THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT AND DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION DIRECTLY, OR INDIRECTLY, OUTSIDE INDIA. THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON THE MAIN BOARD PLATFORM OF BSE LIMITED ("BSE") AND NATIONAL STOCK EXCHANGE OF INDIA LIMITED ("NSE", AND TOGETHER WITH BSE, THE "STOCK EXCHANGES") IN COMPLIANCE WITH CHAPTER II OF THE SECURITIES AND EXCHANGE BOARD OF INDIA LIMITED ("NSE", AND TOGETHER WITH BSE, THE "STOCK EXCHANGES") IN COMPLIANCE WITH CHAPTER II OF THE SECURITIES AND EXCHANGE BOARD OF INDIA LIMITED ("NSE", AND TOGETHER WITH BSE, THE "STOCK EXCHANGES") IN COMPLIANCE WITH CHAPTER II OF THE SECURITIES AND EXCHANGE BOARD OF INDIA LIMITED ("NSE", AND TOGETHER WITH BSE, THE "STOCK EXCHANGES") IN COMPLIANCE WITH CHAPTER II OF THE SECURITIES AND EXCHANGE BOARD OF INDIA LIMITED ("SEU OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018, AS AMENDED ("SEBI ICDR REGULATIONS").





se scan the QR code to view the Prospectus)

# BAAZAR SI

Our Company was incorporated as Dwarkadas Mohanlal Private Limited, a private limited company under the Baazar Style Retail Private Limited pursuant to a special resolution passed by the shareholders of the Company on November 21, 2013, and a fresh certificate of incorporation dated November 26, 2013 was issued by the RoC. Pursuant to the conversion of our Company into a public limited company and a special resolution passed by our Shareholders at the EGM on December 16, 2021, the name of our Company was changed to "Baazar Style Retail Limited", and the RoC issued a fresh certificate of incorporation on January 6, 2022. For further details of change in name and registered and corporate office of the Company, see "History and Certain Corporate Matters" on page 261 of the Prospectus dated September 3, 2024 filed with the RoC ("Prospectus").

Corporate Identity Number: U18109WB2013PLC194160

Registered and Corporate Office: P S Srijan Tech Park, DN-52, 12th Floor, Street Number 11, DN Block, Sector V, Salt Lake, North 24 Parganas, Kolkata, - 700 091, West Bengal; Tel: (+91 33) 6125 6125; Contact Person: Abinash Singh, Chief Compliance Officer, Company Secretary and Head-Legal and Compliance; E-mail: secretarial@stylebaazar.com; Website: www.stylebaazar.in

OUR PROMOTERS: PRADEEP KUMAR AGARWAL, ROHIT KEDIA, SHREYANS SURANA, BHAGWAN PRASAD, SABITA AGARWAL, RAJENDRA KUMAR GUPTA, RAJENDRA KUMAR GUPTA (HUF) AND SRI NARSINGH INFRASTRUCTURE PRIVATE LIMITED

Our Company has filed the Prospectus dated September 3, 2024 with the RoC, and the Equity Shares are proposed to be listed on the National Stock Exchange of India Limited ("NSE") and BSE Limited ("BSE") and trading is expected to commence on September 6, 2024.

## BASIS OF ALLOTMENT

INITIAL PUBLIC OFFERING OF 21,458,707 EQUITY SHARES OF FACE VALUE OF ₹5 EACH ("EQUITY SHARES") OF BAAZAR STYLE RETAIL LIMITED ("COMPANY" OR "ISSUER") FOR CASH AT A PRICE OF ₹389.00 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹384.00 PER EQUITY SHARE) ("OFFER PRICE") AGGREGATING TO 8,346.75 MILLION ("OFFER") COMPRISING A FRESH ISSUE OF 3,806,387 EQUITY SHARES BY OUR COMPANY AGGREGATING TO 1,480.00\* MILLION ("FRESH ISSUE") AND AN OFFER 17,652,320 EQUITY SHARES OF FACE VALUE OF ₹5 EACH AGGREGATING TO ₹6,866.75 MILLION, BY THE SELLING SHAREHOLDERS (AS DEFINED HEREINAFTER) ("OFFER FOR SALE"). THIS OFFER INCLUDED A RESERVATION OF 28,248 EQUITY SHARES OF FACE VALUE OF ₹5 EACH (CONSTITUTING 0.04% OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL) AGGREGATING TO ₹10.00 MILLION, FOR PURCHASE BY ELIGIBLE EMPLOYEES (THE "EMPLOYEE RESERVATION PORTION"). PURSUANT TO FNALIZATION OF BASIS OF ALLOTMENT, 19,570 EQUITY SHARES WERE ALLOTTED TO EMPLOYEES UNDER THE EMPLOYEE RESERVATION PORTION. THE OFFER LESS THE EMPLOYEE RESERVATION PORTION IS HEREINAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER CONSTITUTED 28.76% AND 28.73%, RESPECTIVELY, OF OUR POST-OFFER PAID-UP EQUITY SHARE CAPITAL. OUR COMPANY IN CONSULTATION WITH THE BRLMS, OFFERED A DISCOUNT OF 9.00% (EQUIVALENT TO ₹35 PER EQUITY SHARE) TO THE OFFER PRICE TO ELIGIBLE EMPLOYEES BIDDING IN THE EMPLOYEE RESERVATION PORTION ("EMPLOYEE DISCOUNT")

