



# PUNE E – STOCK BROKING LIMITED



Corporate Identification Number: U67120PN2007PLC130374

Our Company was originally incorporated as "Pune E - Stock Broking Private Limited" a private limited company under the provisions of Companies Act, 1956 with the Registrar of Companies, Pune pursuant to a certificate of incorporation dated June 23, 2007 bearing Corporate Identification Number (CIN) U67120PN2007PTC130374. Pursuant to the scheme of Amalgamation under section 230 to 232 and other applicable provisions of the Companies Act, 2013, PSE securities Limited and Vraj Share Services Private Limited was merged into our Company vide order of National Company Law Tribunal, Mumbai Bench dated October 04, 2017. Consequent upon conversion of our Company into public limited, the name of our Company has changed from "Pune E - Stock Broking Private Limited" to "Pune E - Stock Broking Limited" and a fresh Certificate of Incorporation dated January 07, 2020 was issued by the Registrar of Companies, Pune. The Corporate Identification Number (CIN) of the Company changed to U67120PN2007PLC130374.

Registered Office: 1198 Shukrawar Peth, Shubhash Nagar, Lane No 3, Pune, Maharashtra – 411002, India;  
Tel No.: +91-020-41000600; Email: cs@pesb.co.in; Website: www.pesb.co.in Contact Person: Ashwini Ashish Kulkarni, Company Secretary & Compliance Officer

**OUR PROMOTERS: VRAJESH KRISHNAKUMAR SHAH, DEVENDRA RAMCHANDRA GHODNADIKAR, VRAJESH NAVNITBHAI SHAH, SANDIP SUNDERLAL SHAH PARESH SUNDERLAL SHAH AND DAIDIPYA GHODNADIKAR**

## THE ISSUE

INITIAL PUBLIC OFFER OF 46,06,400 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF PUNE E – STOCK BROKING LIMITED ("OUR COMPANY" OR "PESB" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ 83 PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 3,823.31 LAKHS ("PUBLIC ISSUE") OUT OF WHICH 6,91,200 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ 83 PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 573.70 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 39,15,200 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ 83 PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ 3,249.62 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 29.43 % AND 25.016 % RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

**THE FACE VALUE OF THE EQUITY SHARE IS ₹ 10/- AND ISSUE PRICE IS ₹ 83/-.**  
**THE ISSUE PRICE IS 8.3 TIMES OF THE FACE VALUE OF THE EQUITY SHARE**  
**ANCHOR INVESTOR ISSUE PRICE: ₹ 83 PER EQUITY SHARE THE ISSUE PRICE IS 8.3 TIMES OF THE FACE VALUE**

### Risks to Investors:

- We operate in stock broking industry which is highly competitive and depends on customer satisfaction and preferences.
- Our Equity shares have never been publicly traded and may experience price and volume fluctuations following the competition of the Issue. Further, our Equity shares may not result in an active or liquid market and the price of our Equity Shares may be volatile and you may be unable to resell your Equity Share at or above the Issue Price or at all.
- Average cost of Acquisition\* of Equity Shares by our Promoters in last one year is as follows:

Name of the Promoters	No. of Shares held	Average Cost of Acquisition per Share (In Rs.)*
Devendra Ramchandra Ghodnadikar	17,08,185	12.56
Vrajesh Navnitbhai Shah	16,34,099	14.28
Vrajesh Krishnakumar Shah	14,57,098	13.28
Sandip Sunderlal Shah	6,00,000	6.67
Pareesh Sunderlal Shah	6,00,000	6.67
Daidipya Ghodnadikar	1,94,694	21.24

\*Average cost of acquisition is calculated on the basis of face value of equity shares of Rs. 10/- each. The average cost of acquisition of Equity Shares by our Promoter has been calculated by taking into account the amount paid by them to acquire, by way of fresh issuance or transfer, the Equity Shares less amount received by them for the sale of Equity Shares through transfer, if any and the net cost of acquisition has been divided by total number of shares held as on date.

