



o view the Prospectus)

BAAZAR STYLE

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 *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.

ERING 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 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 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.
- Expansion Risk: The growth of our business depends on our ability to identify, obtain and retain quality 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.
- <u>Financial Risk:</u> 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

price of the Company on listing and thereafter.

Particulars	to reve	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 (in ₹)*^	Cap Price is 'X' times the weighted average cost of acquisition	Range of acquisition price: lowest price – highest price (in ₹)
Last one year preceding the date of the RHP	387.00	1.01	387.00 - 387.00 [@]
Last 18 months preceding the date of the RHP	19.50	19.95	300.00 - 387.00 [®]
Last three years preceding the date of the RHP	36.50	10.66	Nil [#] - 387.00 [@]

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.
- *No consideration has been paid as the Equity Shares have been acquired by way of transmission of equity shares.
- [©]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

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Name of the BRLMs	Total	Issues closed below								
	Issues	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 ASBAAccount (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.

The Offer received 1,720,173 applications for 624,404,106 Equity Shares resulting in 29.10 times subscription as disclosed in the Prospectus. The details of the application

SI. NO.	CATEGORY	NO. OF APPLICATIONS APPLIED	NO. OF EQUITY SHARES	EQUITY SHARES RESERVED AS PER PROSPECTUS	NO. OF TIMES SUBSCRIBED	AMOUNT (₹)
Α	Retail Individual Bidders	1,564,256	72,760,348	7,500,934	9.70	28,304,066,186
В	Non-Institutional Bidders – More than ₹0.20 million and upto ₹1.00 million	79,961	44,073,578	1,071,562	41.13	17,144,117,506
С	Non-Institutional Bidders – More than ₹1.00 million	56,663	149,494,774	2,143,124	69.76	58,153,449,796
D	Employee Reservation	19,184	1,064,456	28,248	37.68	376,458,932
Е	Qualified Institutional Bidders (excluding Anchors Investors)	81	349,219,316	4,286,248	81.47	135,846,313,924
F	Anchor Investors	28	7,791,634	6,429,372	1.21	3,030,945,626
	Total	1,720,173	624,404,106	21,459,488	29.10	242,855,351,970

Final Demand

Sr. No	Bid Price (₹)	No. of Equity Shares	% to Total	Cumulative Total	Cumulative % of Total
1	370	219,754	0.03	219,754	0.03
2	371	16,226	0.00	235,980	0.04
3	372	11,552	0.00	247,532	0.04
4	373	3,914	0.00	251,446	0.04
5	374	1,596	0.00	253,042	0.04
6	375	52,896	0.01	305,938	0.05
7	376	5,966	0.00	311,904	0.05
8	377	5,016	0.00	316,920	0.05
9	378	5,130	0.00	322,050	0.05
10	379	15,656	0.00	337,706	0.05
11	380	95,494	0.01	433,200	0.07
12	381	6,650	0.00	439,850	0.07
13	382	5,510	0.00	445,360	0.07
14	383	7,600	0.00	452,960	0.07
15	384	7,410	0.00	460,370	0.07
16	385	43,738	0.01	504,108	0.08
17	386	19,608	0.00	523,716	0.08
18	387	80,294	0.01	604,010	0.09
19	388	119,548	0.02	723,558	0.11
20	389	560,870,272	87.23	561,593,830	87.34
21	9999	81,403,790	12.66	642,997,620	100.00
	TOTAL	642,997,620	100.00		

 $The \ Basis of Allotment was finalized in consultation with the \ Designated \ Stock \ Exchange, being \ BSE \ on \ September \ 4,2024.$

 $A. \ Allotment to \ Retail \ Individual \ Bidders \ (After \ Rejections) \ (including \ ASBA \ Applications)$

The Basis of Allotment to the Retail Individual Bidders, who have bid at out-off or at the Offer Price of ₹389 per Equity, was finalized in consultation with BSE. This category has bee subscribed to the extent of 9.36 times. The total number of Equity Shares Allotted in Retail Individual Bidders category is 7,503,698 Equity Shares including spillover of 2,764 Equit Shares from Employee category to 197,465 successful applicants. The category-wise details of the Basis of Allotment are as under