OUR COMPANY, IN CONSULTATION WITH THE BRLMS, HAS UNDERTAKEN A PRE-IPO PLACEMENT AGGREGATING TO ₹370.00 MILLION. THE SIZE OF THE FRESH ISSUE HAS BEEN REDUCED BY ₹370.00 MILLION AND ACCORDINGLY THE REVISED FRESH ISSUE SIZE AGGREGATES TO ₹1,480.00 MILLION

# ANCHOR INVESTOR OFFER PRICE: ₹ 389 PER EQUITY SHARE OF FACE VALUE OF ₹ 5 EACH OFFER PRICE: ₹ 389^ PER EQUITY SHARE OF FACE VALUE OF ₹ 5 EACH

# THE OFFER PRICE IS 77.80 TIMES OF THE FACE VALUE

# ^A DISCOUNT OF ₹35 PER EQUITY SHARE WAS OFFERED TO ELIGIBLE EMPLOYEES BIDDING IN THE EMPLOYEE RESERVATION PORTION.

# **RISKS TO INVESTORS:**

# (For details refer to section titled "Risk Factors" on page 41 of the Prospectus)

- Geographical Concentration Risk: Our stores are concentrated in the eastern parts of India, and we generated a majority of our sales from our stores in West Bengal, Odisha, Assam and Bihar. The contribution of the stores in Core Markets to our total revenue from operations for Fiscals 2024, 2023 and 2022, respectively were 87.32%, 90.50% and 91.44%.
- Product Concentration Risk: Our business is currently highly concentrated on our apparel product category. The contribution of apparels to the revenue from operations for Fiscals 2024, 2023 and 2022, respectively were 83.80%, 85.61% and 86.94%.
- Private Label Risk: We currently own 10 private label brands. We may launch additional brands and labels in the future across product categories, in order to effectively market such offerings. However, we cannot assure you that any new labels or brands launched by us will be preferred by our customers or retail partners over our existing products, or that we will be able to recover costs or achieve profitability associated with developing such labels and brands. The contribution of our private label brands to our revenue from operations for Fiscals 2024, 2023 and 2022, respectively were 37.93%, 31.43% and 24.72%.
- Our Company will not receive any proceeds from the Offer for Sale.
- Competition Risk: We operate in the highly competitive industry which is characterised by swift shifts in consumer trends and technology, which may lead to an adverse impact on our market share at any time due to the significant number of competitors in our industry that may compete more effectively than us. We are a value fashion retailer with a market share of 3.03%, 2.22% and 2.45% in the organised value retail market (lifestyle and home) in the states of West Bengal, Odisha and Assam, respectively as per the Technopak Report.
- Brand Risk: The use of "Style Baazar" or similar trade names or images by third parties may result in loss of business to such third parties, and any potential negative publicity relating to such third parties may adversely affect our reputation, the goodwill of our brand and business prospects.

price of the Company on listing and thereafter.

Particulars	to rever	pitalisation nue from ons ratio	P/E ratio			
	Cap Price	Floor Price	Cap Price	Floor Price		
Our Company	2.98	2.85	123.89	117.83		

- The Price to Earnings ratio based on basic and diluted EPS for Fiscal 2024 at the Offer Price is as high as 123.89 as compared to the Price to Earnings Ratio of Nifty 50 index as on August 22, 2024 is 23.06.
- The average cost of acquisition of Equity Shares held by the Selling Shareholders ranges from Nil to ₹124.50 per Equity Share, and the Cap Price is ₹389.
- Weighted Average Return on Net Worth for Fiscals 2024, 2023 & 2022 is 5.11%.
- Weighted average cost of acquisition of all Equity Shares transacted in the one year, 18 months and three years preceding the date of the Prospectus