- The Price/ Earnings ratio based on Diluted EPS for year ended March 2023 for the company at the upper end of the Price Band is 10.17
- Weighted Average Return on Net worth for Fiscals 2023, 2022 and, 2021 is 13.16%

### BID/ ISSUE PERIOD

**BID/ ISSUE OPENED ON: THURSDAY, MARCH 07, 2024**  
**BID/ ISSUE CLOSED ON: TUESDAY, MARCH 12, 2024**

**ANCHOR INVESTOR BIDDING DATE WAS: WEDNESDAY, MARCH 06, 2024**

The Issue is 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 shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Manager, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. 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 shall be 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) are 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 are not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" beginning on page 234 of the Prospectus

The bidding for Anchor Investors opened and closed on March 06, 2024. The Company received 14,12,800 Anchor Investors applications for 11,72,800 Equity Shares. The Anchor Investor Allocation price was finalized at Rs. 83/- per Equity Share. A total of 11,72,800 Equity Shares were allotted under the Anchor Investor portion aggregating to Rs. 9,73,42,400.00 Lakhs.

The Issue (excluding Anchor Investors Portion) received 3,10,214 Applications for 1,01,98,22,400 Equity Shares (before technical rejections) resulting in 327.96 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:

S. No.	Category	No. of Applications	No. of Equity Shares applied	Equity Shares Reserved as per Prospectus	No. of times Subscribed	Amount (in Rs.)
1	Retail-Individual Investors	285227	456363200	1371200	332.82	37,87,81,45,600.00
2	Non-Institutional Investors	24925	454952000	588800	772.68	37,76,10,16,000.00
3	Market Maker	1	691200	691200	1	5,73,69,600.00
4	Qualified Institutional Buyers (Excluding Anchor Investors)	61	95192000	782400	121.67	7,90,09,36,000.00
5	Anchor Investors	4	14,12,800	11,72,800	1.20	11,72,62,400.00
	<b>Total</b>	<b>3,10,218</b>	<b>1,00,86,11,200</b>	<b>46,06,400</b>	<b>218.96</b>	<b>83,71,47,29,600.00</b>

The Basis of Allotment was finalised in consultation with the Designated Stock Exchange, being BSE on March 13, 2024.

#### 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. 83/- per Equity Share, was finalized in consultation with BSE Limited. The category has been subscribed to the extent of 332.82 times. The total number of Equity Shares Allotted in this category is 1371200 Equity Shares to 857 successful applicants. The details of the Basis of Allotment of the said category is as under:

No. of Shares Applied for (Category Wise)	No. of application received	% of Total	Total No. of shares applied	% of Total	No. of Equity Shares Allotted per Applicant	Ratio	Total No. of Shares Allotted
Retail Individual Investor	285227	100	456363200	100	1371200	332.82	1371200

The Board of Directors of our Company at its meeting held on March 13, 2024 has taken on record the basis of allotment of Equity Shares approved by the Designated Stock Exchange, being BSE Limited 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 March 15, 2024 and payment to non-Syndicate brokers have been issued on March 14, 2024. 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 March 14, 2024 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 Bombay Stock Exchange of India Limited and the trading of the Equity Shares is expected to commence on March 15, 2024.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated March 13, 2024 filed with the Registrar of Companies, Pune, Maharashtra ("RoC").

#### INVESTORS PLEASE NOTE

The details of the allotment made has been hosted on the website of the Registrar to the Issue, Bigshare Services Private Limited at website:

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:



#### BIGSHARE SERVICES PRIVATE LIMITED

Office No. 56-2, 6th Floor, Pinnacle Business Park, Next to Ahura Center, Mahakali Caves Road, Andheri East, Mumbai-400 093, Maharashtra, India. Tel: +91 22 6263 8200 Fax: +91 22 6263 8299  
Email: ipo@bigshareonline.com Website: www.bigshareonline.com Investor Grievance Email: investor@bigshareonline.com Contact Person: Babu Rapheal C SEBI Registration Number: INR000001385;

Place: Pune  
Date: March 14, 2024

On behalf of Board of Directors  
For Pune E - Stock Broking Limited  
Sd/-  
Ms. Ashwini Ashish Kulkarni  
Company Secretary & Compliance Officer

**Disclaimer:** PUNE E-STOCK BROKING LIMITED is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed the Prospectus with the Registrar of Companies, Pune on March 13, 2024 and thereafter with SEBI and the Stock Exchange. The prospectus is available on the website of BSE SME at www.bsesme.com and is available on the websites of the BRLM at www.shareindia.com Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the prospectus including the section titled "Risk Factors" beginning on page 25 of the Prospectus.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended 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, 1933 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 "S" under the Securities Act, 1933 and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.