



January 5, 2023

BSE Limited

Corporate Services Department
Phiroze Jeejeeboy Towers
Dalal Street, Mumbai-400 001

Scrip Symbol: QUINT

Scrip Code: 539515

Subject: Newspaper advertisement in respect of certain matters relating to Rights Issue

Reference: Regulation 84(1) of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 and Regulation 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

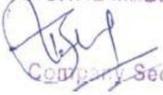
With reference to our intimation dated December 7, 2022, informing the terms and conditions of the rights issue and record date and pursuant to Regulation 84(1) of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 and Regulation 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the copies of newspaper advertisement, published in "Mumbai Lakshdeep" (Marathi Newspaper- Maharashtra), "Financial Express" (English Newspaper- Nationwide) and "Jansatta" (Hindi Newspaper- Nationwide) on January 5, 2023.

This intimation will also be hosted on the website of the Company i.e. www.quintdigitalmedia.com.

We request you to take the above information on record.

Yours sincerely

For Quint Digital Media Limited

QUINT DIGITAL MEDIA LTD.

Company Secretary

Tarun Belwal

Company Secretary & Compliance Officer

Enc: As above

QUINT DIGITAL MEDIA LIMITED

Registered Office: 403 Prabhat Kiran, 17, Rajendra Place, Delhi- 110008 Tel: 011 45142374

Corporate Office: Carnousties's Building, Plot No. 1, 9th Floor, Sector 16A, Film City, Noida-201301 Tel: 0120 4751818

Website: www.quintdigitalmedia.com, **email:** cs@thequint.com, **CIN:** L74110DL1985PLC373314

This advertisement is for information purposes only and neither constitutes an offer or a recommendation to purchase, to hold or sell securities nor an advertisement, invitation or recommendation to purchase, to hold or sell securities nor an advertisement, invitation or recommendation to purchase, to hold or sell securities...

QUINT DIGITAL MEDIA LIMITED (Formerly known as Gaurav Mercantiles Limited)

Quint Digital Media Limited ("Company" or "BSE") was originally incorporated as "Gaurav Mercantiles Limited" on New Delhi on May 31, 1998 as a public limited company, under the Companies Act, 1956 and a Certificate of Incorporation was issued by the Registrar of Companies, Delhi and Mysore in New Delhi...

OUR PROMOTERS: MR. RAJIV BANSAL AND MS. RITU KAPUR

ISSUE OF UP TO 20,00,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE PER SHARE OF ₹ 40 PER RIGHTS EQUITY SHARE ("ISSUE PRICE")...

ISSUE OPENS ON Monday, January 09, 2023

LAST DATE FOR ON MARKET RENUNCIATION** Friday, January 13, 2023

ISSUE CLOSING ON** Tuesday, January 24, 2023

*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renunciator(s) on or prior to the Issue Closing Date.



ASBA - Single, Safe, Smart way of Application - Make use of IIT! Applications Supported by Blocked Amount (ASBA) is a better way of applying to issue by simply checking the A/c in the bank account. For details, check website on ASBA below

FACTS FOR APPLICATION IN THIS ISSUE: ASBA Facility: In accordance with Regulation 76 of the SEBI ICDR Regulations, the Rights Issue Circular and the ASBA Circular all requiring eligible investors to make an application in this issue via an electronically enabled application...

OBJECT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS: Pursuant to provisions of the SEBI ICDR Regulations and the SEBI Rights Issue Circular and the Letter of Offer, the Rights Entitlements in the Demat Accounts of Eligible Equity Shareholders will be credited to their respective demat accounts...

PROCEDURE FOR APPLYING FOR RIGHTS ENTITLEMENTS: Eligible Equity Shareholders, among others, who hold Equity Shares in physical form, and whose demat accounts details are not available with our Company or the Registrar, should credit their demat accounts with their applications before making their application through ASBA...

Application by Eligible Equity Shareholders holding Equity Shares in physical form: Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations and the Rights Issue Circular, the credit of Rights Entitlements and balance of Equity Shares shall be dematerialized from physical form only...