Period	Weighted average cost of acquisition	Cap Price is 'X' times the weighted average cost	Range of acquisition price: lowest price –
	(in ₹)*^	of acquisition	highest price (in ₹)
Last one year preceding the date of the RHP	387.00	1.01	387.00 - 387.00 <sup>@</sup>
Last 18 months preceding the date of the RHP	19.50	19.95	300.00 - 387.00 <sup>@</sup>
Last three years preceding the date of the RHP	36.50	10.66	Nil <sup>#</sup> - 387.00 <sup>@</sup>

- Expansion Risk: The growth of our business depends on our ability to identify, obtain and retain guality retail spaces and our ability to effectively implement and manage our retail network. As on March 31, 2024, we had 162 stores across 86 districts in 9 states. The number of stores closed by our Company in Fiscals 2024, 2023 and 2022, respectively were 6, 5 and 3.
- Fire Risk: Our operations are exposed to the risk of fire accidents which could result in significant financial loss, property damage, interruption of our business operations and potential personal injury or loss of life. In May 2024, a fire accident occurred at our erstwhile warehouse located at J.L No. 11, Prospace Industrial Parks, Mouza - Belumilki, Pearapur Gram Panchayat, Sreerampur District, Hooghly – 712 223, West Bengal causing loss of inventory stored in the warehouse.
- Financial Risk: We have incurred losses in the past. For Fiscal 2022, loss after tax was ₹ (80.07) million. Additionally, we have low PAT margins. Any losses in the future or continued sustenance of low PAT margins may adversely impact our operations and financial conditions and the trading price of our Equity Shares. Our PAT margins for Fiscals 2024, 2023 and 2022, respectively, were 2.23%, 0.64% and (1.43)%.
- Repeat Sales Risk: Our future growth depends on our ability to continue to attract purchases from new customers and existing customers. The contribution of repeat sales to total gross sales for Fiscals 2024, 2023 and 2022, respectively, were 71.94%, 70.00% and 68.50%.
- Market Risk: The Offer Price, market capitalisation to revenue from operations and price to earnings ratio at the Offer Price of our Company, may not be indicative of the market | \*Issues handled where there were no common BRLMs

As certified by Singhi & Co, Chartered Accountants, pursuant to their certificate dated September 3, 2024.

\* Pursuant to a resolution of our Board passed in their meeting held on July 14, 2023, and a resolution of our Shareholders passed in their AGM held on August 25, 2023, each fully paid - up equity share of our Company of face value ₹10 was split into 2 equity shares of ₹5 each, and accordingly, 34,927,447 equity shares of our Company of ₹10 each were split into 69,854,894 Equity Shares ₹5 each.

\* Excluding gift and Equity Shares allotted pursuant to bonus issue.

<sup>#</sup> No consideration has been paid as the Equity Shares have been acquired by way of transmission of equity shares.

<sup>®</sup>Consideration of₹387.00 per equity share is pursuant to the Pre-IPO Placement dated August 3, 2024

The three BRLMs associated with the Offer have handled 62 public issues in the past three Financial Years, out of which 15 issues closed below the Offer price on the listing date.

Name of the BRLMs	Total Issues	Issues closed below IPO Price on listing date
Axis Capital Limited*	21	5
Intensive Fiscal Services Private Limited*	1	-
JM Financial Limited*	22	5
Common issues of above BRLMs	18	5
Total	62	15

# **BID/ OFFER PERIOD** ANCHOR INVESTOR BIDDING DATE OPENED AND CLOSED ON AUGUST 29, 2024 BID/ OFFER OPENED ON AUGUST 30, 2024 | BID/ OFFER CLOSED ON SEPTEMBER 3, 2024

The Offer was made through the Book Building Process, in terms of Rule 19(2)(b) of the SCRR read with Regulation 31 of the SEBI ICDR Regulations and in compliance with | Regulation 6(1) of the SEBI ICDR Regulations, wherein not more than 50% of the Net Offer was made available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs", and such portion, the "QIB Portion"). Our Company, in consultation with the BRLMs, allocated 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with SEBI ICDR Regulations (the "Anchor Investor Portion"). One-third of the Anchor Investor Portion was reserved for domestic Mutual Funds, subject to valid Bids having been received from the domestic Mutual Funds at or above the Anchor Investor Allocation Price, in accordance with the SEBI ICDR Regulations. Further, 5% of the Net QIB Portion was made available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion was made available for allocation on a proportionate basis to all QIBs (other than Anchor Investors), including Mutual Funds, subject to valid Bids having been received at or above the Offer Price. In the event the aggregate demand from Mutual Funds was less than as specified above, the balance Equity Shares available for allotment would be added to the Net QIB Portion and would be allocated proportionately to the QIB Bidders (other than Anchor Investors) in proportion to their Bids. Further, not less than 15% of the Net Offer was made available for allocation to Non-Institutional Bidders ("Non-Institutional Portion") in accordance with the SEBI ICDR Regulations, out of which (a) one-third of such portion was reserved for Bidders with application size of more than ₹0.20

