



QVC EXPORTS LIMITED

CIN: U27109WB2005PLC104672

QVC Exports Limited (the "Company") was incorporated on August 9, 2005 as a private limited company under the name and style of QVC Exports Private Limited, under the Companies Act, 1956, pursuant to a certificate of incorporation issued by the Registrar of Companies, West Bengal at Kolkata. Further, the Company was converted into a public limited company under the name and style of QVC Exports Limited by a Special Resolution of the Board of Directors of the Company, dated February 14, 2022 and consequently the name of the Company was changed to QVC Exports Limited and a fresh certificate of incorporation dated March 1, 2022 was issued by the Registrar of Companies, West Bengal at Kolkata. For details of change in Registered Office of the Company, please refer to the chapter titled "History and Certain Corporate Matters" on page 123 of the Prospectus.

Registered Office: 5/Floor, South City Business Park 770, EM Bypass, Anandapur, Adarsha Nagar, E.K. Kolkata, West Bengal, India, Telephone: +91 33 2441 8702. Email: info@qvcgroup.com Website: www.qvcgroup.com. Corporate Secretary and Compliance Officer: Kolkata - 700029, West Bengal, India, Telephone: +91 33 4481 8702. Email: info@qvcgroup.com Website: www.qvcgroup.com. Corporate Secretary and Compliance Officer: Kolkata - 700029, West Bengal, India, Telephone: +91 33 4481 8702. Email: info@qvcgroup.com Website: www.qvcgroup.com.

PROMOTERS OF OUR COMPANY: NILESH KUMAR SHARMA, MADHU SHARMA, PRITI SHARMA, MATASHREE MERCANTILE PRIVATE LIMITED AND UNITY VIAPAR PRIVATE LIMITED

The Issue is being made in accordance with Chapter IX of the SEBI (ICDR) Regulations (PO of Small and Medium Enterprises) and the equity shares are proposed to be listed on EMERGE Platform of National Stock Exchange of India Limited ("NSE EMERGE").

BASIS OF ALLOTMENT

PUBLIC OFFER OF 27,98,400 EQUITY SHARES OF FACE VALUE ₹ 10 EACH ("EQUITY SHARES") OF THE COMPANY FOR CASH AT A PRICE OF ₹ 86/- PER EQUITY SHARE (INCLUDING A SECURITIES PREMIUM OF ₹ 76/- PER EQUITY SHARE) ("THE OFFER PRICE"), AGGREGATING TO ₹ 2,406.62 LACS ("OFFER"), COMPRISING A FRESH ISSUE OF 20,49,600 EQUITY SHARES AGGREGATING TO ₹ 1,762.66 LAKHS ("THE FRESH ISSUE") AND AN OFFER FOR SALE OF 7,48,800 EQUITY SHARES BY MATASHREE MERCANTILE PRIVATE LIMITED ("THE SELLING SHAREHOLDER") ("OFFER FOR SALE") AGGREGATING TO ₹ 643.97 LAKHS. OUT OF 20,49,600 EQUITY SHARES AGGREGATING TO ₹ 1,762.66 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION"). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. OFFER OF 18,57,600 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH AT AN OFFER PRICE OF ₹ 86/- PER EQUITY SHARE AGGREGATING TO ₹ 1,605.54 LAKHS IS HEREBY REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER WILL CONSTITUTE 26.75% AND 23.43%, RESPECTIVELY OF THE POST OFFER PAID UP EQUITY SHARE CAPITAL OF THE COMPANY.

THE FACE VALUE OF THE EQUITY SHARE IS ₹10/- AND THE OFFER PRICE IS 8.60 TIMES OF THE FACE VALUE.

OFFER PROGRAMME

OFFER OPENED ON: WEDNESDAY, AUGUST 21, 2024
OFFER CLOSED ON: FRIDAY, AUGUST 23, 2024

Our Company has filed the Prospectus dated August 15, 2024 with the Registrar of Companies, West Bengal at Kolkata (the "Prospectus"). The Equity Shares of the Company are proposed to be listed on the Emerge Platform of National Stock Exchange of India Limited i.e. NSE EMERGE, in terms of the Chapter IX of the SEBI (ICDR) Regulations, 2018 as amended from time to time. Our Company has reserved an In-Principle approval from NSE for the listing of the Equity Shares pursuant to letter dated July 26, 2024. NSE is the Designated Stock Exchange for the purpose of the Offer. The trading is proposed to be commenced on Wednesday, August 28, 2024 (Subject to receipt of listing and trading approvals from the NSE).

