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# E FACTOR EXPERIENCES LIMITED

(formerly known as E Factor Entertainment Private Limited)



Our Company was originally incorporated as a Private Limited Company under the name of "E Factor Entertainment Private Limited" on January 02, 2003 under the provisions of the Companies Act, 1956 with the Registrar of Companies, NCT of Delhi & Haryana. Subsequently, pursuant to Special Resolution passed by the Shareholders at the Extraordinary General Meeting, held on July 30, 2021, the name of our company was changed from "E Factor Entertainment Private Limited" to "E Factor Experiences Private Limited" and a fresh Certificate of Incorporation pursuant to change of name dated August 04, 2021 issued by the Registrar of Companies, Delhi. Further, pursuant to Special Resolution passed by the Shareholders at the Extraordinary General Meeting, held on August 16, 2021, our Company was converted into a Public Limited Company and consequently the name of our Company was changed from "E Factor Experiences Private Limited" to "E Factor Experiences Limited" vide a fresh certificate of incorporation dated September 30, 2021, issued by the Registrar of Companies, Delhi and bearing CIN U92199DL2003PLC118285. For further details please refer to chapter titled "History and Corporate Structure" beginning on page 110 of the Prospectus.

**Registered Office:** 101-A, Kundan Kutir Hari Nagar Ashram, New Delhi-110014, India. | **Corporate Office:** Plot No. A-49, Sec 67, Gautam Budh Nagar, Noida-201301, Uttar Pradesh, India.  
**Contact Person:** Anushka Chauhan, Company Secretary & Compliance Officer | **Tel No:** +91-120-3100184; **E-mail:** cs@efactorex.com; **Website:** www.efactor4u.com

## OUR PROMOTERS: JAI THAKORE, SAMIT GARG, ARUNA GARG AND MANIKA GARG

"THE ISSUE IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF NSE (NSE EMERGE)."

## BASIS OF ALLOTMENT

INITIAL PUBLIC OFFER OF UPTO 34,56,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF E FACTOR EXPERIENCES LIMITED ("OUR COMPANY" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ 75 PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ 2592 LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,74,400 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ 75 PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 130.80 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 32,81,600 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ 75 PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ 2461.20 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.41% AND 25.07% RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THE FACE VALUE OF THE EQUITY SHARE IS RS. 10 AND ISSUE PRICE IS RS. 75 THE ISSUE PRICE IS 7.5 TIMES OF THE FACE VALUE OF THE EQUITY SHARE  
ANCHOR INVESTOR ISSUE PRICE: RS. 75 PER EQUITY SHARE, THE ISSUE PRICE IS 7.5 TIMES OF THE FACE VALUE

## BID/ ISSUE PERIOD

**ANCHOR INVESTOR BIDDING DATE WAS: TUESDAY, SEPTEMBER 26, 2023**

**BID / ISSUE OPENED ON: WEDNESDAY, SEPTEMBER 27, 2023**

**BID / ISSUE CLOSED ON: TUESDAY, OCTOBER 03, 2023**

### RISKS TO INVESTORS:

- a) We are exposed to claims from inadequate performance and defects that may affect the events managed by us and which may have an adverse effect on our business, financial conditions and results of operations.  
b) The Merchant Banker associated with the Issue has handled 26 public issues out of which none closed below the Issue Price on listing date.  
c) Average cost of acquisition of Equity Shares held by the Individual Promoters is

Sr. No.	Name of the Promoters	No. of Shares held	Average cost of Acquisition (in ₹)
1	Samit Garg	28,89,600	Nil
2	Jai Thakore	38,52,800	0.08
2	Aruna Garg	14,44,800	Nil
4	Manika Garg	14,44,800	Nil

and the Issue Price at the upper end of the Price Band is Rs. 75 per Equity Share.

- d) The Price/ Earnings ratio based on Diluted EPS for Fiscal 2023 for the company at the upper end of the Price Band is 9.59.  
e) Weighted Average Return on Net worth for Fiscals 2023, 2022 and, 2021 is 79.55%.  
f) The Weighted average cost of acquisition of all Equity Shares transacted in the last one year, 18 months and three years from the date of Prospectus is as given below:

Period	Weighted Average Cost of Acquisition (in Rs.)	Upper end of the Price Band (Rs. 75) is 'X' times the weighted Average cost of Acquisition	Range of acquisition price: Lowest Price – Highest Price (in Rs.)
Last 1 year/ Last 18 months	Nil	NA	Nil
Last 3 years	10	7.5	10-10

- g) The Weighted average cost of acquisition compared to floor price and cap price

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price (i.e. ₹ 71)	Cap price (i.e. ₹ 75)
WACA of Primary Issuance (except for bonus issue) (exceeding 5% of the pre issue capital)	NA^	NA^	NA^
WACA for secondary sale / acquisition (exceeding 5% of the pre issue capital)	NA^^	NA^^	NA^^
WACA of past 5 primary issuances / secondary transactions in last 3 years	Nil	Not defined	Not defined

Note:

^There were no primary / new issue of shares in last 18 months from the date of Prospectus.

