

Date: October 3, 2022

To
The Senior General Manager
Dept. of Listing Operations
BSE Limited,
P J Towers, Dalal Street,
Mumbai – 400 001, India

Vice President
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (East), Mumbai 400 051, India

Dear Ma'am/ Sir,

Sub: Proposed initial public offering of equity shares of face value of ₹ 10 each (the “Equity Shares”) by Electronics Mart India Limited (the “Company”), comprising an issue of up to [●] equity shares aggregating up to ₹ 5,000 million (“Issue”)

The IPO Committee of the Company in their meeting held on October 3, 2022, in consultation with Anand Rathi Advisors Limited, IIFL Securities Limited, JM Financial Limited (the “Book Running Lead Managers”), have finalized allocation of an aggregate of 2,54,23,728 Equity Shares, to Anchor Investors at Anchor Investor Allocation Price of Rs. 59/- per Equity Share (including share premium of Rs. 49/- per Equity Share) in the following manner:

Sr. No.	Name of Anchor Investor	No. of Equity Shares Allocated	Percentage of Anchor Investor Portion (%)	Bid Price (Rs. per Equity Share)	Total Amount Allocated (Rs.)
1.	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA FLEXI CAP FUND	3,050,794	12.00%	59.00	179,996,846.00
2.	HDFC TRUSTEE CO LTD A/C HDFC HOUSING OPPORTUNITIES FUND-1140D NOVEMBER 2017 (1)	2,542,286	10.00%	59.00	149,994,874.00
3.	PINEBRIDGE GLOBAL FUNDS - PINEBRIDGE INDIA EQUITY FUND	2,542,286	10.00%	59.00	149,994,874.00
4.	ASHOKA INDIA EQUITY INVESTMENT TRUST PLC	1,694,942	6.67%	59.00	100,001,578.00
5.	MIRAE ASSET GREAT CONSUMER FUND	1,694,942	6.67%	59.00	100,001,578.00
6.	MOTILAL OSWAL MIDCAP FUND	1,694,942	6.67%	59.00	100,001,578.00
7.	ADITYA BIRLA SUN LIFE INSURANCE COMPANY LIMITED	1,694,942	6.67%	59.00	100,001,578.00
8.	TATA INDIA CONSUMER FUND	1,355,852	5.33%	59.00	79,995,268.00
9.	WHITEOAK CAPITAL FLEXI CAP FUND	1,143,508	4.50%	59.00	67,466,972.00
10.	SUNDARAM MUTUAL FUND A/C SUNDARAM EQUITY SAVINGS FUND	847,598	3.33%	59.00	50,008,282.00
11.	TATA AIA LIFE INSURANCE CO LTD UNIT LINKED INDIA CONSUMPTION FUND	847,569	3.33%	59.00	50,006,571.00
12.	ABAKKUS EMERGING OPPORTUNITIES FUND-1	847,569	3.33%	59.00	50,006,571.00
13.	WINRO COMMERCIAL (INDIA) LTD	847,569	3.33%	59.00	50,006,571.00
14.	SOCIETE GENERALE - ODI	847,569	3.33%	59.00	50,006,571.00
15.	COHESION MK BEST IDEAS SUB-TRUST	847,566	3.33%	59.00	50,006,394.00
16.	MIRAE ASSET BALANCED	847,344	3.33%	59.00	49,993,296.00



Bajaj Electronics is a Trademark of ELECTRONICS MART INDIA LIMITED
CIN No. : U52605TG2018PLC126593

Regd. Office : 6-1-91, Shop No. 10, Ground Floor, Next to Telephone Bhavan, Secretariat Road, Saifabad, Hyderabad-500004
Corp. Office : M.No. 6-3-666/A1 to 7, 3rd Floor, Opp. NIMS Hospital, Punjagutta Main Road, Hyderabad-500082. Ph : 040-23230244
E-mail : communications@bajajelectronics.in | Website : www.bajajelectronics.com

