilize the Application Supported by Blocked Amount ("ASBA") process providing details of their respective bank account (including UPI ID for RILs using UPI Mechanism), in which the corresponding Application Amounts were blocked by the SCSBs or the Sponsor Bank, as applicable. For details, see "Issue Procedure" on page 287 of the Prospectus. The investors are advised to refer to the Prospectus for the full text of the Disclaimer clause pertaining to NSE. For the purpose of this issue, the Designated Stock Exchange will be the NSE. The trading is proposed to be commenced on or about October 13, 2023.

*Subject to the receipt of listing and trading approval from the NSE.

SUBSCRIPTION DETAILS

The Issue received 33,202 Applications for 13,93,23,000 Equity Shares (before rejections) resulting in 54.13 times subscription (including reserved portion of market maker). The details of the Applications received in the Issue from various categories are as under (before rejections):

Detail of the Applications Received (after bids not banked cases but before rejections):

The details of the applications received in the issue (before removing Valid and Multiple Rejections and Bids banked but not registered) are as follows:

Category	Number of Applications	Number of Equity Shares applied	Number of Equity Shares reserved as per Prospectus	Number of times subscribed
Retail Individual Investors*	30,170	9,05,10,000	12,22,500	74.04
Non-Retail Investors	3,031	4,86,84,000	12,22,500	39.82
Market Maker	1	1,29,000	1,29,000	1.00
TOTAL	33,202	13,93,23,000	25,74,000	54.13

*This includes 26 applications for 76,000 equity shares from Retail investors which were not in book but excludes bids (UPI mandates) not accepted by investors.

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

Category	No. of applicants	No. of Equity Shares
Retail Individual Investors	628	18,84,000
Non-Institutional Bidders	51	3,72,000
Market Maker	-	-
TOTAL	679	22,56,000

After eliminating rejected applications, the following table gives us category wise net applications:

Category	Number of Applications	Number of Equity Shares applied	Number of Equity Shares reserved as per Prospectus	Number of times subscribed
Retail Individual Investors	29,542	8,86,26,000	12,22,500	72.50
Non-Institutional Bidders	2,980	4,83,12,000	12,22,500	39.52
Market Maker	1	1,29,000	1,29,000	1.00
TOTAL	32,523	13,70,67,000	25,74,000	53.25

In order to allocate equity shares on proportionate basis and in multiples of 3,000 Equity shares, the allocation to Retail Individual Investors has been increased to 15,84,000 equity shares. Accordingly, the allocation to Non-Retail Investors has been reduced to 8,61,000 equity shares.

As per Regulation 253 (2) of the SEBI (ICDR) Regulations, as amended, as present issue is a fixed price issue, if retail individual investor category is entitled to more than fifty percent of the issue size on proportionate basis, accordingly the retail individual investors shall be allocated that higher percentage.

ALLOCATION: The Basis of Allotment was finalised in consultation with the Designated Stock Exchange - NSE on October 10, 2023

• **Allocation to Market Maker (After Rejection & Withdrawal):** The Basis of Allotment to the Market Maker, at the issue price of ₹ 48/- per Equity Share, was finalised in consultation with NSE. The category was subscribed 1.0 time. The total number of shares allotted in this category is 1,29,000 Equity Shares to 1 successful applicant.

NAME OF THE COMPANY: Plada Infotech Services Limited															
Sr. No	No. of Shares applied for (Category wise)	Number of applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Allocation per Applicant	Ration of allottees to applicants	Number of successful applicants (after rounding)	% to total	Total No. of shares allocated/ allotted	% to total	Surplus/ Deficit (14)-(7)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	Before Rounding off (8)	After Rounding off (9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
1	1,29,000	1	100.00	1,29,000	100.00	1,29,000	1,29,000	1,29,000	1	1	1	100.00	1,29,000	100.00	0
GRAND TOTAL	1	100.00	1,29,000	100.00	1,29,000	1,29,000	1,29,000	1,29,000	1	100.00	1,29,000	100.00	0		

• **Allocation to Retail Individual Investors (After Rejections & Withdrawal):** Allocation to the Retail Individual Investor (after rejections), at the Issue Price of ₹ 48/- per Equity Share, was finalised in consultation with NSE. The category (based on proportionate basis) was subscribed by 55.95 times. The total number of shares allotted in this category is 15,84,000 Equity Shares to 528 successful applicants.