Application on plain paper under ASBA process: All eligible equity shareholders who have neither received the application form nor in a position to obtain the application form from our Company, Registrar to the Issue, may apply to the Registrar to the Issue or from the website of the Registrar to the Issue...

Additional fact: Each Applicant is requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renunciator(s) on or prior to the Issue Closing Date.

Procedure for Renunciator: The Investor should ensure that the demat account of the Renunciator is credited to the demat account of the Applicant on or prior to the Issue Closing Date. The Investor should ensure that the demat account of the Renunciator is credited to the demat account of the Applicant...

Availability of issue materials: In accordance with the SEBI ICDR Regulations, the Allotment Letter, the Rights Entitlements Letter and other issue material will be made available to the Eligible Equity Shareholders who have provided a valid e-mail registered in their demat account...

Other important links and helpdesk: The investor can visit following links for the below mentioned purposes: A frequently asked questions' investor helpdesk to guide on the Application process and resolution of difficulties faced by the investors: www.skylinea.com.

Choice: The Joy of Forging Skyline: Skyline Investment Services Private Limited, A Wing, Dabholi Plaza, Ashokpada Road, Bandra Post, Andheri (East), Mumbai: 400 072

Mr. Tarun Bansal, 401, Prabhat Kiosk, 77, Agapada Plaza, Dabholi - 411 006, Tel: +91 22 4514 2314 Fax: N/A Corporate Office Address: Corporate Office Address: 77, Prabhat Kiosk, 77, Agapada Plaza, Dabholi - 411 006, Tel: +91 22 4514 2314

Investor may contact the Registrar to the Issue or the Company Secretary and Compliance Officer for any pre-issue or post-issue related matters. All grievances relating to the ASBA process may be addressed to the Registrar to the Issue, with a copy to the SEBI, giving complete details such as name, address of the Applicant, Investor's PAN, etc.

For and on behalf of Board of Directors of Quint Digital Media Limited: Tarun Bansal, Company Secretary and Compliance Officer

Choice: The Joy of Forging Skyline: Skyline Investment Services Private Limited, A Wing, Dabholi Plaza, Ashokpada Road, Bandra Post, Andheri (East), Mumbai: 400 072

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For and on behalf of Board of Directors of Quint Digital Media Limited: Tarun Bansal, Company Secretary and Compliance Officer

Choice: The Joy of Forging Skyline: Skyline Investment Services Private Limited, A Wing, Dabholi Plaza, Ashokpada Road, Bandra Post, Andheri (East), Mumbai: 400 072

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For and on behalf of Board of Directors of Quint Digital Media Limited: Tarun Bansal, Company Secretary and Compliance Officer

Choice: The Joy of Forging Skyline: Skyline Investment Services Private Limited, A Wing, Dabholi Plaza, Ashokpada Road, Bandra Post, Andheri (East), Mumbai: 400 072

Mr. Tarun Bansal, 401, Prabhat Kiosk, 77, Agapada Plaza, Dabholi - 411 006, Tel: +91 22 4514 2314 Fax: N/A Corporate Office Address: Corporate Office Address: 77, Prabhat Kiosk, 77, Agapada Plaza, Dabholi - 411 006, Tel: +91 22 4514 2314

Investor may contact the Registrar to the Issue or the Company Secretary and Compliance Officer for any pre-issue or post-issue related matters. All grievances relating to the ASBA process may be addressed to the Registrar to the Issue, with a copy to the SEBI, giving complete details such as name, address of the Applicant, Investor's PAN, etc.

This advertisement is for information purposes only and neither constitutes an offer or an invitation or a recommendation to purchase, to hold or sell securities nor for publication, distribution, or release directly or indirectly outside India. This is not an announcement for the offer document. All capitalized terms used herein and not defined herein shall have the meaning assigned to them in the Letter of Offer dated December 07, 2022 (the "Letter of Offer" or "LOF") filed with the BSE Limited ("BSE"), and also filed with the Securities and Exchange Board of India ("SEBI") for information and dissemination on the SEBI's website pursuant to the proviso to Regulation 3 of the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 ("SEBI ICDR Regulations").



