

Date: **October 27, 2021**

To
The Senior General Manager
Dept. of Listing Operations
BSE Limited,
P J Towers, Dalal Street,
Mumbai -400001, India

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

Dear Sir,

Sub: Initial Public Offer of equity shares of ₹1 each ("Equity Shares") through the book-building route, by FSN E-Commerce Ventures Limited (the "Company") (the "Offer")

The IPO Committee of the Board of the Directors of the Company *vide* resolution on October 27, 2021, in consultation with Kotak Mahindra Capital Company Limited and Morgan Stanley India Company Private Limited ("Global Coordinators and Book Running Lead Managers" or the "GCBRLMs"), and BofA Securities India Limited, Citigroup Global Markets India Private Limited, ICICI Securities Limited and JM Financial Limited ("Book Running Lead Managers" for the offer or the "BRLMs" and together with the GCBRLMs the "Lead Managers"), has finalized allocation of 21,296,397 Equity Shares in aggregate, to Anchor Investors at the Anchor Investor Allocation Price of ₹ 1,125 per Equity Share (including share premium of ₹ 1,124 per Equity Share) in the following manner:

Sr. No.	Name of the Anchor Investor	No. of Equity Shares allocated	Percentage of Anchor Investor Portion (%)	Bid price (₹ per Equity Share)	Total Amount Allocated (₹)
1	BLACKROCK GLOBAL FUNDS ASIAN DRAGON FUND	229,560	1.08%	1,125	258,255,000
2	BLACKROCK GLOBAL FUNDS - ASIAN GROWTH LEADERS FUND	156,948	0.74%	1,125	176,566,500
3	BLACKROCK GLOBAL FUNDS - INDIA FUND	93,588	0.44%	1,125	105,286,500
4	BEST INVESTMENT CORPORATION MANAGED BY BLACKROCK ASSET MANAGEMENT NORTH ASIA LIMITED	72,288	0.34%	1,125	81,324,000
5	EMERGING MARKETS GROWTH FUND, INC.	305,712	1.44%	1,125	343,926,000
6	EMERGING MARKETS EQUITY FUND	271,896	1.28%	1,125	305,883,000
7	CAPITAL GROUP EMERGING MARKETS RESTRICTED EQUITY COMMON TRUST (US)	89,052	0.42%	1,125	100,183,500
8	FIDELITY FUNDS - INDIA FOCUS FUND	269,700	1.27%	1,125	303,412,500
9	FIDELITY INVESTMENT FUNDS - FIDELITY ASIA FUND	209,400	0.98%	1,125	235,575,000
10	FIDELITY FUNDS - SUSTAINABLE ASIA EQUITY FUND	187,560	0.88%	1,125	211,005,000
11	FIDELITY INVESTMENT TRUST FIDELITY SERIES INTERNATIONAL GROWTH FUND	290,496	1.36%	1,125	326,808,000
12	FIDELITY INVESTMENT TRUST FIDELITY INTERNATIONAL DISCOVERY FUND	210,804	0.99%	1,125	237,154,500

Sr. No.	Name of the Anchor Investor	No. of Equity Shares allocated	Percentage of Anchor Investor Portion (%)	Bid price (₹ per Equity Share)	Total Amount Allocated (₹)
13	FIDELITY CANADIAN GROWTH COMPANY FUND	165,360	0.78%	1,125	186,030,000
14	GOVERNMENT OF SINGAPORE	559,368	2.63%	1,125	629,289,000
15	MONETARY AUTHORITY OF SINGAPORE	107,292	0.50%	1,125	120,703,500
16	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE MULTI-CAP FUND	177,768	0.83%	1,125	199,989,000
17	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE TAX RELIEF 96	157,128	0.74%	1,125	176,769,000
18	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE EQUITY ADVANTAGE FUND	90,000	0.42%	1,125	101,250,000
19	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE MIDCAP FUND	88,884	0.42%	1,125	99,994,500
20	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE INDIA GENNEXT FUND	66,672	0.31%	1,125	75,006,000
21	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE SPECIAL OPPORTUNITIES FUND	44,448	0.21%	1,125	50,004,000
22	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE BAL BHAVISHYA YOJNA	23,124	0.11%	1,125	26,014,500
23	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE RETIREMENT FUND THE 30S PLAN	10,440	0.05%	1,125	11,745,000
24	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE TAX PLAN	4,764	0.02%	1,125	5,359,500
25	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE RETIREMENT FUND THE 40S PLAN	3,432	0.02%	1,125	3,861,000
26	SBI CONSUMPTION OPPORTUNITIES FUND	177,768	0.83%	1,125	199,989,000
27	SBI DEBT HYBRID FUND	177,768	0.83%	1,125	199,989,000
28	SBI RETIREMENT BENEFIT FUND - AGGRESSIVE PLAN	106,668	0.50%	1,125	120,001,500
29	SBI RETIREMENT BENEFIT FUND - AGGRESSIVE HYBRID PLAN	80,004	0.38%	1,125	90,004,500
30	SBI LIFE INSURANCE CO. LTD	66,552	0.31%	1,125	74,871,000
31	SBI EQUITY SAVINGS FUND	44,448	0.21%	1,125	50,004,000