Sr.	Category	No. of Applications	% of Total	Total No. of Equity	% to Total	No. of Equity Shares	Ratio	Total No. of Equity
No		Received		Shares Applied		Allotted per Bidder		Shares Allotted
1	38	1,404,756	92.92	53,380,728	76.00	38	32:245	6,972,088
2	76	53,020	3.51	4,029,520	5.74	38	32:245	263,150
3	114	17,726	1.17	2,020,764	2.88	38	32:245	87,970
4	152	7,493	0.50	1,138,936	1.62	38	32:245	37,164
5	190 7,371	7,371	0.49	1,400,490	1.99	38	32:245	36,594
6	228	3,102	0.21	707,256	1.01	38	32:245	15,390
7	266	3,146	0.21	836,836	1.19	38	32:245	15,618
8	304	1,244	0.08	378,176	0.54	38	32:245	6,156
9	342	818	0.05	279,756	0.40	38	32:245	4,066
10	380	3,360	0.22	1,276,800	1.82	38	32:245	16,682
11	418	558	0.04	233,244	0.33	38	32:245	2,774
12	456	614	0.04	279,984	0.40	38	32:245	3,040
13	494	8,657	0.57	4,276,558	6.09	38	32:245	42,978
14		13989 Allottee	es from Serial no 2	to 13 Additional 1(one) s	hare	1	28:13989	28
	TOTAL	1.511.865	100.00	70.239.048	100.00			7.503.698

B. Allotment to Non-Institutional Bidders (more than ₹0.20 million and upto ₹1.00 million) (After Rejections) (including ASBA Applications)

The Basis of Allotment to the Non-Institutional Bidders (more than ₹ 0.20 million and upto ₹1 million), who have bid at cut-off or at the Offer Price of ₹389 per Equity, was finalized it consultation with BSE. This category has been subscribed to the extent of 40.29 times. The total number of Equity Shares Allotted in Retail Individual Bidders category is 1,071,95 Equity Shares including spillover of 395 Equity Shares from Employee category to 2,014 successful applicants. The category-wise details of the Basis of Allotment are as under

Equi	ty Snares includ	ling spillover of 395 Equity	Snares from Emplo	byee category to 2,014 suc	cessiui appiicant	s. The category-wise details o	of the Basis of A	liotment are as under:
Sr. No	Category	No. of Applications Received	% of Total	Total No. of Equity Shares Applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares Allotted
1	532	74877	95.47	39,834,564	92.24	532	11:428	1,023,568
2	570	1233	1.57	702,810	1.63	537	32:1233	17,184
3	608	278	0.35	169,024	0.39	537	7:278	3,759
4	646	141	0.18	91,086	0.21	537	4:141	2,148
5	684	110	0.14	75,240	0.17	537	3:110	1,611
6	722	63	0.08	45,486	0.11	537	2:63	1,074
7	760	288	0.37	218,880	0.51	537	7:288	3,759
8	798	103	0.13	82,194	0.19	537	3:103	1,611
9	836	25	0.03	20,900	0.05	537	1:25	537
10	874	21	0.03	18,354	0.04	537	1:21	537
11	950	45	0.06	42,750	0.10	537	1:45	537
12	988	26	0.03	25,688	0.06	537	1:26	537
13	1,026	60	0.08	61,560	0.14	537	2:60	1,074
14	1,064	130	0.17	138,320	0.32	537	3:130	1,611
15	1,140	84	0.11	95,760	0.22	537	2:84	1,074
16	1,178	20	0.03	23,560	0.05	537	1:20	537
17	1,254	305	0.39	382,470	0.89	537	8:305	4,296
18	1,292	100	0.13	129,200	0.30	537	3:100	1,611
19	1,330	23	0.03	30,590	0.07	537	1:23	537
20	1,520	41	0.05	62,320	0.14	537	1:41	537
21	1,596	33	0.04	52,668	0.12	537	1:33	537
22	1,900	39	0.05	74,100	0.17	537	1:39	537
23	2,546	151	0.19	384,446	0.89	537	4:151	2,148
501	912	19	0.02	17,328	0.04	537	0:19	0
502	1,102	18	0.02	19,836	0.05	537	0:18	0
503	1,216	14	0.02	17,024	0.04	537	0:14	0
504	1,368	10	0.01	13,680	0.03	537	0:10	0
505	1,406	5	0.01	7,030	0.02	537	0:5	0
506	1,444	6	0.01	8,664	0.02	537	0:6	0
507	1,482	7	0.01	10,374	0.02	537	0:7	0
508	1,558	8	0.01	12,464	0.03	537	0:8	0
509	1,634	3	0.00	4,902	0.01	537	0:3	0
510	1,672	1	0.00	1,672	0.00	537	0:1	0
511	1,710	6	0.01	10,260	0.02	537	0:6	0
512	1,748	3	0.00	5,244	0.01	537	0:3	0
513	1,786	9	0.01	16,074	0.04	537	0:9	0
514	1,824	6	0.01	10,944	0.03	537	0:6	0
515	1,862	3	0.00	5,586	0.01	537	0:3	0
516	1,938	4	0.01	7,752	0.02	537	0:4	0
517	1,976	3	0.00	5,928	0.01	537	0:3	0
518	2,014	8	0.01	16,112	0.04	537	0:8	0
519	2,052	13	0.02	26,676	0.06	537	0:13	0
520	2,090	9	0.01	18,810	0.04	537	0:9	0
521	2,128	14	0.02	29,792	0.07	537	0:14	0
522	2,166	5	0.01	10,830	0.03	537	0:5	0
523	2,204	3	0.00	6,612	0.02	537	0:3	0
524	2,280	9	0.01	20,520	0.05	537	0:9	0
525	2,318	5	0.01	11,590	0.03	537	0:5	0
526	2,356	4	0.01	9,424	0.02	537	0:4	0
527	2,394	4	0.01	9,576	0.02	537	0:4	0
528	2,432	4	0.01	9,728	0.02	537	0:4	0
529	2,470	15	0.02	37,050	0.09	537	0:15	0
530	2,508	17	0.02	42,636	0.10	537	0:17	0
531		All applicants fro	om Serial no 501 to	530 for 1 (one) lot of 537	7 shares	537	1:235	537
532		90 Allottees	from Serial no 2 to	531 Additional 1(one) sh	are	1	59:90	59
	TOTAL	78,431	100	43,186,088	100			1,071,957
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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.

