

Date: March 22, 2024

To,  
**Asst. Vice President**  
Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (E), Mumbai-400051, Maharashtra

**Sub: Issue details for Anchor allocations of SME IPO of Aspire & Innovative Advertising Limited.**

Dear Sir/ Madam,

The Board of Directors of the company at its meeting held on March 22, 2024, in consultation with the Book Running Lead Manager to the Issue, has finalized allocation of 11,56,000 Equity shares, to Anchor Investors at Anchor Investor allocation price of Rs.54/- per equity share (including share premium of Rs.44/- per equity share) in the following manner:

Sr. No.	Name of Anchor Investor	No. of Equity Shares Allocated	No of Equity Shares allocated as % of Anchor Investor Portion	Bid Price (Rs. Per Equity Share)	Total Amount allocated (in Rs.)
1	Moneywise Financial Services Pvt. Ltd. MFSP	2,36,000	20.42%	54	1,27,44,000
2	NAV Capital VCC - Nav Capital Emerging Star Fund	2,36,000	20.42%	54	1,27,44,000
3	Rajasthan Global Securities Private Limited	2,36,000	20.42%	54	1,27,44,000
4	India Max Investment Fund Limited	2,34,000	20.24%	54	1,26,36,000
5	MERU Investment Fund PCC-Cell 1	2,14,000	18.51%	54	1,15,56,000
	<b>Total</b>	<b>11,56,000</b>	<b>100.00%</b>		<b>6,24,24,000</b>

Please note the capitalized terms used and not defined herein shall have the respective meaning ascribed to them in the Offer Document.

We request you to make the above information public by disclosing the same on your website.

Thanking you.

**Aspire & Innovative Advertising Limited**

Nitish Agarwalla  
Managing Director  
DIN: 07468522



Place: Gurugram

**Aspire & Innovative Advertising Limited**  
(Formerly Known as Aspire & Innovative Advertising Private Limited)  
CIN: U52601DL2017PLC321445  
Regd. Office: C-4 Baldev Park, East Delhi, Shahdara, Delhi, India, 110051  
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