Sr. No.	Name of the Anchor Investor	No. of Equity Shares allocated	Percentage of Anchor Investor Portion (%)	Bid price (₹ per Equity Share)	Total Amount Allocated (₹)
32	SBI MAGNUM CHILDREN'S BENEFIT FUND - INVESTMENT PLAN	35,556	0.17%	1,125	40,000,500
33	SBI RETIREMENT BENEFIT FUND - CONSERVATIVE HYBRID PLAN	13,332	0.06%	1,125	14,998,500
34	SBI MAGNUM CHILDREN'S BENEFIT FUND	8,892	0.04%	1,125	10,003,500
35	SBI LONG TERM ADVANTAGE FUND - SERIES III	8,532	0.04%	1,125	9,598,500
36	SBI LONG TERM ADVANTAGE FUND SERIES I	4,800	0.02%	1,125	5,400,000
37	SBI LONG TERM ADVANTAGE FUND SERIES II	4,452	0.02%	1,125	5,008,500
38	SBI RETIREMENT BENEFIT FUND-CONSERVATIVE PLAN	4,440	0.02%	1,125	4,995,000
39	HDFC TRUSTEE COMPANY LTD. A/C HDFC BALANCED ADVANTAGE FUND	202,020	0.95%	1,125	227,272,500
40	HDFC TRUSTEE COMPANY LTD. A/C HDFC MULTI-ASSET FUND	202,020	0.95%	1,125	227,272,500
41	HDFC LARGE AND MID CAP FUND	161,616	0.76%	1,125	181,818,000
42	HDFC TRUSTEE COMPANY LIMITED - HDFC INFRASTRUCTURE FUND	101,004	0.47%	1,125	113,629,500
43	HDFC LIFE INSURANCE COMPANY LIMITED	66,552	0.31%	1,125	74,871,000
44	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA SMALL CAP FUND	296,892	1.39%	1,125	334,003,500
45	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA TAX SAVER (ELSS) FUND	218,664	1.03%	1,125	245,997,000
46	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA EQUITY HYBRID FUND	62,220	0.29%	1,125	69,997,500
47	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA FLEXI CAP FUND	47,112	0.22%	1,125	53,001,000
48	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA RETIREMENT FUND - WEALTH CREATION SCHEME	41,772	0.20%	1,125	46,993,500
49	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS SPECIAL SITUATIONS FUND	300,000	1.41%	1,125	337,500,000
50	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS EQUITY HYBRID FUND	176,652	0.83%	1,125	198,733,500
51	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS TRIPLE ADVANTAGE FUND	129,996	0.61%	1,125	146,245,500
52	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS CHILDREN'S GIFT FUND	49,992	0.23%	1,125	56,241,000
53	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS REGULAR SAVER FUND	10,020	0.05%	1,125	11,272,500