^^There were no secondary transaction of shares except for transmission of shares in last 18 months from the date of Prospectus.

### PROPOSED LISTING: Monday, October 09, 2023\*

The Issue was being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI ICDR Regulations, as amended, wherein not more than 50% of the Net Issue was available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"). Our Company in consultation with the Book Running Lead Managers has allocated upto 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"). Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue was made available for allocation to Retail Individual Bidders in accordance with the SEBI (ICDR) Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) were required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors were not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" beginning on page 205 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 National Stock Exchange of India Limited. The trading is proposed to be commenced on or before Monday, October 09, 2023\*

\*Subject to the receipt of listing and trading approval from the NSE (NSE Emerge).

The bidding for Anchor Investors opened and closed on Tuesday, September 26, 2023. The Company received 4 Anchor Investors applications for 12,06,400 Equity Shares. The Anchor Investor Allocation price was finalized at Rs. 75/- per Equity Share. A total of 9,84,000 Equity Shares were allotted under the Anchor Investors portion aggregating to Rs. 7,38,00,000/-.

The Issue (excluding Anchor Investors Portion) received 37,199 applications for 16,83,76,000 Equity Shares (after bid not banked cases and before technical rejection) resulting 68.11 times subscription (including reserved portion of market maker). The details of the Applications received in the Issue from various categories are as under (before technical rejections):

#### Detail of the Applications Received (excluding Anchor Investors Portion):

Sr. No.	Category	Number of Applications	No. of Equity Shares applied	Equity Shares Reserved as per Prospectus	No. of times Subscribed	Amount (Rs.)
1	Market Maker	1	1,74,400	1,74,400	1.00	1,30,80,000
2	QIB (excluding Anchor investor portion)	20	2,78,65,600	6,56,000	42.48	2,08,99,20,000
3	Non Institutional Investor	2779	8,52,94,400	4,92,800	173.08	6,39,70,80,000
4	Retail Individual Investors	34399	5,50,41,600	11,48,800	47.91	4,12,81,20,000
	TOTAL	37199	16,83,76,000	24,72,000	84.32	12,62,82,00,000

\*This excludes 69 applications for 1,10,400 Equity Shares from Retail Individual which were not in book.

#### 1) Allotment to Retail Individual Investors (After Technical Rejections)

The Basis of Allotment to the Retail Individual Investors, who have Bid at cut-off Price or at or above the Issue Price of Rs. 75 per Equity Share, was finalized in consultation with NSE. The category has been subscribed to the extent of 47.09 times. The total number of Equity Shares Allotted in this category is 11,48,800 Equity Shares to 718 successful applicants. The details of the Basis of Allotment of the said category are as under:

No. of Shares Applied for (Category wise)	No. of Applications Received	% of Total	Total No. of Shares Applied	% to Total	No. of Equity Shares Allotted per Applicant	Ratio	Total No. of Shares Allotted
Retail Individual Investors	33812	100	5,40,99,200	100	1600	359:16906	11,48,800

#### 2) Allotment to Non-Institutional Investors (After Technical Rejections)

The Basis of Allotment to the Non-Institutional Investors, who have bid at the Issue Price of Rs. 75 per Equity Share or above, was finalized in consultation with NSE. The category has been subscribed to the extent of 172.30 times. The total number of Equity Shares Allotted in this category is 4,92,800 Equity Shares to 217 successful applicants. The details of the Basis of Allotment of the said category are as under (Sample Basis):

