

**A. For Equity Issues**

Sr. No.	Name of the issue:	Vertoz Advertising Limited
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1	Type of issue	Initial Public Offering (IPO) on Emerege Platform of NSE Limited
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Source: Prospectus of the Company

2	Issue size	Rs. 1710.72 Lakhs
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Source: Prospectus of the Company

3	Grade of issue alongwith name of the rating agency	Since the issue is being made in terms of Chapter XB of the SEBI (ICDR) Regulations, there is no requirement of appointing a IPO Grading agency.
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Source: Prospectus of the Company

4	Subscription level (number of times)	4,15
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Source: Final post-issue report

5	QIB holding (as a % of total outstanding capital) as disclosed to stock exchanges	
	(i) allotment in the issue	NIL
	(i) at the end of 1st FY (2017-18)	NIL
	(ii) at the end of 2nd FY (2018-19)	Not Available
	(iii) at the end of 3rd FY (2019-20)	Not Available

Source: NSE(SHP)

6	Financials of the issuer (as per the annual financial results submitted to stock exchange)			
(Rs. in lakhs)				
Parameters	1st FY (2017-18)	2nd FY (2018-19)*	3rd FY (2019-20)*	
Income from operations	3,746.89	N.A.	N.A.	
Net Profit for the period	573.74	N.A.	N.A.	
Paid-up equity share capital	598.5	N.A.	N.A.	
Reserves excluding revaluation reserves	2,237.48	N.A.	N.A.	

Source: NSE

\* As Company got listed on November 24, 2017, so required information for next two financial year is not available

7	Trading status in the scrip of the issuer (whether frequently traded (as defined under Regulation 2 (j) of SEBI (SAST) Regulations, 2011) or infrequently traded/ delisted/ suspended by any stock exchange, etc.)	
	(i) at the end of 1st FY (2017-18)	Frequently Traded
	(ii) at the end of 2nd FY (2018-19)	Not Available
	(iii) at the end of 3rd FY (2019-20)	Not Available

Source: NSE

8	Change, if any, in directors of issuer from the disclosures in the offer document	
	Particulars	Name of Director Appointed/Resigned
	(i) at the end of 1st FY (2017-18)	No Change
	(ii) at the end of 2nd FY (2018-19)	-
	(iii) at the end of 3rd FY (2019-20)	-

Source: MCA

9	Status of implementation of project/ commencement of commercial production					
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(Rs. In Lakhs)

Particulars	(i) Details of Estimated Schedule	Already Incurred	(ii) Actual implementation in Fiscal 2017-18	Total	(iii) Reasons for delay in implementation, if any
Funding of working capital requirements of the Company	400.00	-	400.00	400.00	Not Applicable
Funding of working capital requirements of our Subsidiaries Vertoz Inc. and Vertoz Limited	900.00	-	900.00	900.00	
General Corporate Purposes	365.72	-	365.72	365.72	
Issue Expenses	45.00	10.00	35.00	45.00	
<b>Total</b>	1710.72	10.00	1700.72	1710.72	

10	Status of utilization of issue proceeds				
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(Rs. In Lakhs)

Expenditure Items	(i) As disclosed in the offer document	Already Incurred	(ii) Actual utilization for Fiscal Year 2017-18	Total fund unutilised upto FY 2018	(iii) Reasons for deviation, if any
Funding of working capital requirements of the Company	400.00	0.00	400.00	0	Not Applicable
Funding of working capital requirements of the Company	900.00	0.00	64.26	835.74	
General Corporate Purposes	365.72	0.00	365.72	0	

Issue Expenses	45.00	10.00	35.00	0
TOTAL				835.74

Source: Financial Results

11	<b>Comments of monitoring agency</b>	Not Applicable as the issue size was less than Rs. 500 crores
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**Price- related data**

12	<b>Issue price (Rs):</b>	Rs. 108/-
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Price parameters	At close of listing day (November 24, 2017)	At close of 30th calendar day from listing day (December 26, 2017)	At close of 90th calendar day from listing day (February 21, 2018)	As at the end of 1st F.Y.		
				Closing price (as on March 28, 2018)	High (during the FY) (December 29, 2017)	Low (during the FY) (November 24, 2017)
Market Price (NSE)	129.60	253.00	203.05	179.10	334.20	113.00
Index (of the Designated Stock Exchange): Nifty 50	10,389.70	10531.50	10397.45	10113.70	10530.70	10389.70
Sectoral Index (Nifty Media)*	-	-	-	-	-	-

\* No Sectoral Industry Found

Source: NSE

Note: 1. Where the 30th day / 90th day / March 31 of a particular year falls on a NSE trading holiday, the immediately following trading day has been considered.

2. Where the 30th day / 90th day / March 31 of a particular year falls on the day when there is no trade in equity share of the Company, preceding trading day has been considered.

13	<b>Basis for Issue Price and Comparison with Peer Group &amp; Industry Average (Source of accounting ratios of peer group and industry average may be indicated; source of the accounting ratios may generally be the same, however in case of different sources, reasons for the same may be indicated)</b>
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Accounting ratio	Name of company	As disclosed in the offer document (See Clause (2) (VII) (K) of Schedule VIII to SEBI (ICDR) Regulations, 2009) as on March 31, 2017	At the end of 1st FY (2017-18)#	At the end of 2nd FY (2018-19)#	At the end of 3rd FY (2019-20) #
EPS (Basic & before Extraordinary Items)	Issuer: Vertoz Advertising Limited	558.18	13.89	N.A.	N.A.
	Peer Group:	N.A.	N.A.	N.A.	N.A.
	Industry Avg:	N.A.	N.A.	N.A.	N.A.
P/E	Issuer: Vertoz Advertising Limited	0.19	12.89	N.A.	N.A.
	Peer Group:	N.A.	N.A.	N.A.	N.A.
	Industry Avg:	N.A.	N.A.	N.A.	N.A.
RoNW (%)	Issuer: Vertoz Advertising Limited	70.27	20.23	N.A.	N.A.
	Peer Group:	N.A.	N.A.	N.A.	N.A.
	Industry Avg:	N.A.	N.A.	N.A.	N.A.
NAV per share based on balance sheet	Issuer: Vertoz Advertising Limited	794.37	47.38	N.A.	N.A.
	Peer Group:	N.A.	N.A.	N.A.	N.A.
	Industry Avg:	N.A.	N.A.	N.A.	N.A.

# Sourced from the Annual Report of the Company for the relevant fiscal year except for share price information which has been sourced from NSE website. Key ratios for the Company have been calculated on the basis of consolidated financial information as follows: (i) EPS - Fully diluted EPS as reported by the Company in its Annual Report

(ii) P/E is computed based on the closing price of the shares of the Company as on the fiscal year end (on National Stock Exchange) divided by the EPS for the year as reported in the annual report / company filings

(iii) Return on Net Worth = Net profit/(loss) after tax / Networth\*100; based on annual report / company filings of the Company

(iv) Net Asset Value per Equity Share = Networth / Number of equity shares outstanding at the end of the year; based on annual report / company filings of the Company

Note : The Company believes that it does not have a peer which is involved in the programmatic advertising business.

14	<b>Any other material information</b>	Nil
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