million and up to ₹1.00 million; and (b) twothirds of such portion was reserved for Bidders with application size of more than ₹1.00 million, provided that the unsubscribed portion in either of such sub-categories could have been allocated to Bidders in the other sub-category of Non-Institutional Bidders. Further, not less than 35% of the Net Offer was available for allocation to Retail Individual Bidders ("Retail Portion") in accordance with the SEBI ICDR Regulations, subject to valid Bids having been received at or above the Offer Price (net of Employee Discount). All potential Bidders, other than Anchor Investors, were mandatorily required to participate in the Offer through the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account (as defined hereinafter) and UPI ID in case of UPI Bidders (as defined hereinafter), as applicable, pursuant to which the corresponding Bid Amount was blocked by the Self Certified Syndicate Banks ("SCSBs") or the Sponsor Bank(s) under the UPI Mechanism, as the case may be, to the extent of their respective Bid Amounts. Anchor Investors were not permitted to participate in the Anchor Investor Portion through the ASBA process. For details, see "Offer Procedure beginning on page 454 of the Prospectus.

The bidding for Anchor Investor opened and closed on August 29, 2024. The Company received 28 applications from 23 Anchor Investors for 77,91,634 Equity Shares. The Anchor nvestor Offer Price was finalized at ₹389 per Equity Share. A total of 64,29,372 Equity Shares were allocated under the Anchor Investor Portion aggregating to ₹2,50,10,25,708. Continued on next pag