The Offer is being made through the Fixed Price process, the allocation in the Net Offer of the Public category is made pursuant to Regulation 25(2) of the SEBI (ICDR) Regulations, 2018, as amended from time to time, wherein a minimum of 50% of the Net Offer of shares to the Public is initially made available for allotment to Retail Individual Investors. The balance of Net Offer of shares to the public is made available for allotment to Individual Applicants other than Retail Individual Investors and other Applicants, including Corporate Applicants. The Retail Individual Investor category is entitled to more than 50% on proportionate basis, they shall be allotted that higher percentage. Under subscription, if any, in any of the categories, would be allowed to be met with spill-over from any of the other categories or a combination of categories at the discretion of our Company in consultation with the Lead Manager and the Designated Stock Exchange. Such spill-over, if any, would be effected in accordance with applicable rules, regulations and guidelines. All potential investors shall participate in the Offer only through Application Supported by Banked Amount ("ASBA") process including UPI mode (as applicable) by providing details of the respective bank accounts and / or UPI IDs, if applicable, which will be locked by the Self-Certified Syndicate Banks ("SCSBs") for the same.

SUBSCRIPTION DETAILS

Our offer has been subscribed 381,812 applications for 13,568,744 Equity Shares (including 14,080 shares reserved for market makers and 13,296,000 shares reserved for other than retail individual investors) before technical rejections resulting in 454,838 lines subscribed. The details of the applications received in the issue before and after technical rejections and withdrawals are as follows:

Sr. No.	Category	Gross Applications		Technical Rejections		Valid Applications		Number of Shares applied in each category		Proportionate shares available		Allocation per Applicant		Ratio of allottees to applicants		Number of successful applicants (after rounding)		Total No. of shares allocated		Surplus/Deficit (14)-(7)	
		No. of Applications received	No. of Equity Shares applied	No. of Applications received	No. of Equity Shares applied	No. of Applications received	No. of Equity Shares applied	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
1	Reserved for Market Makers	1	140800	0	0	1	140800	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
2	Retail Individual Investors	33221	56195360	4816	7705600	34646	55424000	1	1	1	1	1	1	1	1	1	1	1	1	1	
3	Other than Retail Individual Investors	32960	79478400	396	2936000	32564	79164000	1	1	1	1	1	1	1	1	1	1	1	1	1	
Total		381812	1356874400	5212	10641600	37870	1346236800														

The Shares available for allotment have been arrived in the proportion of the respective over subscription ratio of Retail Individual Investors and Other than Retail Individual Investors category received. In view of the expanded provision under regulations 25(2) of the SEBI (ICDR) Regulations, 2018, the Retail Individual Investor category is entitled to more than 50% on proportionate basis, they shall be allotted that higher percentage. Under subscription, if any, in any of the categories, would be allowed to be met with spill-over from any of the other categories or a combination of categories at the discretion of our Company in consultation with the Lead Manager and the Designated Stock Exchange. Such spill-over, if any, would be effected in accordance with applicable rules, regulations and guidelines. All potential investors shall participate in the Offer only through Application Supported by Banked Amount ("ASBA") process including UPI mode (as applicable) by providing details of the respective bank accounts and / or UPI IDs, if applicable, which will be locked by the Self-Certified Syndicate Banks ("SCSBs") for the same.

A. Allotment to Market Maker (After Technical Rejections & Withdrawals):

The Basis of Allotment to the Market Maker, at the Offer Price of ₹ 86/- per Equity Share, was finalised in consultation with NSE. The category was subscribed by 1.00 time. The total number of shares allocated in this category is 140800 Equity Shares. The category-wise details of the Basis of Allotment are as under:

Sr. No.	Category	No. of Shares applied (Category wise)	Number of applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Allocation per Applicant	Ratio of allottees to applicants	Number of successful applicants (after rounding)	% to total	Total No. of shares allocated	% to total	Surplus/Deficit (14)-(7)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
1	140800	1	100.00	100.00	140800	100.00	140800	140800	100.00	1	1	100.00	100.00	0.00
GRAND TOTAL		140800	1	100.00	140800	100.00	140800	140800	100.00	1	1	100.00	100.00	0.00