No. of Shares applied for (Category wise)	No. of Applications Received	% of Total	Total No. of Shares Applied in Each Category	% to Total	No. of Equity Shares Allotted per Applicant	Ratio	Total No. of Shares Allotted
3200	1415	51.70	4,528,000	5.33	1,600	16:1415	25,600
14400	219	8.00	3,153,600	3.71	1,600	11:219	17,600
25600	11	0.40	281,600	0.33	1,600	1:11	1,600
36800	4	0.15	147,200	0.17	1,600	1:4	1,600
49600	2	0.07	99,200	0.11	1,600	0	-
64000	7	0.26	448,000	0.52	1,600	2:7	3,200
75200	1	0.04	75,200	0.08	1,600	0	-
89600	1	0.04	89,600	0.10	1,600	0	-
129600	2	0.07	259,200	0.30	1,600	1:2	1,600
131200	2	0.07	262,400	0.30	1,600	1:2	1,600
132800	4	0.15	531,200	0.62	1,600	1:2	3,200
134400	6	0.22	806,400	0.94	1,600	1:2	4,800
148800	1	0.04	148,800	0.17	1,600	1:1	1,600
164800	1	0.04	164,800	0.19	1,600	1:1	1,600
180800	1	0.04	180,800	0.21	1,600	1:1	1,600
200000	4	0.15	800,000	0.94	1,600	3:4	4,800
227200	1	0.04	227,200	0.26	1,600	1:1	1,600
268800	1	0.04	268,800	0.31	1,600	1:1	1,600
339200	1	0.04	339,200	0.39	1,600	1:1	1,600
448000	1	0.04	448,000	0.52	3,200	1:1	3,200
531200	1	0.04	531,200	0.62	3,200	1:1	3,200
739200	1	0.04	739,200	0.87	4,800	1:1	4,800
1286400	1	0.04	1,286,400	1.51	8,000	1:1	8,000
1304000	1	0.04	1,304,000	1.53	8,000	1:1	8,000
1600000	1	0.04	1,600,000	1.88	9,600	1:1	9,600
1641600	7	0.26	11,491,200	13.53	9,600	1:1	67,200
2016000	1	0.04	2,016,000	2.37	11,200	1:1	11,200

#### 3) Allotment to QIBs excluding Anchor Investors (After Technical Rejections)

Allotment to QIBs, who have bid at the Issue Price of Rs. 75 per Equity Share or above, has been done on a proportionate basis in consultation with NSE. This category has been subscribed to the extent of 42.48 times of QIB portion. The total number of Equity Shares allotted in the QIB category is 6,56,000 Equity Shares, which were allotted to 20 successful Applicants.

CATEGORY	FIS/BANKS	MF'S	IC'S	NBFC'S	AIF	FPI	VC'S	TOTAL
QIB	0	0	0	408000	129600	118400	0	656000

#### 4) Allotment to Anchor Investors (After Technical Rejections)

The Company in consultation with the BRLM has allocated 9,84,000 Equity Shares to 4 Anchor Investors at the Anchor Investor Issue Price of Rs. 75 per Equity Shares in accordance with the SEBI (ICDR) Regulations. This represents 60% of the QIB Category.

CATEGORY	FIS/BANKS	MF'S	IC'S	NBFC'S	AIF	FPI	OTHERS	TOTAL
ANCHOR	0	0	0	134400	400000	449600	0	984000

The Board of Directors of our Company at its meeting held on October 5, 2023 has taken on record the basis of allotment of Equity Shares approved by the Designated Stock Exchange, being NSE and has allotted the Equity Shares to various successful applicants. The Allotment Advice Cum Refund Intimation will be dispatched to the address of the investors as registered with the depositories. Further, instructions to the SCSBs have been dispatched / mailed for unblocking of funds and transfer to the Public Issue Account on or before October 06, 2023. In case the same is not received within ten days, Investors may contact the Registrar to the Issue at the address given below. The Equity Shares allotted to the successful allottees shall be uploaded on or before October 06, 2023 for credit into the respective beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is in the process of obtaining the listing and trading approval from NSE and the trading of the Equity Shares is expected to commence trading on October 09, 2023.

**Note:** All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated October 05, 2023 filed with the Registrar of Companies, New Delhi ("RoC").

#### INVESTORS, PLEASE NOTE

The details of the allotment made has been hosted on the website of the Registrar to the Issue, MAASHITLA SECURITIES PRIVATE LIMITED at website: www.maashitla.com

**TRACK RECORD OF LEAD MANAGER:** The Merchant Banker associated with the issue has handled 26 public issues in the past 3 years all of which were SME IPOs.