Sr. No.	Name of the Anchor Investor	No. of Equity Shares allocated	Percentage of Anchor Investor Portion (%)	Bid price (₹ per Equity Share)	Total Amount Allocated (₹)
54	KOTAK TAX SAVER SCHEME	368,676	1.73%	1,125	414,760,500
55	KOTAK EMERGING EQUITY SCHEME	153,600	0.72%	1,125	172,800,000
56	KOTAK BLUECHIP FUND	61,440	0.29%	1,125	69,120,000
57	KOTAK MAHINDRA TRUSTEE CO LTD A/C KOTAK MULTICAP FUND	43,008	0.20%	1,125	48,384,000
58	KOTAK FOCUSED EQUITY FUND	39,936	0.19%	1,125	44,928,000
59	ICICI PRUDENTIAL ESG FUND	95,244	0.45%	1,125	107,149,500
60	ICICI PRUDENTIAL TECHNOLOGY FUND	95,244	0.45%	1,125	107,149,500
61	ICICI PRUDENTIAL FMCG FUND	95,232	0.45%	1,125	107,136,000
62	ICICI PRUDENTIAL SMALLCAP FUND	95,232	0.45%	1,125	107,136,000
63	ICICI PRUDENTIAL MIDCAP FUND	95,232	0.45%	1,125	107,136,000
64	ICICI PRUDENTIAL FLEXICAP FUND	95,232	0.45%	1,125	107,136,000
65	ICICI PRUDENTIAL RETIREMENT FUND-PURE EQUITY PLAN	93,048	0.44%	1,125	104,679,000
66	ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED	66,552	0.31%	1,125	74,871,000
67	ICICI PRUDENTIAL RETIREMENT FUND-HYBRID CONSERVATIVE PLAN	2,196	0.01%	1,125	2,470,500
68	UTI FLEXI CAP FUND	280,692	1.32%	1,125	315,778,500
69	UTI-MASTERSHARE UNIT SCHEME	140,340	0.66%	1,125	157,882,500
70	UTI - LONG TERM EQUITY FUND (TAX SAVING)	71,580	0.34%	1,125	80,527,500
71	UTI FOCUSED EQUITY FUND	70,176	0.33%	1,125	78,948,000
72	UTI - CCF -SAVINGS PLAN	39,300	0.18%	1,125	44,212,500
73	UTI-MASTER EQUITY PLAN UNIT SCHEME	35,088	0.16%	1,125	39,474,000
74	UTI - INDIA CONSUMER FUND	15,444	0.07%	1,125	17,374,500
75	UTI - CCF -INVESTMENT PLAN	14,040	0.07%	1,125	15,795,000
76	CANADA PENSION PLAN INVESTMENT BOARD	499,548	2.35%	1,125	561,991,500
77	T. ROWE PRICE INTERNATIONAL DISCOVERY FUND	316,452	1.49%	1,125	356,008,500
78	EQUITY TRUSTEES LIMITED AS RESPONSIBLE ENTITYFOR T. ROWE PRICE GLOBAL EQUITY FUND	135,432	0.64%	1,125	152,361,000
79	T. ROWE PRICE GLOBAL GROWTH STOCK FUND	47,664	0.22%	1,125	53,622,000
80	JPMORGAN INDIAN INVESTMENT TRUST PLC	321,756	1.51%	1,125	361,975,500

Sr. No.	Name of the Anchor Investor	No. of Equity Shares allocated	Percentage of Anchor Investor Portion (%)	Bid price (₹ per Equity Share)	Total Amount Allocated (₹)
81	CUSTODY BANK OF JAPAN, LTD. RE: STB JF INDIA EQUITY ACTIVE OPEN MOTHER FUND	88,896	0.42%	1,125	100,008,000
82	OP-INDIA FUND	88,896	0.42%	1,125	100,008,000
83	TIGER GLOBAL INVESTMENTS FUND LTD	499,548	2.35%	1,125	561,991,500
84	MIRAE ASSET TAX SAVER FUND	187,548	0.88%	1,125	210,991,500
85	MIRAE ASSET LARGE CAP FUND	187,548	0.88%	1,125	210,991,500
86	MIRAE ASSET HYBRID - EQUITY FUND	124,452	0.58%	1,125	140,008,500
87	ABERDEEN GLOBAL INDIAN EQUITY LIMITED	260,256	1.22%	1,125	292,788,000
88	THE INDIA FUND INC	125,484	0.59%	1,125	141,169,500
89	ABERDEEN NEW INDIA INVESTMENT TRUST PLC	113,808	0.53%	1,125	128,034,000
90	NOMURA FUNDS IRELAND PUBLIC LIMITED COMPANY- NOMURA FUNDS IRELAND - INDIA EQUITY FUND	499,548	2.35%	1,125	561,991,500
91	ABU DHABI INVESTMENT AUTHORITY - BEHAVE	266,664	1.25%	1,125	299,997,000
92	ABU DHABI INVESTMENT AUTHORITY - MERLION	133,332	0.63%	1,125	149,998,500
93	MERCER QIF FUND PLC- MERCER INVESTMENT FUND 1	299,496	1.41%	1,125	336,933,000
94	DF INTERNATIONAL PARTNERS II LLC	299,496	1.41%	1,125	336,933,000
95	JANUS HENDERSON EMERGING MARKETS OPPORTUNITIES FUND	121,704	0.57%	1,125	136,917,000
96	JANUS HENDERSON EMERGING MARKETS FUND	88,896	0.42%	1,125	100,008,000
97	JANUS HENDERSON FUND - EMERGING MARKETS FUND	88,896	0.42%	1,125	100,008,000
98	ONTARIO TEACHERS' PENSION PLAN BOARD NP3A - ALL	299,496	1.41%	1,125	336,933,000
99	CARMIGNAC PORTFOLIO	255,048	1.20%	1,125	286,929,000
100	FP CARMIGNAC EMERGING DISCOVERY	44,448	0.21%	1,125	50,004,000
101	HSBC GLOBAL INVESTMENT FUNDS - ASIA EX JAPAN EQUITY	299,496	1.41%	1,125	336,933,000
102	BAYVVK A2 FONDS	299,496	1.41%	1,125	336,933,000
103	STICHTING DEPOSITARY APG EMERGING MARKETS EQUITY POOL	392,664	1.84%	1,125	441,747,000
104	GOVERNMENT PENSION FUND GLOBAL	299,496	1.41%	1,125	336,933,000
105	THE GENESIS GROUP TRUST FOR EMPLOYEE BENEFIT PLANS	206,328	0.97%	1,125	232,119,000