QUINT DIGITAL MEDIA LIMITED

(Formerly known as Gaurav Mercantiles Limited)

Quint Digital Media Limited ("Company" or "Issuer") was originally incorporated as "Gaurav Mercantiles Limited" at New Delhi on May 31, 1985 as a public limited company, under the Companies Act, 1956 and a Certificate of Incorporation was issued by the Registrar of Companies, Delhi and Haryana at New Delhi. Thereafter, our Company obtained a Certificate of Commencement of Business on June 06, 1985. The name of our Company has been changed to its current name vide fresh Certificate of Incorporation dated September 21, 2020. The Registered Office of our Company was shifted from the State of Delhi to the State of Maharashtra pursuant to the provisions of the Companies Act, 1956 and a fresh certificate of registration was issued by the Registrar of Companies Maharashtra on December 10, 2007. Our Company once again shifted its Registered Office from the State of Maharashtra to the National Capital Territory of Delhi pursuant to the provisions of the Companies Act, 2013 and a fresh certificate of registration has been issued by the Registrar of Companies Delhi on November 18, 2020.

Registered Office: 403, Prabhat Kiran, 17, Rajendra Place, Delhi – 110 008 Tel: +91 011 4514 2374 Fax: N.A. Corporate Office Address: Carnousties's Building, Plot No: 1, 9th Floor, Sector 16A, Film City, Noida – 201301, Uttar Pradesh; Tel: +91 0120 475 1818
Contact Person: Mr. Tarun Belwal, Company Secretary and Compliance Officer E-mail: cs@thequint.com; Website: www.quintdigitalmedia.com; Corporate Identification Number: L74110DL1985PLC373314

OUR PROMOTERS: MR. RAGHAV BAHL AND MS. RITU KAPUR

ISSUE OF UP TO 2,50,00,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 50 EACH INCLUDING A SHARE PREMIUM OF ₹ 40 PER RIGHTS EQUITY SHARE (THE "ISSUE PRICE"), AGGREGATING UP TO ₹ 12,500 LAKHS ON A RIGHTS BASIS TO THE EXISTING EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 42 (FORTY-TWO) RIGHTS EQUITY SHARES FOR EVERY 37 (THIRTY-SEVEN) FULLY PAID-UP EQUITY SHARES HELD BY THE EXISTING EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS THURSDAY, DECEMBER 22, 2022 (THE "ISSUE"). THE ISSUE PRICE FOR THE RIGHTS EQUITY SHARES IS ₹ 50 WHICH IS 5 TIMES OF THE FACE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED "TERMS OF THE ISSUE" ON PAGE 264 OF THE LETTER OF OFFER.

* Assuming full subscription

Issue Programme:

ISSUE OPENS ON
Monday, January 09, 2023

LAST DATE FOR ON MARKET RENUNCIATION**
Friday, January 13, 2023

ISSUE CLOSES ON[#]
Tuesday, January 24, 2023

**Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncee(s) on or prior to the Issue Closing Date.

Our Board or a duly authorized committee thereof will have the right to extend the issue period as it may determine from time to time but not exceeding 30 (thirty) days from the Issue Opening Date (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.

THE ISSUE PRICE OF EACH EQUITY SHARE IS 5 TIMES THE FACE VALUE OF THE EQUITY SHARE.

ASBA*

Simple, Safe, Smart way of Application – Make use of it!!!

*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For details, check section on ASBA below

FACILITIES FOR APPLICATION IN THIS ISSUE:

ASBA Facility

In accordance with the Regulation 76 of the SEBI ICDR Regulations, the Rights Issue Circulars and the ASBA Circulars all investors desiring to make an application in this issue are mandatorily required to use the ASBA process only. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA. For details refer to "Terms of the Issue - Making of an application through the ASBA process" on page 276 of the Letter of Offer.