Sr. No.	Name of Anchor Investor	No. of Equity Shares Allocated	Percentage of Anchor Investor Portion (%)	Bid Price (Rs. per Equity Share)	Total Amount Allocated (Rs.)
	ADVANTAGE FUND				
17.	SUNDARAM MUTUAL FUND A/C SUNDARAM CONSUMPTION FUND	847,344	3.33%	59.00	49,993,296.00
18.	WHITEOAK CAPITAL MID CAP FUND	551,180	2.17%	59.00	32,519,620.00
19.	TATA HOUSING OPPORTUNITIES FUND	339,090	1.33%	59.00	20,006,310.00
20.	NIPPON LIFE INDIA TRUSTEE LTD- A/C NIPPON INDIA CONSUMPTION FUND	338,836	1.33%	59.00	19,991,324.00
	TOTAL	25,423,728	100.00%		1,499,999,952.00

Out of the total allocation of 2,54,23,728 Equity Shares to the Anchor Investors, 15,253,716 Equity Shares (i.e.60% of the total allocation to Anchor Investors) were allocated to 7 domestic mutual funds through a total of 12 schemes. Set forth below is a scheme-wise detail of mutual funds:

Sr. No.	Name of the Mutual Fund Scheme	No. of Equity Shares Allocated	% of Anchor Investor Portion	Bid Price (Rs. per Equity Share)	Total Amount Allocated (Rs.)
1	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA FLEXI CAP FUND	3,050,794	12.00%	59.00	179,996,846.00
2	HDFC TRUSTEE CO LTD A/C HDFC HOUSING OPPORTUNITIES FUND- 1140D NOVEMBER 2017 (1)	2,542,286	10.00%	59.00	149,994,874.00
3	MIRAE ASSET GREAT CONSUMER FUND	1,694,942	6.67%	59.00	100,001,578.00
4	MOTILAL OSWAL MIDCAP FUND	1,694,942	6.67%	59.00	100,001,578.00
5	TATA INDIA CONSUMER FUND	1,355,852	5.33%	59.00	79,995,268.00
6	WHITEOAK CAPITAL FLEXI CAP FUND	1,143,508	4.50%	59.00	67,466,972.00
7	SUNDARAM MUTUAL FUND A/C SUNDARAM EQUITY SAVINGS FUND	847,598	3.33%	59.00	50,008,282.00
8	MIRAE ASSET BALANCED ADVANTAGE FUND	847,344	3.33%	59.00	49,993,296.00
9	SUNDARAM MUTUAL FUND A/C SUNDARAM CONSUMPTION FUND	847,344	3.33%	59.00	49,993,296.00
10	WHITEOAK CAPITAL MID CAP FUND	551,180	2.17%	59.00	32,519,620.00
11	TATA HOUSING OPPORTUNITIES FUND	339,090	1.33%	59.00	20,006,310.00
12	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA CONSUMPTION FUND	338,836	1.33%	59.00	19,991,324.00
	TOTAL	15,253,716	60.00%		899,969,244.00

As per Securities and Exchange Board of India (Issue of Capital and Disclosure Requirement) Regulations, 2018, as amended, in case the Issue Price discovered through book building process is higher than the Anchor Investor Allocation Price, Anchor Investors will be required to pay the difference by the Anchor Investor Pay-in Date as specified in the revised CAN.

Please note that capitalized terms used and not defined herein shall have the respective meaning ascribed to them in the Red Herring Prospectus dated September 23, 2022.



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E-mail : communications@bajajelectronics.in | **Website :** www.bajajelectronics.com

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

Thanking You,

For Electronics Mart India Limited

Rajiv K.



Rajiv Kumar
Company Secretary and Compliance Officer

cc: **Securities and Exchange Board of India**
Southern Regional Office (SRO)
7th Floor, 756-L, Anna Salai,
Chennai – 600 002,
Tamil Nadu, India