B. Allotment to Retail Individual Investors (After Technical Rejections & Withdrawals):

The Basis of Allotment to the Retail Individual Investors, at the Offer Price of ₹ 86/- per Equity Share, was finalised in consultation with NSE. The category was subscribed by 415.63 times. The total number of shares allocated in this category is 13,296,000 Equity Shares. The category-wise details of the Basis of Allotment are as under:

Sr. No.	Category	No. of Shares applied (Category wise)	Number of applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Allocation per Applicant	Ratio of allottees to applicants	Number of successful applicants (after rounding)	% to total	Total No. of shares allocated	% to total	Surplus/Deficit (14)-(7)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
1	32200	19241	52.39	5337.200	7.38	97693.73	61	18241	61	7.83	97693.73	7.38	97693.73	7.38
2	48000	2889	8.88	13848200	1.76	23256.54	8.06	1600	15	3886	1.56	2000	1.81	743.47
3	64000	1088	3.28	6833200	0.97	11463.25	7.13	1600	7	1068	0.91	21200	0.85	-263.25
4	80000	1026	3.16	8208000	1.14	13765.56	13.42	1600	9	1026	0.91	14400	1.09	334.44
5	96000	690	2.12	6624000	0.84	11109.05	16.10	1600	7	960	0.91	11200	0.85	90.96
6	112000	1151	3.54	10912000	1.51	15019.76	14.4	1600	14	1151	1.02	22400	1.69	102.24
7	128000	2177	6.69	27656000	3.52	46733.11	21.47	1600	29	2177	2.99	37400	3.50	-333.11
8	144000	507	1.56	7300800	0.93	12244.10	24.15	1600	8	507	0.91	12800	0.97	555.91
9	160000	849	2.61	13584000	1.72	22781.59	26.83	1600	14	849	1.14	22400	1.69	-381.59
10	176000	185	0.57	3256000	0.42	5940.61	29.52	1600	3	185	0.39	4800	0.37	-69.61
11	192000	161	0.50	3091200	0.40	5194.22	32.50	1600	3	161	0.39	4800	0.37	-384.22
12	208000	102	0.32	2124800	0.27	3558.12	34.88	1600	2	102	0.39	4800	0.37	-384.22
13	224000	213	0.66	4712000	0.61	8001.73	37.27	1600	5	213	0.65	8000	0.61	-1.73
14	240000	324	1.00	7776000	0.99	13041.05	40.25	1600	8	324	0.91	14400	1.09	-241.05
15	256000	139	0.43	3558400	0.45	5987.76	42.93	1600	4	139	0.52	6400	0.49	-42.93
16	272000	93	0.29	2529600	0.32	4242.37	45.62	1600	3	93	0.39	4800	0.37	-557.64
17	288000	126	0.39	3264000	0.46	6086.83	48.30	1600	4	126	0.4	5600	0.54	-31.83
18	304000	65	0.17	1072000	0.12	2604.10	50.98	1600	2	65	0.27	3200	0.24	-35.91
19	320000	227	0.70	7264000	0.92	12182.38	53.67	1600	8	227	0.91	14400	1.09	-617.63
20	336000	71	0.22	2385600	0.31	4000.87	56.35	1600	2	71	0.27	3200	0.24	-400.87
21	352000	61	0.19	2147200	0.28	3601.05	59.03	1600	2	61	0.27	3200	0.24	-401.05
22	368000	48	0.15	1692800	0.22	2838.98	61.72	1600	2	48	0.27	3200	0.24	-361.03
23	384000	38	0.12	1488000	0.19	2447.21	64.40	1600	2	38	0.27	3200	0.24	-782.80
24	400000	119	0.37	4760000	0.61	7982.95	67.08	1600	5	119	0.65	8000	0.61	-176.08
25	416000	39	0.12	1622400	0.21	2720.92	69.77	1600	2	39	0.27	3200	0.24	-470.92