All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First/ Sole Bidder Serial number of the ASBA form, number of Equity Shares bid for, Bidder DP ID, Client ID, PAN, date of submission of the Bid cum Application Form, address of the Bidder, the name and address of the Designated Intermediary where the Bid cum Application Form was submitted by the Bidder and copy of the Acknowledgment Slip received from the Designated Intermediary and payment details at the address given below:

Place: New Delhi  
Date: October 5, 2023



#### MAASHITLA SECURITIES PRIVATE LIMITED

Address: 451, Krishna Apra Business Square, Netaji Subhash Place, Pitampura, Delhi, 110034  
Telephone: +91-11-45121795-96; Email: ipo@maashitla.com Investor Grievance ID: ig@maashitla.com | Website: www.maashitla.com;  
Contact Person: Mukul Agrawal | SEBI Registration Number: INR00004370

On behalf of Board of Directors

E FACTOR EXPERIENCES LIMITED

Sd/-

Jai Thakore

Chairman & Whole-time Director

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES ON LISTING OR THE BUSINESS PROSPECTS OF E FACTOR EXPERIENCES LIMITED.

**Disclaimer:** E Factor Experiences Limited has filed the Prospectus with the RoC on October 5, 2023 and thereafter with SEBI and the Stock Exchange. The Prospectus is available on the website of the BRLM, Hem Securities Limited at www.hemsecurities.com and the Company at www.efactor4u.com, and shall also be available on the website of the NSE and SEBI. Investors should note that investment in Equity Shares involves a high degree of risk and for details relating to the same, please see "Risk Factors" beginning on page 23 of the Prospectus. The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. state securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public issuing in the United States.

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- Average cost of acquisition of Equity Shares held by the Individual Promoters is

Sr. No.	Name of the Promoters	No. of Shares held	Average cost of Acquisition (in ₹)
1	Samit Garg	28,89,600	Nil
2	Jai Thakore	38,52,800	0.08
2	Aruna Garg	14,44,800	Nil
4	Manika Garg	14,44,800	Nil

and the Issue Price at the upper end of the Price Band is Rs. 75 per Equity Share.

- The Price/ Earnings ratio based on Diluted EPS for Fiscal 2023 for the company at the upper end of the Price Band is 9.59.
- Weighted Average Return on Net worth for Fiscals 2023, 2022 and, 2021 is 79.55%.
- The Weighted average cost of acquisition of all Equity Shares transacted in the last one year, 18 months and three years from the date of Prospectus is as given below:

Period	Weighted Average Cost of Acquisition (in Rs.)	Upper end of the Price Band (Rs. 75) is 'X' times the weighted Average cost of Acquisition	Range of acquisition price: Lowest Price – Highest Price (in Rs.)
Last 1 year/ Last 18 months	Nil	NA	Nil
Last 3 years	10	7.5	10-10

- The Weighted average cost of acquisition compared to floor price and cap price

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price (i.e. ₹ 71)	Cap price (i.e. ₹ 75)
WACA of Primary Issuance (except for bonus issue) (exceeding 5% of the pre issue capital)	NA^	NA^	NA^
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Note:

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#### 1) Allotment to Retail Individual Investors (After Technical Rejections)

The Basis of Allotment to the Retail Individual Investors, who have Bid at cut-off Price or at or above the Issue Price of Rs. 75 per Equity Share, was finalized in consultation with NSE. The category has been subscribed to the extent of 47.09 times. The total number of Equity Shares Allotted in this category is 11,48,800 Equity Shares to 718 successful applicants. The details of the Basis of Allotment of the said category are as under:

No. of Shares Applied for (Category wise)	No. of Applications Received	% of Total	Total No. of Shares Applied	% to Total	No. of Equity Shares Allotted per Applicant	Ratio	Total No. of Shares Allotted
Retail Individual Investors	33812	100	5,40,99,200	100	1600	359:16906	11,48,800

#### 2) Allotment to Non-Institutional Investors (After Technical Rejections)

The Basis of Allotment to the Non-Institutional Investors, who have bid at the Issue Price of Rs. 75 per Equity Share or above, was finalized in consultation with NSE. The category has been subscribed to the extent of 172.30 times. The total number of Equity Shares Allotted in this category is 4,92,800 Equity Shares to 217 successful applicants. The details of the Basis of Allotment of the said category are as under (Sample Basis):