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106	STEADVIEW CAPITAL MASTER FUND LTD	299,496	1.41%	1,125	336,933,000
107	FRANKLIN INDIA EQUITY ADVANTAGE FUND	123,516	0.58%	1,125	138,955,500
108	FRANKLIN INDIA OPPORTUNITES FUND	61,752	0.29%	1,125	69,471,000
109	FRANKLIN INDIA TECHNOLOGY FUND	29,820	0.14%	1,125	33,547,500
110	NEUBERGER BERMAN INVESTMENT FUNDS PLC/NEUBERGER BERMAN EMERGING MARKETS EQUITY FUND	199,656	0.94%	1,125	224,613,000
111	THINK INDIA OPPORTUNITIES MASTER FUND LP	197,688	0.93%	1,125	222,399,000
112	INVESCO EMERGING MARKETS CLASS	166,380	0.78%	1,125	187,177,500
113	INVESCO TRUSTEE PRIVATE LIMITED-A/C INVESCO INDIA FOCUSED 20 EQUITY FUND	46,740	0.22%	1,125	52,582,500
114	SCHRODER INTERNATIONAL SELECTION FUND INDIAN EQUITY	133,332	0.63%	1,125	149,998,500
115	DSP TAX SAVER FUND	77,820	0.37%	1,125	87,547,500
116	DSP EQUITY OPPORTUNITIES FUND	55,512	0.26%	1,125	62,451,000
117	SUNDARAM MUTUAL FUND A/C SUNDARAM BLUECHIP FUND	31,068	0.15%	1,125	34,951,500
118	SUNDARAM MUTUAL FUND A/C SUNDARAM SERVICES FUND	26,676	0.13%	1,125	30,010,500
119	SUNDARAM MUTUAL FUND A/C SUNDARAM LARGE AND MID CAP FUND	22,224	0.10%	1,125	25,002,000
120	SUNDARAM MUTUAL FUND A/C SUNDARAM RURAL AND CONSUMPTION FUND	17,772	0.08%	1,125	19,993,500
121	SUNDARAM MUTUAL FUND A/C SUNDARAM EMERGING SMALL CAP - SERIES I	10,008	0.05%	1,125	11,259,000
122	SUNDARAM MUTUAL FUND A/C SUNDARAM EQUITY HYBRID FUND	8,880	0.04%	1,125	9,990,000
123	SUNDARAM MUTUAL FUND A/C SUNDARAM SELECT MICRO CAP SERIES - XV	7,464	0.04%	1,125	8,397,000
124	SUNDARAM MUTUAL FUND A/C SUNDARAM SELECT MICRO CAP SERIES - XVI	5,016	0.02%	1,125	5,643,000
125	SUNDARAM MUTUAL FUND A/C SUNDARAM SELECT MICRO CAP - SERIES - XVII	4,224	0.02%	1,125	4,752,000
126	IDFC LARGE CAP FUND	88,884	0.42%	1,125	99,994,500
127	IDFC BALANCED ADVANTAGE FUND	44,448	0.21%	1,125	50,004,000