		previous page. ed 1,720,173 applications fo	or 624 404 106	Equity Sho	ros rosulting	in 20.10 times subser	intion as disclosed in the	Prospectus The c	dotails of the applications	6.	Catagony	No. of Applications	% of Total	Total No. of Equity	% to Total	No. of Equity Shares	Potio	Total No. of Equity
		ffer from Retail Individual Bide			rs, Eligible En				AMOUNT (₹)	Sr. No 26	Category 3,914	No. of Applications Received	% of Total	Total No. of Equity Shares Applied 27,398	% to Total	Allotted per Bidder	Ratio	Total No. of Equity Shares Allotted 532
NO.				APPLICA APPL	ATIONS	EQUITY SHARES	RESERVED AS PER PROSPECTUS	TIMES SUBSCRIBED		27	3,952	7	0.01	27,664 32,528	0.02	532	1:7	532 532
A B		ividual Bidders utional Bidders –		1,564 79	l,256 0,961	72,760,348 44,073,578	7,500,934 1,071,562	9.70 41.13	28,304,066,186 17,144,117,506	29 30	4,104	8	0.01	32,832 29,260	0.02	532	1:8	532
С		t ₹0.20 million and upto ₹1.0 utional Bidders – More than		56	6,663	149,494,774	2,143,124	69.76	58,153,449,796	31 32	4,218	21	0.04	88,578 34,048	0.06	532 532	2:21	1,064 532
D		Reservation		19	9,184 81	1,064,456 349,219,316	28,248 4,286,248	37.68 81.47	376,458,932 135,846,313,924	33 34	4,294 4,332	10	0.02	42,940	0.03	532	1:10	532 532
F	(excluding Anchor Inv	Anchors Investors)			28	7,791,634	6,429,372	1.21	3,030,945,626	35 36	4,826	21 15	0.04	101,346 72,960	0.02	532 532 532	2:21	1,064 532
Final	Total 1,720,173 624,404,106 21,459,488 29.10 242,855,351,970							37	5,130 5,168	9	0.03	46,170 103,360	0.03	532 532 532	1:9	532 532 532		
	nmary of th 7. No	e final demand as per NSE a Bid Price (₹)		the Bid/Offe		te at different Bid pric % to Total	es is as under: Cumulative Total	Cumi	ulative % of Total	39	5,320	9	0.02	47,880	0.03	532	1:9	532
	1 2	370 371		219,754 16,226		0.03	219,754 235,980		0.03	40	5,700 6,422	9 11	0.02	51,300 70,642	0.03	532 532	1:9 1:11	532 532
	3 4	372 373		11,552 3,914		0.00	247,532 251,446		0.04	42 43	6,460 7,600	11	0.02	71,060 106,400	0.05	532 532	1:11 1:14	532 532
	5	373 374 375		1,596		0.00	253,042		0.04 0.05	44 45	8,664 12,882	10 7	0.02	86,640 90,174	0.06	532 532	1:10 1:7	532 532
	6 7	376		52,896 5,966		0.00	305,938 311,904		0.05	1001 1010	3,268 4,028	3	0.01	9,804 4,028	0.01 0.00	532 532	0:3 0:1	0
	8 9	377 378		5,016 5,130		0.00	316,920 322,050		0.05 0.05	1015 1022	4,560 4,940	2	0.00	9,120 9,880	0.01	532 532	0:2	0
	10 11	379 380		15,656 95,494		0.00	337,706 433,200		0.05	1025 1026	5,092 5,206	2 3	0.00	10,184 15,618	0.01	532 532	0:2 0:3	0
	12 13	381 382		6,650 5,510		0.00 0.00	439,850 445,360		0.07 0.07	1027 1028	5,396 5,434	6	0.01	32,376 5,434	0.02	532 532	0:6 0:1	0
	14 15	383 384		7,600 7,410		0.00	452,960 460,370		0.07	1029 1030	5,472 5,548	1	0.00	5,472 5,548	0.00	532 532	0:1 0:1	0
	16 17	385 386		43,738 19,608		0.01 0.00	504,108 523,716		0.08 0.08	1032 1034	5,738 5,852	3	0.01	17,214 5,852	0.01	532 532	0:3	0
	18 19	387 388		80,294 119,548		0.01 0.02	604,010 723,558		0.09 0.11	1035 1038	5,890 6,042	3	0.01	17,670 6,042	0.01	532 532	0:3	0
	20 21	389 9999		0,870,272		87.23 12.66	561,593,830 642,997,620		87.34 100.00	1030 1039 1040	6,080 6,156	1	0.00	6,080 12,312	0.00	532 532 532	0:1 0:2	0
		TOTAL ment was finalized in consulta	64	2,997,620	ock Exchange	100.00				1040 1041 1042	6,194 6,232	2	0.00	12,388	0.01	532 532 532	0:2	0
A. AI	lotment to l	Retail Individual Bidders (A Allotment to the Retail Individu	fter Rejection	s) (including	ASBAAppli	cations)		onsultation with PC	F. This category has been	1042 1043 1044	6,384 6,498	1	0.00	6,384 19,494	0.00	532 532 532	0:1	0