No. of Shares applied for (Category wise)	No. of Applications Received	% of Total	Total No. of Shares Applied in Each Category	% to Total	No. of Equity Shares Allotted per Applicant	Ratio	Total No. of Shares Allotted
3200	1415	51.70	4,528,000	5.33	1,600	16:1415	25,600
14400	219	8.00	3,153,600	3.71	1,600	11:219	17,600
25600	11	0.40	281,600	0.33	1,600	1:11	1,600
36800	4	0.15	147,200	0.17	1,600	1:4	1,600
49600	2	0.07	99,200	0.11	1,600	0	-
64000	7	0.26	448,000	0.52	1,600	2:7	3,200
75200	1	0.04	75,200	0.08	1,600	0	-
89600	1	0.04	89,600	0.10	1,600	0	-
129600	2	0.07	259,200	0.30	1,600	1:2	1,600
131200	2	0.07	262,400	0.30	1,600	1:2	1,600
132800	4	0.15	531,200	0.62	1,600	1:2	3,200
134400	6	0.22	806,400	0.94	1,600	1:2	4,800
148800	1	0.04	148,800	0.17	1,600	1:1	1,600
164800	1	0.04	164,800	0.19	1,600	1:1	1,600
180800	1	0.04	180,800	0.21	1,600	1:1	1,600
200000	4	0.15	800,000	0.94	1,600	3:4	4,800
227200	1	0.04	227,200	0.26	1,600	1:1	1,600
268800	1	0.04	268,800	0.31	1,600	1:1	1,600
339200	1	0.04	339,200	0.39	1,600	1:1	1,600
448000	1	0.04	448,000	0.52	3,200	1:1	3,200
531200	1	0.04	531,200	0.62	3,200	1:1	3,200
739200	1	0.04	739,200	0.87	4,800	1:1	4,800
1286400	1	0.04	1,286,400	1.51	8,000	1:1	8,000
1304000	1	0.04	1,304,000	1.53	8,000	1:1	8,000
1600000	1	0.04	1,600,000	1.88	9,600	1:1	9,600
1641600	7	0.26	11,491,200	13.53	9,600	1:1	67,200
2016000	1	0.04	2,016,000	2.37	11,200	1:1	11,200

#### 3) Allotment to QIBs excluding Anchor Investors (After Technical Rejections)

Allotment to QIBs, who have bid at the Issue Price of Rs. 75 per Equity Share or above, has been done on a proportionate basis in consultation with NSE. This category has been subscribed to the extent of 42.48 times of QIB portion. The total number of Equity Shares allotted in the QIB category is 6,56,000 Equity Shares, which were allotted to 20 successful Applicants.

CATEGORY	FIS/BANKS	MF'S	IC'S	NBFC'S	AIF	FPI	VC'S	TOTAL
QIB	0	0	0	408000	129600	118400	0	656000

#### 4) Allotment to Anchor Investors (After Technical Rejections)

The Company in consultation with the BRLM has allocated 9,84,000 Equity Shares to 4 Anchor Investors at the Anchor Investor Issue Price of Rs. 75 per Equity Shares in accordance with the SEBI (ICDR) Regulations. This represents 60% of the QIB Category.

CATEGORY	FIS/BANKS	MF'S	IC'S	NBFC'S	AIF	FPI	OTHERS	TOTAL
ANCHOR	0	0	0	134400	400000	449600	0	984000

The Board of Directors of our Company at its meeting held on October 5, 2023 has taken on record the basis of allotment of Equity Shares approved by the Designated Stock Exchange, being NSE and has allotted the Equity Shares to various successful applicants. The Allotment Advice Cum Refund Intimation will be dispatched to the address of the investors as registered with the depositories. Further, instructions to the SCSBs have been dispatched / mailed for unblocking of funds and transfer to the Public Issue Account on or before October 06, 2023. In case the same is not received within ten days, investors may contact the Registrar to the Issue at the address given below. The Equity Shares allotted to the successful allottees shall be uploaded on or before October 06, 2023 for credit into the respective beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is in the process of obtaining the listing and trading approval from NSE and the trading of the Equity Shares is expected to commence trading on October 09, 2023.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated October 05, 2023 filed with the Registrar of Companies, New Delhi ("RoC").

#### INVESTORS, PLEASE NOTE

The details of the allotment made has been hosted on the website of the Registrar to the Issue, MAASHITLA SECURITIES PRIVATE LIMITED at website: www.maashitla.com

TRACK RECORD OF LEAD MANAGER: The Merchant Banker associated with the issue has handled 26 public issues in the past 3 years all of which were SME IPOs.

