

(This is only an advertisement for information purposes and not a Prospectus announcement)

DSML

DEBOCK SALES AND MARKETING LIMITED

(CIN: U52190RJ2008PLC027160)

Our Company was originally incorporated as "Debock Sales and Marketing Private Limited" at Jaipur, as a Private Limited Company under the provision of Companies Act, 1956 vide Certificate of Incorporation dated August 11, 2008 bearing Corporate Identification Number U52190RJ2008PTC027160 issued by the Registrar of Companies, Rajasthan. Subsequently our Company was converted into a public limited company pursuant to special resolution passed by the members in Extra-Ordinary General Meeting held on May 25, 2017 and the name of our Company was changed to Debock Sales and Marketing Limited vide a Fresh Certificate of Incorporation dated July 25, 2017, issued by the Registrar of Companies, Rajasthan. The Corporate Identification number of our Company is U52190RJ2008PLC027160.

Registered Office: 51, Lohiya Colony, 200ft Bye Pass Vaishali nagar Jaipur - 302021, Rajasthan, India
Tel.: 0141-2358654; Fax: N.A; E-mail: cs@debockgroup.com;
Website: www.debockgroup.com; Corporate Identity Number: U52190RJ2008PLC027160
Contact Person: Ms. Tripti Sharma, Company Secretary and Compliance Officer
Promoters of our Company: Mr. Mukesh Manveer Singh

BASIS OF ALLOTMENT

PUBLIC ISSUE OF 22,20,000 EQUITY SHARES OF RS.10/- EACH ("EQUITY SHARES") OF DEBOCK SALES AND MARKETING LIMITED ("DSML" OR THE "COMPANY") FOR CASH AT A PRICE OF RS.20.00 PER SHARE (THE "ISSUE PRICE"), AGGREGATING TO RS.444.00 LAKH ("THE ISSUE") OF WHICH UPTO 1,20,000 EQUITY SHARES OF RS. 10/- EACH WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKERS TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS MARKET MAKER RESERVATION PORTION I.E.OFFER OF UPTO 21,00,000 EQUITY SHARES OF RS. 10/- EACH IS HEREINAFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 27.01% AND 25.55% RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THE FACE VALUE OF EQUITY SHARES IS 10 EACH
AND THE ISSUE PRICE OF RS. 20.00 IS 2.0 TIME OF THE FACE VALUE
OPENS ON: THURSDAY, MAY 24, 2018
AND CLOSSES ON: MONDAY, MAY 28, 2018

PROPOSED LISTING: TUESDAY, JUNE 05, 2018

LISTING: The Equity Shares of our Company offered through this Prospectus are proposed to be listed on the EMERGE Platform of National Stock Exchange of India Limited ("NSE"). In terms of the Chapter XB of the SEBI (ICDR) Regulations, 2009, as amended from time to time. Our Company has received an approval letter dated April 17, 2018 from NSE for using its name in this offer document for listing our shares on the EMERGE Platform of NSE. For the purpose of this Issue, EMERGE Platform of National Stock Exchange of India Limited will be the Designated Stock Exchange.

All Applicants were allowed to participate in the issue through **APPLICATION SUPPORTED BY BLOCKED AMOUNT ("ASBA")** process by providing the details of the respective bank accounts in which the corresponding application amounts were blocked by **Self Certified Syndicate Banks (the "SCSBs")**.

SUBSCRIPTION DETAILS

The issue has received 343 applications for 3090000 Equity Shares resulting in 1.3919 times subscription (including reserved portion of market maker). The details of the applications received in the issue (before technical rejections) are as follows:

Detail of the Applications Received (Before Technical Rejection):

Category	Number of Application(s)	% to Total	Number of Equity Shares	% to Total	Subscription (Times)
Market Makers	1	0.29	120000	3.88	1.00
Other than Retail Individual Investors	14	4.08	1002000	32.43	0.95
Retail Individual Investors	328	95.63	1968000	63.69	1.87
Total	343	100.00	3090000	100.00	

The details of applications rejected by the Registrar on technical grounds (including withdrawal) are detailed below:

Category	No. of Applications	No. of Equity Shares
Market Makers	-	-
Retail Individual Investors	11	66000
Other than Retail Individual Investors	-	-
Total	11	66000

After eliminating technically rejected applications, the following tables give us category wise net valid applications:

Category	Number of Applications	% to Total	Issue Size (as per Prospectus)	Proportionate Issue Size (After rounding off)	No. of Valid Shares applied	% of Total Applied	Subscription (Times)	Revised * Subscription (Times)
Market Maker	1	0.30	120000	120000	120000	3.97	1.00	1.00
Other than Retail Individual Investor's	14	4.22	1050000	1050000	1002000	33.13	0.95	0.95
Retail Individual Investor's	317	95.48	1050000	1050000	1902000	62.90	1.81	1.81
Total	332	100.00	2220000	2220000	3024000	100.00	1.36	1.36

ALLOCATION: The Basis of Allotment was finalized in consultation with the Designated Stock Exchange – National Stock Exchange of India Limited on May 31, 2018.

A. Allocation to Market Maker (After Technical Rejections & Withdrawal): The Basis of Allotment to the Market Maker, at the issue price of Rs. 20.00 per Equity Share, was finalized in consultation with NSE. The category was subscribed by 1 time. The total number of shares allotted in this category is 120000 Equity shares.