su	bscribed to	the extent of 9.36 times. The Employee category to 197,46	total number of	f Equity Share	es Allotted in F	Retail Individual Bidders	s category is 7,503,698 Equ			1044 1046 1047	6,840 7,182	1 1	0.00	6,840 7,182	0.00	532 532 532	0:3	0
Sr. No	Categ	1, 0, ,		otal To	otal No. of Eq Shares Appli	uity % to Total	No. of Equity Shares Allotted per Bidder		Total No. of Equity Shares Allotted	1048	7,220	1	0.00	7,220	0.00	532	0:1	0
1	3	1,404,756           76         53.020	92.9	92	53,380,728 4.029.520	3 76.00	38 38	32:245 32:245	6,972,088 263.150	1049 1050	7,410 7,676 7,752	1	0.00	7,410	0.01	532 532	0:1	0
3	11	14 17,726 52 7,493	1.1	17	2,020,764	4 2.88	38	32:245	87,970 37.164	1052 1054	7,752 7,980	6	0.01	46,512 7,980	0.03	532 532	0:6	0
5	19	90 7,371 28 3.102	0.4	19	1,400,490	) 1.99	38	32:245	36,594 15,390	1055 1056	8,208 9,120	2	0.00	16,416 9,120	0.01	532 532	0:2 0:1	0
7	26	66 3,146	0.2	21	836,836	6 1.19	38	32:245	15,618	1058 1060	9,462 10,260	1	0.00	9,462 10,260	0.01	532 532	0:1 0:1	0
8	34		0.0	)5	378,176 279,756	6 0.40	38 38	32:245 32:245	6,156 4,066	1061 1062	10,336 10,450	3	0.01	31,008 10,450	0.02	532 532	0:3 0:1	0
10 11	41		0.2	)4	1,276,800 233,244	4 0.33	38 38	32:245 32:245	16,682 2,774	1064 1065	11,400 11,514	6	0.01	68,400 11,514	0.05 0.01	532 532	0:6 0:1	0
12 13		56 614 94 8,657	0.0	57	279,984 4,276,558	3 6.09	38 38	32:245 32:245	3,040 42,978	1066 1068	11,590 12,540	1	0.00 0.00	11,590 12,540	0.01 0.01	532 532	0:1 0:1	0 0
14	TOTA	AL 1,511,865	ottees from Ser 100.0	00	70,239,048	3 100.00	1	28:13989	28 7,503,698	1069 1071	12,844 13,300	2	0.00	25,688 13,300	0.02	532 532	0:2 0:1	0 0
		Non-Institutional Bidders ( Allotment to the Non-Institutio							per Equity, was finalized in	1074 1075	15,960 16,682	1	0.00	15,960 16,682	0.01 0.01	532 532	0:1 0:1	0 0
		vith BSE. This category has b including spillover of 395 Equ								1077 1078	19,798 22,458	1	0.00	19,798 22,458	0.01	532 532	0:1 0:1	0
Sr. No		Received			otal No. of Eq Shares Appli	ed	No. of Equity Shares Allotted per Bidder		Total No. of Equity Shares Allotted	1079 1080	25,726 25,764	3	0.01	77,178 25,764	0.05	532 532	0:3	0
1		32 74877 70 1233	95.4		39,834,564 702,810		532 537	11:428 32:1233	1,023,568 17,184	1081	25,840 26,220	1	0.00	25,840 26,220	0.02	532	0:1	0
3		08 278 46 141	0.3		169,024 91,086		537 537	7:278	3,759 2,148	1086	35,986 38,532	1	0.00	35,986	0.02	532	0:1	0
5		84 <u>110</u> 22 63	0.1		75,240 45,486		537 537	3:110 2:63	1,611 1,074	1089 1090	46,284 51,376	1 4	0.00	46,284 205,504	0.03	532	0:1	0
7		60 288 98 103	0.3		218,880 82,194		537 537	7:288 3:103	3,759 1,611	1090 1091 1092	51,452 53,200	1	0.00	51,452 53,200	0.03	532 532 532	0:1	0
9		36 25	0.0		20,900		537 537	1:25 1:21	537 537	1093	54,340	1	0.00	54,340	0.04	532	0:1	0
11	95	50 <u>45</u> 88 26	0.0	)6	42,750	0.10	537	1:45	537	1094 1096	57,000 76,000	1 2	0.00	57,000 152,000	0.10	532 532	0:1	0
12	1,02	26 60	0.0	)8	61,560 138,320	0.14	537 537 537	2:60	1,074	1097 1098	101,080 102,790	1	0.00	101,080 102,790	0.07	532 532	0:1	0
14	1,14	40 84	0.1	11	95,760	0.22	537 537 537	2:84	1,011	1099 1100	131,100			131,100 1099 for 1 (one) lot of 53		532 532	0:1 5:172	0 2,660 400
16	1,25	54 305	0.0	39	23,560 382,470 129,200	0.89	537 537 537	8:305	4,296 1,611	1101	TOTAL	56,169	100	to 1100 Additional 1(one) = 148,191,792	share 100	1	7:58	486 2,143,914
18	1,33	30 23	0.0	)3	30,590	0.07	537 537 537	1:23	537	The B	asis of Allotme		es, who have bid at	t the cut-off or at the Offer I		loyee Discount of ₹35, i.e. ₹35		