All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First/ Sole Bidder Serial number of the ASBA form, number of Equity Shares bid for, Bidder DP ID, Client ID, PAN, date of submission of the Bid cum Application Form, address of the Bidder, the name and address of the Designated Intermediary where the Bid cum Application Form was submitted by the Bidder and copy of the Acknowledgment Slip received from the Designated Intermediary and payment details at the address given below:

Place: New Delhi  
Date: October 5, 2023



#### MAASHITLA SECURITIES PRIVATE LIMITED

Address: 451, Krishna Apra Business Square, Netaji Subhash Place, Pitampura, Delhi, 110034  
 Telephone: +91-11-45121795-96; Email: ipo@maashitla.com Investor Grievance ID: ig@maashitla.com | Website: www.maashitla.com;  
 Contact Person: Mukul Agrawal | SEBI Registration Number: INF000004370

On behalf of Board of Directors  
**E FACTOR EXPERIENCES LIMITED**  
 Sd/-  
**Jai Thakore**  
 Chairman & Whole-time Director

#### THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES ON LISTING OR THE BUSINESS PROSPECTS OF E FACTOR EXPERIENCES LIMITED.

Disclaimer: E Factor Experiences Limited has filed the Prospectus with the RoC on October 5, 2023 and thereafter with SEBI and the Stock Exchange. The Prospectus is available on the website of the BRLM, Hem Securities Limited at www.hemsecurities.com and the Company at www.efactor4u.com, and shall also be available on the website of the NSE and SEBI. Investors should note that investment in Equity Shares involves a high degree of risk and for details relating to the same, please see "Risk Factors" beginning on page 23 of the Prospectus. The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, and may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. state securities laws. The Equity Shares are being issued and sold outside the United States in 'offshore transactions' in reliance on Regulation under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public issuing in the United States.

THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT. THIS DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. THIS PUBLIC ANNOUNCEMENT IS NOT INTENDED FOR RELEASE, PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA.



# E FACTOR EXPERIENCES LIMITED

(formerly known as E Factor Entertainment Private Limited)

Our Company was originally incorporated as a Private Limited Company under the name of "E Factor Entertainment Private Limited" on January 02, 2003 under the provisions of the Companies Act, 1956 with the Registrar of Companies, NCT of Delhi & Haryana. Subsequently, pursuant to Special Resolution passed by the Shareholders at the Extraordinary General Meeting, held on July 30, 2021, the name of our company was changed from "E Factor Entertainment Private Limited" to "E Factor Experiences Private Limited" and a fresh Certificate of Incorporation pursuant to change of name dated August 04, 2021 issued by the Registrar of Companies, Delhi. Further, pursuant to Special Resolution passed by the Shareholders at the Extraordinary General Meeting, held on August 16, 2021, our Company was converted into a Public Limited Company and consequently the name of our Company was changed from "E Factor Experiences Private Limited" to "E Factor Experiences Limited" vide a fresh certificate of incorporation dated September 30, 2021, issued by the Registrar of Companies, Delhi and bearing CIN U92199DL2003PLC118285. For further details please refer to chapter titled "History and Corporate Structure" beginning on page 110 of the Prospectus.

**Registered Office:** 101-A, Kundan Kutir Hari Nagar Ashram, New Delhi-110014, India. | **Corporate Office:** Plot No. A-49, Sec 67, Gautam Budh Nagar, Noida-201301, Uttar Pradesh, India.  
**Contact Person:** Anushka Chauhan, Company Secretary & Compliance Officer | **Tel No:** +91-120-3100184; **E-mail:** cs@efactorex.com; **Website:** www.efactor4u.com

## OUR PROMOTERS: JAI THAKORE, SAMIT GARG, ARUNA GARG AND MANIKA GARG

"THE ISSUE IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF NSE (NSE EMERGE)."