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128	L AND T MUTUAL FUND TRUSTEE LIMITED -L AND T LARGE AND MIDCAP FUND	133,332	0.63%	1,125	149,998,500
129	MOTILAL OSWAL MIDCAP 30 FUND	66,672	0.31%	1,125	75,006,000
130	MOTILAL OSWAL LARGE AND MIDCAP FUND	66,660	0.31%	1,125	74,992,500
131	TATA DIGITAL INDIA FUND	53,328	0.25%	1,125	59,994,000
132	TATA FLEXI CAP FUND	53,328	0.25%	1,125	59,994,000
133	TATA MULTI ASSET OPPORTUNITIES FUND	26,676	0.13%	1,125	30,010,500
134	CAISSE DE DEPOT ET PLACEMENT DU QUEBEC - FIRST STATE INVESTMENTS INTERNATIONAL LIMITED	133,332	0.63%	1,125	149,998,500
135	EASTSPRING INVESTMENTS INDIA CONSUMER EQUITY OPEN LIMITED	133,332	0.63%	1,125	149,998,500
136	MIRAE ASSET INDIA SECTOR LEADER EQUITY FUND	133,332	0.63%	1,125	149,998,500
137	RWC EMERGING MARKETS EQUITY MASTER FUND LIMITED	133,332	0.63%	1,125	149,998,500
138	GOLDMAN SACHS FUNDS - GOLDMAN SACHS INDIA EQUITY PORTFOLIO	133,332	0.63%	1,125	149,998,500
139	ALLIANZ GLOBAL INVESTORS FUND-ALLIANZ ASIAN SMALL CAP EQUITY	133,332	0.63%	1,125	149,998,500
140	UNIVERSITIES SUPERANNUATION SCHEME LIMITED (USSL) AS TRUSTEE OF UNIVERSITIES SUPERANNUATION SCHEME	133,332	0.63%	1,125	149,998,500
141	ASHOKA INDIA OPPORTUNITIES FUND	133,332	0.63%	1,125	149,998,500
142	CLSA GLOBAL MARKETS PTE. LTD.	133,332	0.63%	1,125	149,998,500
143	MATTHEWS INDIA FUND	133,332	0.63%	1,125	149,998,500
144	NVIT EMERGING MARKETS FUND	74,136	0.35%	1,125	83,403,000
145	PIONEER INVESTMENT FUND	88,896	0.42%	1,125	100,008,000
146	FALCON Q LP	66,552	0.31%	1,125	74,871,000
147	JUPITER SOUTH ASIA INVESTMENT COMPANY LIMITED - SOUTH ASIA ACCESS FUND	66,552	0.31%	1,125	74,871,000
148	WF ASIAN SMALLER COMPANIES FUND LIMITED	66,552	0.31%	1,125	74,871,000
149	VERITAS FUNDS PLC ON BEHALF OF VERITAS ASIAN FUND	66,552	0.31%	1,125	74,871,000
150	GALAHAD SECURITIES LIMITED	66,552	0.31%	1,125	74,871,000
151	GRANDEUR PEAK EMERGING MARKETS OPPORTUNITIES FUND	66,552	0.31%	1,125	74,871,000

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152	VALIANT INDIA OPPORTUNITIES LTD	66,552	0.31%	1,125	74,871,000
153	AROHI EMERGING ASIA MASTER FUND	66,552	0.31%	1,125	74,871,000
154	PICTET - INDIAN EQUITIES	66,552	0.31%	1,125	74,871,000
155	AVENDUS ABSOLUTE RETURN FUND	66,552	0.31%	1,125	74,871,000
156	NORDEA 1 - GLOBAL DISRUPTION FUND	66,552	0.31%	1,125	74,871,000
157	CANARA ROBECO MUTUAL FUND A/C CANARA ROBECO FOCUSED EQUITY FUND	64,569	0.30%	1,125	72,640,125
158	IIFL FOCUSED EQUITY FUND	47,508	0.22%	1,125	53,446,500
159	EDELWEISS TRUSTEESHIP CO LTD AC - EDELWEISS MF AC- EDELWEISS RECENTLY LISTED IPO FUND	37,392	0.18%	1,125	42,066,000
160	EDELWEISS TRUSTEESHIP CO LTD AC- EDELWEISS MF AC- EDELWEISS AGGRESIVE HYBRID FUND	9,348	0.04%	1,125	10,516,500
161	GREENOAKS CAPITAL OPPORTUNITIES PARTNERSHIP LP	46,740	0.22%	1,125	52,582,500
162	PRINCIPAL MULTI CAP GROWTH FUND	11,028	0.05%	1,125	12,406,500
163	PRINCIPAL TRUSTEE CO. PVT. LTD A/C - PRINCIPAL MUTUAL FUND - PRINCIPAL HYBRID EQUITY FUND	10,704	0.05%	1,125	12,042,000
164	PRINCIPAL TRUSTEE COMPANY PVT LTD A/C PRINCIPAL MUTUAL FUND - PRINCIPAL TAX SAVINGS FUND	7,884	0.04%	1,125	8,869,500
165	PRINCIPAL MIDCAP FUND	5,916	0.03%	1,125	6,655,500
166	PRINCIPAL LARGE CAP FUND	5,328	0.03%	1,125	5,994,000
167	PRINCIPAL TRUSTEE COMPANY PVT LTD A/C PRINCIPAL MUTUAL FUND - PRINCIPAL PERSONAL TAX SAVER FUND	4,476	0.02%	1,125	5,035,500
168	MAX LIFE INSURANCE CO LTD A/C DIVERSIFIED EQUITY FUND (ULIF02201/01/20LIFEDIVEQF104)	44,448	0.21%	1,125	50,004,000
169	KOTAK FUNDS - INDIA GROWTH FUND	44,448	0.21%	1,125	50,004,000
170	AMUNDI FUNDS SBI FM INDIA EQUITY	44,448	0.21%	1,125	50,004,000
171	MORGAN STANLEY ASIA (SINGAPORE) PTE. - ODI	317,508	1.49%	1,125	357,196,500
172	SOCIETE GENERALE - ODI	265,236	1.25%	1,125	298,390,500
173	BNP PARIBAS ARBITRAGE - ODI	211,368	0.99%	1,125	237,789,000
174	GOLDMAN SACHS (SINGAPORE) PTE. - ODI	187,500	0.88%	1,125	210,937,500
	Total	21,296,397	100.00%		23,958,446,625