0.03

0.04

3,838

3,876

25

Sr. No	Category	No. of Applications Received	% of Total	Total No. of Equity Shares Applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity 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

57,570

85,272

0.04

0.06

532

532

1:15

2:22

532

1,064

ns	Sr. No	Category	No. of Applications Received	% of Total	Total No. of Equity Shares Applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares Allotted
	26	3,914	7	0.01	27,398	0.02	532	1:7	532
	27	3,952	7	0.01	27,664	0.02	532	1:7	532
\dashv	28	4,066	8	0.01	32,528	0.02	532	1:8	532
\exists	29	4,104	8	0.01	32,832	0.02	532	1:8	532
	30	4,180 4,218	7 21	0.01 0.04	29,260 88,578	0.02	532 532	1:7 2:21	532 1,064
	32	4,216	8	0.04	34,048	0.00	532	1:8	532
_	33	4,294	10	0.02	42,940	0.03	532	1:10	532
	34	4,332	7	0.01	30,324	0.02	532	1:7	532
-	35	4,826	21	0.04	101,346	0.07	532	2:21	1,064
\dashv	36	4,864	15	0.03	72,960	0.05	532	1:15	532
	37	5,130	9	0.02	46,170	0.03	532	1:9	532
	38	5,168	20	0.04	103,360	0.07	532	1:20	532
\neg	39	5,320	9	0.02	47,880	0.03	532	1:9	532
\exists	40	5,700 6,422	9 11	0.02 0.02	51,300 70,642	0.03	532 532	1:9 1:11	532 532
	42	6,460	11	0.02	71,060	0.05	532	1:11	532
	43	7,600	14	0.02	106,400	0.07	532	1:14	532
	44	8,664	10	0.02	86,640	0.06	532	1:10	532
_	45	12,882	7	0.01	90,174	0.06	532	1:7	532
41	1001	3,268	3	0.01	9,804	0.01	532	0:3	0
	1010	4,028	1	0.00	4,028	0.00	532	0:1	0
$-\parallel$	1015	4,560	2	0.00	9,120	0.01	532	0:2	0
+	1022	4,940	2	0.00	9,880	0.01	532	0:2	0
+	1025	5,092 5,206	2 3	0.00 0.01	10,184 15,618	0.01 0.01	532 532	0:2 0:3	0
\dashv	1026 1027	5,206	6	0.01	32,376	0.01	532	0:3	0
\exists	1027	5,434	1	0.01	5,434	0.02	532	0.6	0
	1029	5,472	1	0.00	5,472	0.00	532	0:1	0
	1030	5,548	1	0.00	5,548	0.00	532	0:1	0
	1032	5,738	3	0.01	17,214	0.01	532	0:3	0
_	1034	5,852	1	0.00	5,852	0.00	532	0:1	0
41	1035	5,890	3	0.01	17,670	0.01	532	0:3	0
	1038	6,042	1	0.00	6,042	0.00	532	0:1	0
	1039	6,080	1	0.00	6,080	0.00	532	0:1	0
\dashv	1040 1041	6,156 6,194	2 2	0.00	12,312 12,388	0.01 0.01	532 532	0:2 0:2	0