## BASIS OF ALLOTMENT

INITIAL PUBLIC OFFER OF UPTO 34,56,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF E FACTOR EXPERIENCES LIMITED ("OUR COMPANY" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ 75 PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ 2592 LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,74,400 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ 75 PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 130.80 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 32,81,600 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ 75 PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ 2461.20 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.41% AND 25.07% RESPECTIVELY OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THE FACE VALUE OF THE EQUITY SHARE IS RS. 10 AND ISSUE PRICE IS RS. 75 THE ISSUE PRICE IS 7.5 TIMES OF THE FACE VALUE OF THE EQUITY SHARE

ANCHOR INVESTOR ISSUE PRICE: RS. 75 PER EQUITY SHARE, THE ISSUE PRICE IS 7.5 TIMES OF THE FACE VALUE

## BID/ ISSUE PERIOD

**ANCHOR INVESTOR BIDDING DATE WAS: TUESDAY, SEPTEMBER 26, 2023**

**BID / ISSUE OPENED ON: WEDNESDAY, SEPTEMBER 27, 2023**

**BID / ISSUE CLOSED ON: TUESDAY, OCTOBER 03, 2023**

### RISKS TO INVESTORS:

- a) We are exposed to claims from inadequate performance and defects that may affect the events managed by us and which may have an adverse effect on our business, financial conditions and results of operations.  
b) The Merchant Banker associated with the Issue has handled 26 public issues out of which none closed below the Issue Price on listing date.  
c) Average cost of acquisition of Equity Shares held by the Individual Promoters is

Sr. No.	Name of the Promoters	No. of Shares held	Average cost of Acquisition (in ₹)
1	Samit Garg	28,89,600	Nil
2	Jai Thakore	38,52,800	0.08
2	Aruna Garg	14,44,800	Nil
4	Manika Garg	14,44,800	Nil

and the Issue Price at the upper end of the Price Band is Rs. 75 per Equity Share.

d) The Price/ Earnings ratio based on Diluted EPS for Fiscal 2023 for the company at the upper end of the Price Band is 9.59.

e) Weighted Average Return on Net worth for Fiscals 2023, 2022 and, 2021 is 79.55%.

f) The Weighted average cost of acquisition of all Equity Shares transacted in the last one year, 18 months and three years from the date of Prospectus is as given below:

Period	Weighted Average Cost of Acquisition (in Rs.)	Upper end of the Price Band (Rs. 75) is "X" times the weighted Average cost of Acquisition	Range of acquisition price: Lowest Price – Highest Price (in Rs.)
Last 1 year/ Last 18 months	Nil	NA	Nil
Last 3 years	10	7.5	10-10

g) The Weighted average cost of acquisition compared to floor price and cap price

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price (i.e. ₹ 71)	Cap price (i.e. ₹ 75)
WACA of Primary Issuance (except for bonus issue) (exceeding 5% of the pre issue capital)	NA^	NA^	NA^
WACA for secondary sale / acquisition (exceeding 5% of the pre issue capital)	NA^^	NA^^	NA^^
WACA of past 5 primary issuances / secondary transactions in last 3 years	Nil	Not defined	Not defined

Note:

^There were no primary / new issue of shares in last 18 months from the date of Prospectus.

^^There were no secondary transaction of shares except for transmission of shares in last 18 months from the date of Prospectus.

### PROPOSED LISTING: Monday, October 09, 2023\*

The Issue was being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI ICDR Regulations, as amended, wherein not more than 50% of the Net Issue was available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"). Our Company in consultation with the Book Running Lead Managers has allocated upto 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"). Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue was made available for allocation to Retail Individual Bidders in accordance with the SEBI (ICDR) Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) were required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors were not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" beginning on page 205 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 National Stock Exchange of India Limited. The trading is proposed to be commenced on or before Monday, October 09, 2023\*

\*Subject to the receipt of listing and trading approval from the NSE (NSE Emerge).

The bidding for Anchor Investors opened and closed on Tuesday, September 26, 2023. The Company received 4 Anchor Investors applications for 12,06,400 Equity Shares. The Anchor Investor Allocation price was finalized at Rs. 75/- per Equity Share. A total of 9,84,000 Equity Shares were allotted under the Anchor Investors portion aggregating to Rs. 7,38,00,000/-.

The Issue (excluding Anchor Investors Portion) received 37,199 applications for 16,83,76,000 Equity Shares (after bid not banked cases and before technical rejection) resulting 68.11 times subscription (including reserved portion of market maker). The details of the Applications received in the Issue from various categories are as under (before technical rejections):

**Detail of the Applications Received (excluding Anchor Investors Portion):**

Sr. No.	Category	Number of Applications	No. of Equity Shares applied	Equity Shares Reserved as per Prospectus	No. of times Subscribed	Amount (Rs.)
1	Market Maker	1	1,74,400	1,74,400	1.00	1,30,80,000
2	QIB (excluding Anchor investor portion)	20	2,78,65,600	6,56,000	42.48	2,08,99,20,000
3	Non Institutional Investor	2779	8,52,94,400	4,92,800	173.08	6,39,70,80,000
4	Retail Individual Investors	34399	5,50,41,600	11,48,800	47.91	4,12,81,20,000
	TOTAL	37199	16,83,76,000	24,72,000	84.32	12,62,82,00,000

\*This excludes 69 applications for 1,10,400 Equity Shares from Retail Individual which were not in book.