Out of the total allocation of 21,296,397 Equity Shares to the Anchor Investors, 7,098,801 Equity Shares (i.e. 33.33% of the total allocation to Anchor Investors) were allocated to 21 domestic mutual funds through a total of 93 schemes. Set forth below is a scheme-wise details of mutual funds:

Sr. No.	Name of Scheme	No. of Equity Shares allocated	Percentage of Anchor Investor Portion (%)	Bid price (₹ per Equity Share)	Total Amount Allocated (₹)
1	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE MULTI-CAP FUND	177,768	0.83%	1,125	199,989,000
2	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE TAX RELIEF 96	157,128	0.74%	1,125	176,769,000
3	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE EQUITY ADVANTAGE FUND	90,000	0.42%	1,125	101,250,000
4	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE MIDCAP FUND	88,884	0.42%	1,125	99,994,500
5	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE INDIA GENNEXT FUND	66,672	0.31%	1,125	75,006,000
6	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE SPECIAL OPPORTUNITIES FUND	44,448	0.21%	1,125	50,004,000
7	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE BAL BHAVISHYA YOJNA	23,124	0.11%	1,125	26,014,500
8	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE RETIREMENT FUND THE 30S PLAN	10,440	0.05%	1,125	11,745,000
9	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE TAX PLAN	4,764	0.02%	1,125	5,359,500
10	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE RETIREMENT FUND THE 40S PLAN	3,432	0.02%	1,125	3,861,000
11	SBI CONSUMPTION OPPORTUNITIES FUND	177,768	0.83%	1,125	199,989,000
12	SBI DEBT HYBRID FUND	177,768	0.83%	1,125	199,989,000
13	SBI RETIREMENT BENEFIT FUND - AGGRESSIVE PLAN	106,668	0.50%	1,125	120,001,500
14	SBI RETIREMENT BENEFIT FUND - AGGRESSIVE HYBRID PLAN	80,004	0.38%	1,125	90,004,500
15	SBI EQUITY SAVINGS FUND	44,448	0.21%	1,125	50,004,000
16	SBI MAGNUM CHILDREN'S BENEFIT FUND - INVESTMENT PLAN	35,556	0.17%	1,125	40,000,500
17	SBI RETIREMENT BENEFIT FUND - CONSERVATIVE HYBRID PLAN	13,332	0.06%	1,125	14,998,500
18	SBI MAGNUM CHILDREN'S BENEFIT FUND	8,892	0.04%	1,125	10,003,500

Sr. No.	Name of Scheme	No. of Equity Shares allocated	Percentage of Anchor Investor Portion (%)	Bid price (₹ per Equity Share)	Total Amount Allocated (₹)
19	SBI LONG TERM ADVANTAGE FUND - SERIES III	8,532	0.04%	1,125	9,598,500
20	SBI LONG TERM ADVANTAGE FUND SERIES I	4,800	0.02%	1,125	5,400,000
21	SBI LONG TERM ADVANTAGE FUND SERIES II	4,452	0.02%	1,125	5,008,500
22	SBI RETIREMENT BENEFIT FUND-CONSERVATIVE PLAN	4,440	0.02%	1,125	4,995,000
23	HDFC TRUSTEE COMPANY LTD. A/C HDFC BALANCED ADVANTAGE FUND	202,020	0.95%	1,125	227,272,500
24	HDFC TRUSTEE COMPANY LTD. A/C HDFC MULTI-ASSET FUND	202,020	0.95%	1,125	227,272,500
25	HDFC LARGE AND MID CAP FUND	161,616	0.76%	1,125	181,818,000
26	HDFC TRUSTEE COMPANY LIMITED - HDFC INFRASTRUCTURE FUND	101,004	0.47%	1,125	113,629,500
27	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA SMALL CAP FUND	296,892	1.39%	1,125	334,003,500
28	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA TAX SAVER (ELSS) FUND	218,664	1.03%	1,125	245,997,000
29	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA EQUITY HYBRID FUND	62,220	0.29%	1,125	69,997,500
30	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA FLEXI CAP FUND	47,112	0.22%	1,125	53,001,000
31	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA RETIREMENT FUND - WEALTH CREATION SCHEME	41,772	0.20%	1,125	46,993,500
32	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS SPECIAL SITUATIONS FUND	300,000	1.41%	1,125	337,500,000
33	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS EQUITY HYBRID FUND	176,652	0.83%	1,125	198,733,500
34	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS TRIPLE ADVANTAGE FUND	129,996	0.61%	1,125	146,245,500
35	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS CHILDREN'S GIFT FUND	49,992	0.23%	1,125	56,241,000
36	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS REGULAR SAVER FUND	10,020	0.05%	1,125	11,272,500
37	KOTAK TAX SAVER SCHEME	368,676	1.73%	1,125	414,760,500
38	KOTAK EMERGING EQUITY SCHEME	153,600	0.72%	1,125	172,800,000
39	KOTAK BLUECHIP FUND	61,440	0.29%	1,125	69,120,000
40	KOTAK MAHINDRA TRUSTEE CO LTD A/C KOTAK MULTICAP FUND	43,008	0.20%	1,125	48,384,000