21	1,59	96 33	0.0	)4	62,320 52,668 74,100	0.12	537 537 537	1:41 1:33 1:39	537 537 537		category is 19,	570 Equity Shares to 99 su			ils of the Basis of	over to the Net issue portion. T Allotment are as under: No. of Equity Shares	he total numbe	
22	2,54	46 151	0.1	19	384,446	0.89	537	4:151	2,148	Sr. No 1	Category 38	No. of Applications Received 34	% of Total	Iotal No. of Equity Shares Applied 1,292	% to Total	No. of Equity Shares Allotted per Bidder 38	1:1	Total No. of Equity Shares Allotted 1,292
501 502	,	02 18	0.0	)2	17,328 19,836	0.05	537 537	0:19	0	2	76 114	14 10	14.14 10.10	1,292 1,064 1,140	5.44	76 114	1:1	1,292
503 504	1,36	68 10	0.0	)1	17,024 13,680	0.03	537 537	0:14	0	4	114 152 190	12	12.12	1,140	9.32 2.91	114 152 190	1:1	1,140
505 506	1,44	44 6	0.0	)1	7,030	0.02	537 537	0:5	0	5 6 7	228 266	1 10	1.01 10.10	228 2,660	2.91 1.17 13.59	190 228 266	1:1 1:1 1:1	228 2,660
507 508		58 8	0.0	)1	10,374 12,464	0.03	537 537	0:7	0	8	304	10 2 1	2.02	608	3.11	304	1:1	608
509 510	1,67	72 1	0.0	00	4,902 1,672	0.00	537 537	0:3	0	9	342 380	1	1.01	342 380	1.75 1.94	342 380	1:1	342 380 418
511 512	1,74	48 3	0.0	00	10,260 5,244	0.01	537 537	0:6	0	11 12	418 456	1	1.01	418 456	2.14 2.33	418 456	1:1	418 456
513 514	1,82	24 6	0.0	)1	16,074 10,944	0.03	537 537	0:9	0	13 14	532 570	2	2.02	1,064 1,140	5.44 5.83	532 570	1:1 1:1	1,064 1,140
515	1,86	62 3	0.0	00	5,586	0.01	537	0:3	0	15 16	912 1254	1	1.01 1.01	912 1,254	4.66 6.41	912 1254	1:1 1:1	912 1,254
517	1,97	76 3	0.0	00	5,928	0.01	537 537	0:3	0	17	1406 <b>TOTAL</b>	3 99	3.03 100.00	4,218 <b>19,570</b>	21.55 100.00	1406	1:1	4,218 <b>19,570</b>
519 520	2,05	52 13	0.0	)2	26,676	0.06	537 537	0:13	0	Allotr	nent to QIBs, wi					n a proportionate basis in consu		
520 521 522	2,12	28 14	0.0	)2	29,792	0.07	537 537 537	0:9	0	subso Equity	ribed to the ext / Shares and o	tent of 81.40 times of Net C ther QIBs and unsatisfied	B portion. As per t demand of Mutual	the SEBI Regulations, Mut Funds were allotted the re	tual Funds were a emaining availab	allotted 5% of the Equity Share le Equity Shares i.e. 4,075,685	s of Net QIB poi Equity Shares	tion available i.e. 214,511 on a proportionate basis.
523	2,20	04 3	0.0	00	6,612	0.02	537	0:3	0	overf	rom Employee	Category.				ed to 81 successful Applicants.		
524 525	2,31	18 5	0.0	)1	20,520 11,590	0.03	537 537	0:9	0	A	LLOTMENT	FIS/BANKS           1,472,793	MF'S 441,471	IC'S NBF 246,704 910,		IF         FPC           ,376         1,107,062	VC'S	TOTAL 4,290,196
526 527	2,39	94 4	0.0	)1	9,424 9,576	0.02	537 537	0:4	0	The C	Company, in co	or Investors (After Reject	s, have allocated	6,429,372 Equity Shares	s to 23 Anchor Ir	nvestors (through 28 Anchor	nvestor Applic	ation Forms) (including 8
528 529	2,47	70 15	0.0	)2	9,728 37,050	0.09	537 537	0:4	0	0	ATEGORY	FIS/BANKS	MF'S	IC'S NBF	C'S A	e with SEBI ICDR Regulations IF FPC	. This represent OTHERS	TOTAL
530 531		All applicants		o 501 to 530	( )	t of 537 shares	537 537	0:17 1:235	0 537	The IPO					on record the ba	asis of allotment of Equity Sha		
532	TOTA		ees from Seria 10		Additional 1(c 43,186,088	,	1	59:90	59 <b>1,071,957</b>	address	of the investors	s as registered with the de	positories. Further	r, instructions to the SCSE	s have been iss	ice Cum Refund Intimation and ued for unblocking of funds an	d transfer to th	e Public Offer Account on
C. Al	lotment to l	Non-Institutional Bidders (I	more than ₹1.	00 million) (A	fter Rejectio	ns) (including ASBA A	Applications)									ase the same is not received w ve been uploaded on Septemb		