26	432000	54	0.17	2332800	0.30	3912.32	72.45	1600	2	54	0.27	3200	0.24	-712.32
27	448000	47	0.15	2112000	0.27	3531.28	75.13	1600	2	47	0.27	3200	0.24	-331.28
28	464000	27	0.09	1252800	0.16	2101.06	77.82	1600	1	27	0.14	1600	0.12	-501.06
29	480000	158	0.34	5184000	0.68	8694.04	80.50	1600	5	158	0.65	8000	0.61	-694.04
30	496000	43	0.14	2128000	0.27	3576.90	83.18	1600	2	43	0.27	3200	0.24	-376.90
31	512000	17	0.06	870400	0.11	1459.74	85.87	1600	1	17	0.14	1600	0.12	-147.74
32	528000	20	0.07	1096000	0.14	1771.01	88.55	1600	1	20	0.14	1600	0.12	-110.01
33	544000	41	0.13	2324000	0.35	3740.89	91.25	1600	2	41	0.27	3200	0.24	-640.89
34	560000	28	0.09	1568000	0.20	2629.88	93.92	1600	2	28	0.27	3200	0.24	-570.33
35	576000	59	0.19	3398400	0.43	5999.43	96.60	1600	4	59	0.52	6400	0.49	-700.53
36	592000	46	0.15	2723200	0.35	4567.06	99.28	1600	3	46	0.39	4800	0.37	-232.95
37	608000	18	0.06	1094400	0.14	1633.41	101.97	1600	1	18	0.14	1600	0.12	-233.41
38	624000	6	0.01	374400	0.05	627.91	104.65	1600	0	6	0.00	0.00	0.00	-627.91
39	640000	97	0.30	6260000	0.79	13141.38	107.33	1600	4	97	0.79	12800	1.09	-81.38
40	656000	7	0.03	4592000	0.06	770.12	110.02	1600	0	7	0.00	0.00	0.00	-770.12
41	672000	5	0.01	3360000	0.05	563.91	112.70	1600	0	5	0.00	0.00	0.00	-563.91
42	688000	18	0.06	1238400	0.16	2076.91	115.38	1600	1	18	0.14	1600	0.12	-476.91
43	704000	7	0.03	6288000	0.07	624.47	118.14	1600	0	7	0.00	0.00	0.00	-624.47
44	720000	14	0.05	10800000	0.13	1680.51	120.75	1600	1	14	0.14	1600	0.12	-80.51
45	736000	7	0.06	1251200	0.16	2098.38	123.43	1600	1	7	0.14	1600	0.12	-498.38
46	752000	8	0.03	6016000	0.08	1008.94	126.12	1600	1	8	0.14	1600	0.12	-591.07
47	768000	11	0.04	8488000	0.11	1416.81	128.48	1600	1	11	0.14	1600	0.12	-183.20
48	784000	2	0.01	1588800	0.02	262.97	131.89	1600	0	2	0.00	0.00	0.00	-262.97
49	800000	46	0.15	3888000	0.42	6711.69	134.65	1600	3	46	0.39	4800	0.37	-93.65
50	816000	27	0.09	1632000	0.21	2737.02	136.85	1600	2	27	0.27	3200	0.24	-452.99
51	832000	6	0.01	4992000	0.07	837.21	139.53	1600	0	6	0.00	0.00	0.00	-837.21
52	848000	3	0.01	7632000	0.10	1279.96	142.22	1600	1	3	0.14	1600	0.12	-320.05
53	864000	5	0.01	4320000	0.06	724.51	144.90	1600	0	5	0.00	0.00	0.00	-724.51
54	880000	27	0.09	2376000	0.31	3984.77	147.63	1600	2	27	0.27	3200	0.24	-398.77
55	896000	1	0.01	3540000	0.05	607.91	150.27	1600	0	1	0.00	0.00	0.00	-607.91
56	912000	6	0.01	4440000	0.06	764.76	152.96	1600	0	6	0.00	0.00	0.00	-764.76
57	928000	8	0.03	7248000	0.10	1265.58	155.63	1600	1	8	0.14	1600	0.12	-354.93
58	944000	8	0.03	7520000	0.10	1266.54	158.32	1600	1	8	0.14	1600	0.12	-333.47
59	960000	16	0.05	10200000	0.20	2576.01	161.00	1600	2	16	0.27	3200	0.24	-624.00
60	976000	2	0.01	1680000	0.02	262.97	163.79	1600	0	2	0.00	0.00	0.00	-262.97
61	992000	7	0.03	6944000	0.09	1154.58	166.37	1600	1	7	0.14	1600	0.12	-453.37

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