Sr. No.	Name of Scheme	No. of Equity Shares allocated	Percentage of Anchor Investor Portion (%)	Bid price (₹ per Equity Share)	Total Amount Allocated (₹)
41	KOTAK FOCUSED EQUITY FUND	39,936	0.19%	1,125	44,928,000
42	ICICI PRUDENTIAL ESG FUND	95,244	0.45%	1,125	107,149,500
43	ICICI PRUDENTIAL TECHNOLOGY FUND	95,244	0.45%	1,125	107,149,500
44	ICICI PRUDENTIAL FMCG FUND	95,232	0.45%	1,125	107,136,000
45	ICICI PRUDENTIAL SMALLCAP FUND	95,232	0.45%	1,125	107,136,000
46	ICICI PRUDENTIAL MIDCAP FUND	95,232	0.45%	1,125	107,136,000
47	ICICI PRUDENTIAL FLEXICAP FUND	95,232	0.45%	1,125	107,136,000
48	ICICI PRUDENTIAL RETIREMENT FUND-PURE EQUITY PLAN	93,048	0.44%	1,125	104,679,000
49	ICICI PRUDENTIAL RETIREMENT FUND-HYBRID CONSERVATIVE PLAN	2,196	0.01%	1,125	2,470,500
50	UTI FLEXI CAP FUND	280,692	1.32%	1,125	315,778,500
51	UTI-MASTERSHARE UNIT SCHEME	140,340	0.66%	1,125	157,882,500
52	UTI - LONG TERM EQUITY FUND (TAX SAVING)	71,580	0.34%	1,125	80,527,500
53	UTI FOCUSED EQUITY FUND	70,176	0.33%	1,125	78,948,000
54	UTI - CCF -SAVINGS PLAN	39,300	0.18%	1,125	44,212,500
55	UTI-MASTER EQUITY PLAN UNIT SCHEME	35,088	0.16%	1,125	39,474,000
56	UTI - INDIA CONSUMER FUND	15,444	0.07%	1,125	17,374,500
57	UTI - CCF -INVESTMENT PLAN	14,040	0.07%	1,125	15,795,000
58	MIRAE ASSET TAX SAVER FUND	187,548	0.88%	1,125	210,991,500
59	MIRAE ASSET LARGE CAP FUND	187,548	0.88%	1,125	210,991,500
60	MIRAE ASSET HYBRID - EQUITY FUND	124,452	0.58%	1,125	140,008,500
61	FRANKLIN INDIA EQUITY ADVANTAGE FUND	123,516	0.58%	1,125	138,955,500
62	FRANKLIN INDIA OPPORTUNITES FUND	61,752	0.29%	1,125	69,471,000
63	FRANKLIN INDIA TECHNOLOGY FUND	29,820	0.14%	1,125	33,547,500
64	INVESCO TRUSTEE PRIVATE LIMITED-A/C INVESCO INDIA FOCUSED 20 EQUITY FUND	46,740	0.22%	1,125	52,582,500
65	DSP TAX SAVER FUND	77,820	0.37%	1,125	87,547,500
66	DSP EQUITY OPPORTUNITIES FUND	55,512	0.26%	1,125	62,451,000
67	SUNDARAM MUTUAL FUND A/C SUNDARAM BLUECHIP FUND	31,068	0.15%	1,125	34,951,500