The category wise details of the Basis of Allotment are as under:

BASIS OF ALLOCATION - RETAIL CATEGORY															
Sr. No	No. of Shares applied for (Category wise)	Number of applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Allocation per Applicant	Ration of allottees to applicants	Number of successful applicants (after rounding)	% to total	Total No. of shares allocated/ allotted	% to total	Surplus/ Deficit (14)-(7)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	Before Rounding off (8)	After Rounding off (9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
1	3,000	29,542	100.00	8,86,26,000	100.00	15,84,000	53.82	3,000	1	56	528	100.00	15,84,000	100.00	0
GRAND TOTAL	29,542	100.00	8,86,26,000	100.00	15,84,000	15,84,000	528	100.00	15,84,000	100.00	15,84,000	100.00	0		

• **Allocation to Non-Institutional Investors (After Rejections):** The Basis of Allotment to Non-Institutional Investors, at the issue price of ₹ 48/- per Equity Share, was finalised in consultation with NSE. The category was subscribed by 56.11 times. The total number of shares allotted in this category is 8,16,000 Equity Shares to 288 successful applicants.

The category wise details of the Basis of Allotment are as under:

BASIS OF ALLOCATION - HNI CATEGORY															
Sr. No	No. of Shares applied for (Category wise)	Number of applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Allocation per Applicant	Ration of allottees to applicants	Number of successful applicants (after rounding)	% to total	Total No. of shares allocated/ allotted	% to total	Surplus/ Deficit (14)-(7)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	Before Rounding off (8)	After Rounding off (9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
1	6000	2152	72.22	12912000	26.73	230113	106.93	3000	19	531	77	33.62	231000	26.80	887
2	9000	228	7.65	2052000	4.25	36570	160.39	3000	1	19	12	5.24	36000	4.18	-570

Sr. No	No. of Shares applied for (Category wise)	Number of applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Allocation per Applicant	Ration of allottees to applicants	Number of successful applicants (after rounding)	% to total	Total No. of shares allocated/ allotted	% to total	Surplus/ Deficit (14)-(7)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	Before Rounding off (8)	After Rounding off (9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
3	12000	96	3.22	1152000	2.38	20531	213.86	3000	7	96	7	3.06	21000	2.44	469
4	15000	69	2.32	1035000	2.14	18445	267.32	3000	2	23	6	2.62	18000	2.09	-445
5	18000	53	1.78	954000	1.97	17002	320.79	3000	6	53	6	2.62	18000	2.09	998
6	21000	111	3.73	2331000	4.82	41542	374.25	3000	14	111	14	6.11	42000	4.87	458
7	24000	42	1.41	1008000	2.09	17964	427.71	3000	1	7	6	2.62	18000	2.09	36
8	27000	19	0.64	513000	1.06	9142	481.21	3000	3	19	3	1.31	9000	1.05	-142
9	30000	34	1.14	1020000	2.11	18178	534.65	3000	3	17	6	2.62	18000	2.09	-178
10	33000	14	0.47	462000	0.96	8234	588.14	3000	3	14	3	1.31	9000	1.05	766
11	36000	7	0.23	252000	0.52	4491	641.57	3000	1	7	1	0.44	3000	0.35	-1491
12	39000	4	0.13	156000	0.32	2780	695	3000	1	4	1	0.44	3000	0.35	220
13	42000	19	0.64	798000	1.65	14222	748.53	3000	5	19	5	2.18	15000	1.74	778
14	45000	7	0.23	315000	0.65	5614	802	3000	2	7	2	0.87	6000	0.70	386
15	48000	10	0.34	480000	0.99	8554	855.4	3000	3	10	3	1.31	9000	1.05	446
16	51000	4	0.13	204000	0.42	3636	909	3000	1	4	1	0.44	3000	0.35	-636
17	54000	3	0.10	162000	0.34	2887	962.33	3000	1	3	1	0.44	3000	0.35	113
18	60000	12	0.40	720000	1.49	12832	1069.33	3000	1	3	4	1.75	12000	1.39	-832
19	63000	6	0.20	378000	0.78	6737	1122.83	3000	1	3	2	0.87	6000	0.70	-737
20	66000	2	0.07	132000	0.27	2352	1176	3000	1	2	1	0.44	3000	0.35	648
21	69000	1	0.03	69000	0.14	1230	1230	3000	0	0	0	0.00	0	0.00	-1230
22	72000	2	0.07	144000	0.30	2566	1283	3000	1	2	1	0.44	3000	0.35	434
23	75000	6	0.20	450000	0.93	8020	1336.67	3000	1	2	3	1.31	9000	1.05	980
24	78000	1	0.03	78000	0.16										