	1041	6,232	1	0.00	6,232	0.00	532	0:2	0
	1042	6,384	1	0.00	6,384	0.00	532	0:1	0
en	1044	6,498	3	0.01	19,494	0.01	532	0:3	0
uity	1046	6,840	1	0.00	6,840	0.00	532	0:1	0
_	1047	7,182	1	0.00	7,182	0.00	532	0:1	0
'	1048	7,220	1	0.00	7,220	0.00	532	0:1	0
\dashv	1049	7,410	1	0.00	7,410	0.01	532	0:1	0
\exists	1050	7,676	2	0.00	15,352	0.01	532	0:2	0
-11	1052	7,752	6	0.01	46,512	0.03	532	0:6	0
\exists	1054 1055	7,980 8,208	2	0.00	7,980 16,416	0.01	532 532	0:1 0:2	0
$\exists I$	1056	9,120	1	0.00	9,120	0.01	532	0:2	0
	1058	9,462	1	0.00	9,462	0.01	532	0:1	0
	1060	10,260	1	0.00	10,260	0.01	532	0:1	0
	1061	10,336	3	0.01	31,008	0.02	532	0:3	0
41	1062	10,450	1	0.00	10,450	0.01	532	0:1	0
4	1064	11,400	6	0.01	68,400	0.05	532	0:6	0
\parallel	1065	11,514	1	0.00	11,514	0.01	532	0:1	0
\dashv	1066 1068	11,590 12,540	1 1	0.00	11,590 12,540	0.01 0.01	532 532	0:1 0:1	0
\dashv	1068	12,540	2	0.00	25,688	0.01	532	0:1	0
\exists	1009	13,300	1	0.00	13,300	0.02	532	0:2	0
_	1074	15,960	1	0.00	15,960	0.01	532	0:1	0
in	1075	16,682	1	0.00	16,682	0.01	532	0:1	0
57	1077	19,798	1	0.00	19,798	0.01	532	0:1	0
\neg	1078	22,458	1	0.00	22,458	0.02	532	0:1	0
	1079	25,726	3	0.01	77,178	0.05	532	0:3	0
\exists	1080	25,764	1	0.00	25,764	0.02	532	0:1	0
\exists	1081	25,840 26,220	1 1	0.00	25,840 26,220	0.02	532 532	0:1 0:1	0
	1086	35,986	1	0.00	35,986	0.02	532	0:1	0
	1088	38,532	1	0.00	38,532	0.02	532	0:1	0
	1089	46,284	1	0.00	46,284	0.03	532	0:1	0
4	1090	51,376	4	0.01	205,504	0.14	532	0:4	0
4	1091	51,452	1	0.00	51,452	0.03	532	0:1	0
\parallel	1092	53,200	1	0.00	53,200	0.04	532	0:1	0
\parallel	1093	54,340	1	0.00	54,340	0.04	532	0:1	0
\dashv	1094	57,000	1	0.00	57,000	0.04	532	0:1	0
\dashv	1096	76,000	2	0.00	152,000	0.10	532	0:2	0
\dashv	1097 1098	101,080 102,790	1 1	0.00	101,080 102,790	0.07	532 532	0:1 0:1	0
\exists	1098	131,100	1	0.00	131,100	0.07	532	0:1	0
$\exists 1$	1100	131,100	'		1099 for 1 (one) lot of 53		532	5:172	2,660
	1101		- ''		o 1100 Additional 1(one)		1	7:58	486

TOTAL 100 D. Allotment to Eligible Employees (After Rejections) (including ASBA Applications)