Sr. No.	Name of Scheme	No. of Equity Shares allocated	Percentage of Anchor Investor Portion (%)	Bid price (₹ per Equity Share)	Total Amount Allocated (₹)
68	SUNDARAM MUTUAL FUND A/C SUNDARAM SERVICES FUND	26,676	0.13%	1,125	30,010,500
69	SUNDARAM MUTUAL FUND A/C SUNDARAM LARGE AND MID CAP FUND	22,224	0.10%	1,125	25,002,000
70	SUNDARAM MUTUAL FUND A/C SUNDARAM RURAL AND CONSUMPTION FUND	17,772	0.08%	1,125	19,993,500
71	SUNDARAM MUTUAL FUND A/C SUNDARAM EMERGING SMALL CAP - SERIES I	10,008	0.05%	1,125	11,259,000
72	SUNDARAM MUTUAL FUND A/C SUNDARAM EQUITY HYBRID FUND	8,880	0.04%	1,125	9,990,000
73	SUNDARAM MUTUAL FUND A/C SUNDARAM SELECT MICRO CAP SERIES - XV	7,464	0.04%	1,125	8,397,000
74	SUNDARAM MUTUAL FUND A/C SUNDARAM SELECT MICRO CAP SERIES - XVI	5,016	0.02%	1,125	5,643,000
75	SUNDARAM MUTUAL FUND A/C SUNDARAM SELECT MICRO CAP - SERIES - XVII	4,224	0.02%	1,125	4,752,000
76	IDFC LARGE CAP FUND	88,884	0.42%	1,125	99,994,500
77	IDFC BALANCED ADVANTAGE FUND	44,448	0.21%	1,125	50,004,000
78	L AND T MUTUAL FUND TRUSTEE LIMITED -L AND T LARGE AND MIDCAP FUND	133,332	0.63%	1,125	149,998,500
79	MOTILAL OSWAL MIDCAP 30 FUND	66,672	0.31%	1,125	75,006,000
80	MOTILAL OSWAL LARGE AND MIDCAP FUND	66,660	0.31%	1,125	74,992,500
81	TATA DIGITAL INDIA FUND	53,328	0.25%	1,125	59,994,000
82	TATA FLEXI CAP FUND	53,328	0.25%	1,125	59,994,000
83	TATA MULTI ASSET OPPORTUNITIES FUND	26,676	0.13%	1,125	30,010,500
84	CANARA ROBECO MUTUAL FUND A/C CANARA ROBECO FOCUSED EQUITY FUND	64,569	0.30%	1,125	72,640,125
85	IIFL FOCUSED EQUITY FUND	47,508	0.22%	1,125	53,446,500
86	EDELWEISS TRUSTEESHIP CO LTD AC - EDELWEISS MF AC- EDELWEISS RECENTLY LISTED IPO FUND	37,392	0.18%	1,125	42,066,000
87	EDELWEISS TRUSTEESHIP CO LTD AC- EDELWEISS MF AC- EDELWEISS AGGRESSIVE HYBRID FUND	9,348	0.04%	1,125	10,516,500
88	PRINCIPAL MULTI CAP GROWTH FUND	11,028	0.05%	1,125	12,406,500

Sr. No.	Name of Scheme	No. of Equity Shares allocated	Percentage of Anchor Investor Portion (%)	Bid price (₹ per Equity Share)	Total Amount Allocated (₹)
89	PRINCIPAL TRUSTEE CO. PVT. LTD A/C - PRINCIPAL MUTUAL FUND - PRINCIPAL HYBRID EQUITY FUND	10,704	0.05%	1,125	12,042,000
90	PRINCIPAL TRUSTEE COMPANY PVT LTD A/C PRINCIPAL MUTUAL FUND - PRINCIPAL TAX SAVINGS FUND	7,884	0.04%	1,125	8,869,500
91	PRINCIPAL MIDCAP FUND	5,916	0.03%	1,125	6,655,500
92	PRINCIPAL LARGE CAP FUND	5,328	0.03%	1,125	5,994,000
93	PRINCIPAL TRUSTEE COMPANY PVT LTD A/C PRINCIPAL MUTUAL FUND - PRINCIPAL PERSONAL TAX SAVER FUND	4,476	0.02%	1,125	5,035,500
	Total	7,098,801	33.33%		7,986,151,125

As per the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirement) Regulations, 2018, as amended, in case the Offer 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 pay-in as specified in the revised CAN. In the event the Offer Price is lower than the Anchor Investor Allocation Price, the difference shall not be refunded to the Anchor Investors. The Equity Shares allocated to the Anchor Investors will be Allotted to such Anchor Investors subject to the application being valid in all respects along with receipt of stipulated documents and allotment by the Board/ IPO Committee.

Please note that capitalized terms used and not defined herein shall have the respective meaning ascribed to them in the Red Herring Prospectus dated October 20, 2021 of the Company filed with the Registrar of Companies, Maharashtra at Mumbai.

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

Thanking You,
For **FSN E-Commerce Ventures Limited**

Authorised Signatory

Name: Rajendra Punde

Designation: Company Secretary and Compliance Officer

cc: **Securities and Exchange Board of India**
Corporation Finance Department,
Division of Issues and Listing,
Plot No. C4 A, G Block
Bandra Kurla Complex, Bandra (East)
Mumbai 400 051, India