The category wise details of the Basis of Allotment are as under:

No. of Shares Applied for (Category wise)	No. Of Applications received	% to total	Total No. of Equity Shares applied in this Category	% of total	Proportionate Shares Available	Allocation per Applicant (Before Rounding Off)	Allocation per Applicant (After Rounding Off)	Ratio of Allottees to Applicant: Ratio 1	Ratio of Allottees to Applicant: Ratio 2	Number of Successful applicants (after rounding off)	Total No. of Equity Shares allocated / allotted	No. of Shares Surplus/ Deficit
120000	1	100.00	120000	100.00	120000	120000	120000	1	1	1	120000	0.00

B. Allocation to Retail Individual Investors (After Technical Rejections & Withdrawal): The Basis of Allotment to the Retail Individual Investors, at the issue price of Rs. 20 per Equity Share, was finalized in consultation with NSE. The category was subscribed by 1.81 times i.e. for 1902000 Equity Shares. Total number of shares allotted in this category is 1098000 Equity Shares to 183 successful applicants.

The category wise details of the Basis of Allotment are as under:

No. of Shares Applied for (Category wise)	No. Of Applications received	% to total	Total No. of Equity Shares applied in this Category	% of total	Proportionate Shares Available	Allocation per Applicant (Before Rounding Off)	Allocation per Applicant (After Rounding Off)	Ratio of Allottees to Applicant: Ratio 1	Ratio of Allottees to Applicant: Ratio 2	Number of Successful applicants (after rounding off)	Total No. of Equity Shares allocated / allotted	No. of Shares Surplus/ Deficit
6000	317	100.00	1902000	100.00	1098000.00	3463.72	6000	56	97	183	1098000	0.00

C. Allocation to Other than Retail Individual Investors (After Technical Rejections & Withdrawal): The Basis of Allotment to Other than Retail Individual Investors, at the issue price of Rs.20.00 per Equity Share, was finalized in consultation with NSE. The category was subscribed by 0.95 times i.e. for 1002000 shares. The total number of shares allotted in this category is 1002000 Equity Shares to 14 successful applicants.

The category wise details of the Basis of Allotment are as under:

No. of Shares Applied for (Category wise)	No. Of Applications received	% to total	Total No. of Equity Shares applied in this Category	% of total	Proportionate Shares Available	Allocation per Applicant (Before Rounding Off)	Allocation per Applicant (After Rounding Off)	Ratio of Allottees to Applicant: Ratio 1	Ratio of Allottees to Applicant: Ratio 2	Number of Successful applicants (after rounding off)	Total No. of Equity Shares allocated / allotted	No. of Shares Surplus/ Deficit
12000	5	35.71	60000	5.99	62874.25	12574.85	12000	1	1	5	60000	-2874.25
18000	1	7.14	18000	1.80	18862.28	18862.28	18000	1	1	1	18000	-862.28
24000	1	7.14	24000	2.40	25149.70	25149.70	24000	1	1	1	24000	-1149.70
30000	1	7.14	30000	2.99	31437.13	31437.13	30000	1	1	1	30000	-1437.13
48000	1	7.14	48000	4.79	50299.40	50299.40	48000	1	1	1	48000	-2299.40
66000	1	7.14	66000	6.59	69161.68	69161.68	66000	1	1	1	66000	-3161.68
126000	2	14.29	252000	25.15	264071.86	132035.93	126000	1	1	2	252000	-12071.86
252000	2	14.29	504000	50.30	528143.71	264071.86	252000	1	1	2	504000	-24143.71
TOTAL	14	100.00	1002000	100.00	1050000.00					14	1002000	-48000.00

The Board of Directors of the Company at its meeting held on June 01, 2018 has approved the Basis of Allocation of Equity Shares as approved by the Designated Stock Exchange viz. NSE and at a meeting held on May 31, 2018 and has authorized the corporate action for the transfer and allotment of the Equity Shares to various successful applicants.

The CAN-cum-Refund advices and allotment advice and/or notices will be forwarded to the address of the Applicants as registered with the depositories / as filled in the application form on or before June 05, 2018. Further, the instructions to Self Certified Syndicate Banks for unblocking the amount will be processed on or before June 01, 2018. In case the same is not received within 10 days, investors may contact at the address given below. The Equity Shares allocated to successful applicants are being credited to their beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is taking steps to get the Equity Shares admitted for trading on the EMERGE Platform of National Stock Exchange of India Limited within six working days from the date of the closure of the Issue.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated May 11, 2018 ("Prospectus").

INVESTORS PLEASE NOTE

The details of the allotment made would also be hosted on the website of the Registrar to the Issue, Cameo Corporate Services Limited) at www.cameoindia.com. All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First/ Sole applicants, serial number of the Application Form, number of shares applied for and Bank Branch where the application had been lodged and payment details at the address of the Registrar given below:



GRETEX CORPORATE SERVICES PRIVATE LIMITED

102, 1st Floor, Atrium-2, Behind Courtyard Marriott Hotel, Andheri Kurla Road, Hanuman Nagar, Andheri-East, Mumbai-400093
 Tel: +91-9836821999/9836822199
 Facsimile: +91-022-4002 5273
 Website: www.gretexcorporate.com
 Email: info@gretexgroup.com
 Investor Grievance Email: info@gretexgroup.com
 Contact Person: Mr. Goutam Seal
 SEBI Registration No: INM000012177

For Debock Sales and Marketing Limited
 On behalf of the Board of Directors
 Sd/-
 Managing Director

Date: June 01, 2018
 Place: Jaipur

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 Debock Sales and Marketing Limited