The Basis of Allotment to the Eligible Employees, who have bid at the cut-off or at the Offer Price net of Employee Discount of ₹35, i.e. ₹354, was finalized in consultation with BSE. Overall Employee category has been subscribed to the extent of 0.69 times. 7,897 equity shares were spilled over to the Net issue portion. The total number of Equity Shares allotted

100

4029 Allottees from Serial no 1 to 1100 Additional 1(one) share

in th	in this category is 19,570 Equity Shares to 99 successful applicants. The category-wise details of the Basis of Allotment are as under:												
Sr. No	Category	No. of Applications Received	% of Total	Total No. of Equity Shares Applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares Allotted					
1	38	34	34.34	1,292	6.60	38	1:1	1,292					
2	76	14	14.14	1,064	5.44	76	1:1	1,064					
3	114	10	10.10	1,140	5.83	114	1:1	1,140					
4	152	12	12.12	1,824	9.32	152	1:1	1,824					
5	190	3	3.03	570	2.91	190	1:1	570					
6	228	1	1.01	228	1.17	228	1:1	228					
7	266	10	10.10	2,660	13.59	266	1:1	2,660					
8	304	2	2.02	608	3.11	304	1:1	608					
9	342	1	1.01	342	1.75	342	1:1	342					
10	380	1	1.01	380	1.94	380	1:1	380					
11	418	1	1.01	418	2.14	418	1:1	418					
12	456	1	1.01	456	2.33	456	1:1	456					
13	532	2	2.02	1,064	5.44	532	1:1	1,064					
14	570	2	2.02	1,140	5.83	570	1:1	1,140					
15	912	1	1.01	912	4.66	912	1:1	912					
16	1254	1	1.01	1,254	6.41	1254	1:1	1,254					
17	1406	3	3.03	4,218	21.55	1406	1:1	4,218					
	TOTAL	99	100.00	19,570	100.00			19,570					

TOTAL 99 E. Allotment to QIBs (After Rejections) Allotment to QIBs, who have bid at the cut-off or at the Offer Price of ₹389 per Equity Share has been done on a proportionate basis in consultation with BSE. This category has been

subscribed to the extent of 81.40 times of Net QIB portion. As per the SEBI Regulations, Mutual Funds were allotted 5% of the Equity Shares of Net QIB portion available i.e. 214,511 Equity Shares and other QIBs and unsatisfied demand of Mutual Funds were allotted the remaining available Equity Shares i.e. 4,075,685 Equity Shares on a proportionate basis. The total number of Equity Shares allotted in the QIB category is 4,290,196 Equity Shares, which were allotted to 81 successful Applicants. This includes 3,948 Equity shares spilled

over nom Employee Category.								
CATEGORY	FIS/BANKS	MF'S	IC'S	NBFC'S	AIF	FPC	VC'S	TOTAL
ALLOTMENT	1,472,793	441,471	246,704	910,790	111,376	1,107,062	-	4,290,196

F. Allotment to Anchor Investors (After Rejections) The Company, in consultation with the BRLMs, have allocated 6,429,372 Equity Shares to 23 Anchor Investors (through 28 Anchor Investor Application Forms) (including 8

	domestic Mutual Funds through 13 schemes) at an Anchor Offer Price at ₹389 per Equity Share in accordance with SEBI ICDR Regulations. This represents 60% of the QIB portion.										
	CATEGORY	FIS/BANKS	MF'S	IC'S	NBFC'S	AIF	FPC	OTHERS	TOTAL		
	ALLOTMENT	-	2,276,390	616,968	-	717,896	2,818,118	-	6,429,372		
Th	The IPO Committee of our Company at its meeting held on September 4, 2024 has taken on record the basis of allotment of Equity Shares approved by the Designated Stock										

Exchange, being BSE and has allotted the Equity Shares to various successful applicants. The Allotment Advice Cum Refund Intimation and/or notices have been dispatched to the address of the investors as registered with the depositories. Further, instructions to the SCSBs have been issued for unblocking of funds and transfer to the Public Offer Account on 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

Place : Kolkata

 $These \ details \ of the \ Allotment \ made \ was \ hosted \ on the \ website \ of \ Registrar to \ the \ Offer, Link \ In time \ In dia \ Private \ Limited \ at \ www.link in time.co.in.$

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 Abinash Singh

Date: September 5, 2024 Company Secretary & Compliance Officer 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.infl.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

ransactions 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

486

2,143,914