### C. Allotment to Non-Institutional Bidders (more than ₹1.00 million) (After Rejections) (including ASBA Applications)

The Basis of Allotment to the Non-Institutional Bidders (more than ₹1 million), who have bid at cut-off or at the Offer Price of ₹389 per Equity, was finalized in consultation with BSE. This category has been subscribed to the extent of 69.12 times. The total number of Equity Shares Allotted in Retail Individual Bidders category is 2,143,914 Equity Shares including spillover of 790 Equity Shares from Employee category to 4,029 successful applicants. The category-wise details of the Basis of Allotment are as under: (Sample)

Sr.	Category				% to Total	No. of Equity Shares	Ratio	Total No. of Equity		
No		Received		Shares Applied		Allotted per Bidder		Shares Allotted		
1	2,584	54189	96.47	140,024,376	94.49	532	16:223	2,068,416		
2	2,622	494	0.88	1,295,268	0.87	532	35:494	18,620		
3	2,660	333	0.59	885,780	0.60	532	24:333	12,768		
4	2,698	145	0.26	391,210	0.26	532	10:145	5,320		
5	2,736	109	0.19	298,224	0.20	532	8:109	4,256		
6	2,774	22	0.04	61,028	0.04	532	2:22	1,064		
7	2,812	56	0.10	157,472	0.11	532	4:56	2,128		
8	2,850	44	0.08	125,400	0.08	532	3:44	1,596		
9	2,888	17	0.03	49,096	0.03	532	1:17	532		
10	2,926	16	0.03	46,816	0.03	532	1:16	532		
11	2,964	20	0.04	59,280	0.04	532	1:20	532		
12	3,002	15	0.03	45,030	0.03	532	1:15	532		
13	3,040	34	0.06	103,360	0.07	532	2:34	1,064		
14	3,078	15	0.03	46,170	0.03	532	1:15	532		
15	3,116	26	0.05	81,016	0.05	532	2:26	1,064		
16	3,154	55	0.10	173,470	0.12	532	4:55	2,128		
17	3,192	13	0.02	41,496	0.03	532	1:13	532		
18	3,230	12	0.02	38,760	0.03	532	1:12	532		
19	3,344	7	0.01	23,408	0.02	532	1:7	532		
20	3,458	9	0.02	31,122	0.02	532	1:9	532		
21	3,496	10	0.02	34,960	0.02	532	1:10	532		
22	3,648	12	0.02	43,776	0.03	532	1:12	532		
23	3,800	88	0.16	334,400	0.23	532	6:88	3,192		
24	3,838	15	0.03	57,570	0.04	532	1:15	532		
25	3,876	22	0.04	85,272	0.06	532	2:22	1,064		

September 4, 2024 and the payments to non-syndicate brokers have been issued on September 5, 2024. In case the same is not received within ten days, investors may contact the Registrar to the Offer at the address given below. The Equity Shares allotted to the successful allottees have been uploaded on September 5, 2024 for credit into the respective beneficiary accounts subject to validation of the account details with the depositories concerned. The Company has filed the Listing application with BSE and NSE on September 5, 2024. The Company has received the listing and trading approval from BSE & NSE, and trading will commence on September 6, 2024.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus.

#### INVESTORS PLEASE NOTE

## These details of the Allotment made was hosted on the website of Registrar to the Offer, Link Intime India Private Limited at www.linkintime.co.in.

All future correspondence in this regard may kindly be addressed to the Registrar to the Offer quoting full name of the First/ Sole applicant, Serial number of the Bid cum Application form number, Bidders DP ID, Client ID, PAN, date of submission of Bid cum Application Form, address of the Bidder, number of Equity Shares bid for, name of the Member of the Syndicate, place where the bid was submitted and payment details at the address given below:



### Link Intime India Private Limited

C-101, 1st Floor, 247 Park, Lal Bahadur Shastri Marg, Vikhroli (West), Mumbai 400 083 Maharashtra, India Tel: +91 810 811 4949; E-mail: baazarstyle.ipo@linkintime.co.in; Investor grievance E-mail: baazarstyle.ipo@linkintime.co.in Website: www.linkintime.co.in; Contact person: Shanti Gopalkrishnan; SEBI Registration No: INR000004058

For BAAZAR STYLE RETAIL LIMITED On behalf of the Board of Directors Sd/-Abinash Singh Company Secretary & Compliance Officer

Place : Kolkata Date : September 5, 2024

# 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 BAAZAR STYLE RETAIL LIMITED.

BAAZAR STYLE RETAIL LIMITED has filed the Prospectus dated September 3, 2024 with the RoC. The Prospectus shall be available on the website of the SEBI at www.sebi.gov.in as well as on the websites of the Stock Exchanges i.e. BSE and NSE at www.bseindia.com and www.nseindia.com, respectively, on the website of the Company at www.stylebaazar.in and the BRLMs i.e., Axis Capital Limited at www.axiscapital.co.in, Intensive Fiscal Services Private Limited at www.intensivefiscal.com and JM Financial Limited at www.imfl.com. Any potential investor should note that investment in equity shares involves a high degree of risk and for details relating to such risks, please see the section titled "*Risk Factors*" beginning on page 41 of the Prospectus. Potential investors should not rely on the DRHP filed with SEBI for making any investment decision but can only rely on the information included in the RHP. The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "U.S. Securities Act") or any state securities laws in the United States, and unless so registered, and may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold outside the United States in offshore transactions as defined in and in reliance on Regulation S and the applicable laws of each jurisdictions where such offers and sales are made. There will be no public offering of the Equity Shares in the United States. CONCEPT