#### 1) Allotment to Retail Individual Investors (After Technical Rejections)

The Basis of Allotment to the Retail Individual Investors, who have Bid at cut-off Price or at or above the Issue Price of Rs. 75 per Equity Share, was finalized in consultation with NSE. The category has been subscribed to the extent of 47.09 times. The total number of Equity Shares Allotted in this category is 11,48,800 Equity Shares to 718 successful applicants. The details of the Basis of Allotment of the said category are as under:

No. of Shares Applied for (Category wise)	No. of Applications Received	% of Total	Total No. of Shares Applied	% to Total	No. of Equity Shares Allotted per Applicant	Ratio	Total No. of Shares Allotted
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Allotment to QIBs, who have bid at the Issue Price of Rs. 75 per Equity Share or above, has been done on a proportionate basis in consultation with NSE. This category has been subscribed to the extent of 42.48 times of QIB portion. The total number of Equity Shares allotted in the QIB category is 6,56,000 Equity Shares, which were allotted to 20 successful Applicants.

CATEGORY	FIS/BANKS	MF'S	IC'S	NBFC'S	AIF	FPI	VC'S	TOTAL
QIB	0	0	0	408000	129600	118400	0	656000

#### 4) Allotment to Anchor Investors (After Technical Rejections)

The Company in consultation with the BRLM has allocated 9,84,000 Equity Shares to 4 Anchor Investors at the Anchor Investor Issue Price of Rs. 75 per Equity Shares in accordance with the SEBI (ICDR) Regulations. This represents 60% of the QIB Category.

CATEGORY	FIS/BANKS	MF'S	IC'S	NBFC'S	AIF	FPI	OTHERS	TOTAL
ANCHOR	0	0	0	134400	400000	449600	0	984000

The Board of Directors of our Company at its meeting held on October 5, 2023 has taken on record the basis of allotment of Equity Shares approved by the Designated Stock Exchange, being NSE and has allotted the Equity Shares to various successful applicants. The Allotment Advice Cum Refund Intimation will be dispatched to the address of the investors as registered with the depositories. Further, instructions to the SCSBs have been dispatched / mailed for unblocking of funds and transfer to the Public Issue Account on or before October 06, 2023. In case the same is not received within ten days, Investors may contact the Registrar to the Issue at the address given below. The Equity Shares allotted to the successful allottees shall be uploaded on or before October 06, 2023 for credit into the respective beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is in the process of obtaining the listing and trading approval from NSE and the trading of the Equity Shares is expected to commence trading on October 09, 2023.

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#### INVESTORS, PLEASE NOTE

The details of the allotment made has been hosted on the website of the Registrar to the Issue, MAASHITLA SECURITIES PRIVATE LIMITED at website: www.maashitla.com

**TRACK RECORD OF LEAD MANAGER:** The Merchant Banker associated with the issue has handled 26 public issues in the past 3 years all of which were SME IPOs.

All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First/ Sole Bidder Serial number of the ASBA form, number of Equity Shares bid for, Bidder DP ID, Client ID, PAN, date of submission of the Bid cum Application Form, address of the Bidder, the name and address of the Designated Intermediary where the Bid cum Application Form was submitted by the Bidder and copy of the Acknowledgment Slip received from the Designated Intermediary and payment details at the address given below:



#### MAASHITLA SECURITIES PRIVATE LIMITED

Address: 451, Krishna Apra Business Square, Netaji Subhash Place, Pitampura, Delhi, 110034  
Telephone: +91-11-45121795-96; Email: ipo@maashitla.com Investor Grievance ID: ig@maashitla.com | Website: www.maashitla.com;  
Contact Person: Mukul Agrawal | SEBI Registration Number: IIR000004370

On behalf of Board of Directors

E FACTOR EXPERIENCES LIMITED

Sd/-

Jai Thakore

Chairman & Whole-time Director

Place: New Delhi

Date: October 5, 2023

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES ON LISTING OR THE BUSINESS PROSPECTS OF E FACTOR EXPERIENCES LIMITED.

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