

A. For Equity Issues

Sr. No.	Name of the issue:	ADITYA CONSUMER MARKETING LIMITED
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1	Type of issue	Initial Public Offering (IPO) on SME Platform of BSE
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Source: Prospectus of the Company

2	Issue size	Rs.600.00 Lakhs
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Source: Prospectus of the Company

3	Grade of issue alongwith name of the rating agency	Since the issue is being made in terms of Chapter XB of the SEBI (ICDR) Regulations, there is no requirement of appointing a IPO Grading agency - Not Applicable
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Source: Prospectus of the Company

4	Subscription level (number of times)	1.31
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Source: Final post-issue report

5	QIB holding (as a % of total outstanding capital) as disclosed to stock exchanges (See Clause 37 of the SME listing agreement)	
	(i) allotment in the issue	NIL
	(ii) at the end of the 1st Quarter immediately after the listing of the issue	NIL
	(i) at the end of 1st FY (2016-17)	NIL
	(ii) at the end of 2nd FY (2017-18)	Not Available
	(iii) at the end of 3rd FY (2018-19)	Not Available

Source: BSE(SHP)

6	Financials of the issuer (as per the annual financial results submitted to stock exchange)			
		(Rs. in lakhs)		
	Parameters	1st FY (2016-17)	2nd FY (2017-18)	3rdFY (2018-19)
	Income from operations	6716.52	7532.15	Not available
	Net Profit for the period	130.06	298.76	Not available
	Paid-up equity share capital	1463.39	1463.39	Not available
	Reserves excluding revaluation reserves	409.45	757.50	Not available

Source: BSE

7	Trading status in the scrip of the issuer (whether frequently traded (as defined under Regulation 2 (j) of SEBI (SAST) Regulations, 2011) or infrequently traded/ delisted/ suspended by any stock exchange, etc.)	
	(i) at the end of 1st FY (2016-17) taken from date of listing	Frequently Traded
	(ii) at the end of 2nd FY (2017-18)	Frequently Traded
	(iii) at the end of 3rd FY (2018-19)	Not Available

Source: BSE

8	Change, if any, in directors of issuer from the disclosures in the offer document (See Clause 32 of the SME listing agreement)		
	Particulars	Name of Director	Appointed/Resigned
	(i) at the end of 1st FY (2016-17)	Mr. Chandra Shekhar Prasad Gupta and Mr. Ravi Prakash Chamaria were appointed as Independent Director w.e.f - 24th June, 2016	
	(ii) at the end of 2nd FY (2017-18)	Ms.Sunita Sinha appointed as Whole time Director w.e.f - August 28, 2017	
	(iii) at the end of 3rd FY (2018-19)	Not Available	

Source: MCA

9	Status of implementation of project/ commencement of commercial production			
	(i) Details of Estimated Schedule of Implementation of Projects forming part of the Objects of the Issue as			
		(Rs. In Lacs)		
	Particulars	(i) as disclosed in the offer document	Already incurred	(ii) Actual implementation upto FY 2017-18
	Renovation of Supermarket, Restaurant, Salon & Spa	253.41	5.50	247.91
	Working capital	261.60	0.00	261.60
	General Corporate Purpose	50.00	0.00	50.00
	Issue Expenses	35.00	13.00	22.00

10	Status of utilization of issue proceeds				
	(i) As disclosed in the offer document				
		(Rs. In Lakhs)			
	Particulars	(i) As disclosed in the offer document	(ii) Actual implementation		Total Fund unutilised
			Already incurred as on date of prospectus	Incurred upto F.Y 2018	
	Renovation of Supermarket Restaurant Salon & Spa	253.40	5.50	247.90	0.00
	Working Capital	261.60	0.00	261.60	0.00
	General Corporate Expenses	50.00	0.00	50.00	0.00
	Issue Expense	35.00	13.00	22.00	0.00

Source: Prospectus of the company

11	Comments of monitoring agency	Not Applicable as the issue size was less than Rs. 500 crores
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12	Price-related data	
	Issue price (Rs):	Rs. 15/-

Price parameters	At close of listing day (October 17, 2016)	At close of 30th calendar day (November 15, 2016) from listing day	At close of 90th calendar day from listing day (January 16, 2017)	As at the end of 1st FY after the listing of the issue (2016-17)			As at the end of 2nd FY after the listing of the issue (2017-18)		
				Closing price (March 31, 2017)	High (during the FY) (March 24, 2017)	Low (during the FY) (October 19, 2016)	Closing price (March 28, 2018)	High (during the FY) (February 21, 2018)	Low (during the FY) (April 05, 2017)
Market Price (BSE)	16.50	19.25	21.10	31.45	32.10	14.70	178.00	237.00	30.00
Index (of the Designated Stock Exchange): BSE SENSEX	27,529.97	26,304.63	27288.17	29,620.50	29,539.85	27,926.17	32,968.68	33,844.86	29,817.69
Sectoral Index (BSE Realty Index)	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A

Note: The Company belongs to the Distribution Sector and there is no index for this particular Industry

Source: BSE

Note: 1. Where the 30th day / 90th day / March 31 of a particular year falls on a BSE trading holiday, the immediately following trading day has been considered.

2. Where the 30th day / 90th day / March 31 of a particular year falls on the day when there is no trade in equity share of the Company, preceding trading day has been considered.

13	Basis for Issue Price and Comparison with Peer Group & Industry Average (Source of accounting ratios of peer group and industry average may be indicated; source of the accounting ratios may generally be the same, however in case of different sources, reasons for the same may be indicated)
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Accounting ratio	Name of company	As disclosed in the offer document (See Clause (2) (VII) (K) of Schedule VIII to SEBI (ICDR) Regulations, 2009) as on March 2016	At the end of 1st FY (2016-17)#	At the end of 2nd FY (2017-18) #	At the end of 3rd FY (2018-19) #
EPS (Basic & before Extraordinary Items)	Issuer: Aditya Consumer Marketing Limited	2.19	1.04	2.04	N.A.
	Peer Group:				
	Industry Avg:	N.A.	N.A.	N.A.	N.A.
P/E	Issuer: Aditya Consumer Marketing Limited	6.85	30.24	87.25	N.A.
	Peer Group:				
	Industry Avg:	N.A.	N.A.	N.A.	N.A.
RoNW (%)#	Issuer: Aditya Consumer Marketing Limited	16.69	6.94	13.45	N.A.
	Peer Group:				
	Industry Avg:	N.A.	N.A.	N.A.	N.A.
NAV per share based on balance sheet	Issuer: Aditya Consumer Marketing Limited	10.17	1.28	151.76	N.A.
	Peer Group:				
	Industry Avg:	N.A.	N.A.	N.A.	N.A.
# Sourced from the Consolidated Annual Report of the Company for the relevant fiscal year except for share price information which has been sourced from BSE website. Key ratios for the Company have been calculated on the basis of standalone financial information as follows: (i) EPS - Fully diluted EPS as reported by the Company in its Annual Report					
(ii) P/E is computed based on the closing price of the shares of the Company as on the fiscal year end (on Bombay Stock Exchange) divided by the EPS for the year as reported in the annual report / company filings					
(iii) Return on Net Worth = Net profit/(loss) after tax / Networth*100; based on annual report / company filings of the Company					
(iv) Net Asset Value per Equity Share = Networth / Number of equity shares outstanding at the end of the year; based on annual report / company filings of the Company					
Note : Industry average has been calculated by taking the average of peer group companies.					

14 **Any other material information** Nil