Please note that subject to SCSEs complying with the requirements of the SEBI circular bearing reference number CIR/CFD/DIL/13/2012 dated September 25, 2012, within the periods stipulated therein, Applications may be submitted at the Designated Branches of the SCSEs. Further, in terms of the SEBI circular bearing reference number CIR/CFD/DIL/1/2013 dated January 2, 2013, it is clarified that for making Applications by SCSEs on their own account using ASBA facility, each SCSE should have a separate account in its own name with another SEBI registered SCSE(s). Such account shall be used solely for the purpose of making an Application in this Issue and clear demarcated funds should be available in such account for such an Application.

CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS

Pursuant to provisions of the SEBI ICDR Regulations and the SEBI Rights Issue Circulars and in terms of the Letter of Offer, the Rights Entitlements of the Eligible Equity Shareholders will be credited in their respective demat accounts and shall be admitted for trading on the Stock Exchange under the ISININE641R20017 subject to requisite approvals. For details of credit of the Rights Entitlements, see "Terms of the Issue - Credit of Rights Entitlements in demat accounts of Eligible Equity Shareholders" on page 266 of the Letter of Offer.

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to the Equity Shares in this issue are advised to furnish the details of their demat accounts to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date. The Shareholders who fail to provide their demat details in the stipulated time, then their rights entitlement shall lapse and they shall not be eligible to apply in this Issue.

The Eligible Equity Shareholders shall send a letter to the Registrar containing the name(s), address, e-mail address, contact details and the details of their demat account along with copy of self-attested PAN and self-attested client master sheet of their demat account either by email at suhashdingreja@skylinera.com, by post, speed post, courier, or hand delivery at Skyline Financial Services Private Limited 505, A Wing, Dattani Plaza, Andheri Kurla Road, Safed Pool, Andheri (East), Mumbai: 400 072 so as to reach to the Registrar no later than two Working Days prior to the Issue Closing Date.

Prior to the Issue Opening Date, the Rights Entitlements of those Eligible Equity Shareholders, among others, who hold Equity Shares in physical form, and whose demat account details are not available with our Company or the Registrar, shall be credited in a demat suspense escrow account opened by our Company.

PROCEDURE FOR APPLICATION: In accordance with Regulation 76 of the SEBI ICDR Regulations, Rights Issue Circulars and ASBA Circulars, all investors desiring to make an application in this issue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such applications before making their application through ASBA. For details of procedure for application by the resident eligible shareholders holding equity shares in physical form as on the Record Date, please see "Procedure for application by eligible equity shareholders holding equity shares in physical form" on page 284 of the Letter of Offer.

Procedure for Application through the ASBA process: Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSE or online/electronic Application through the website of the SCSEs (if made available by such SCSE) for authorising such SCSE to block Application Money payable on the Application in their respective ASBA Accounts. Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorisation to the SCSE, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application. For the list of banks which have been notified by SEBI to act as SCSEs for the ASBA process, please refer to <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?do=RecognisedFpi=yes&intlId=34>. For details on Designated Branches of SCSEs collecting the Application Form, please refer the above-mentioned link.

Application by Eligible Equity Shareholders holding Equity Shares in physical form

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to the Equity Shares in this Issue are advised to furnish the details of their demat accounts to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date.

PLEASE NOTE THAT THE ELIGIBLE EQUITY SHAREHOLDERS WHO HOLD EQUITY SHARES IN PHYSICAL FORM AS ON RECORD DATE AND WHO HAVE NOT FURNISHED THE DETAILS OF THEIR RESPECTIVE DEMAT ACCOUNTS TO THE REGISTRAR OF OUR COMPANY AT LEAST TWO WORKING DAYS PRIOR TO THE ISSUE CLOSING DATE, SHALL NOT BE ELIGIBLE TO MAKE AN APPLICATION FOR RIGHTS EQUITY SHARES AGAINST THEIR RIGHTS ENTITLEMENTS WITH RESPECT TO THE EQUITY SHARES HELD IN PHYSICAL FORM.

Allotment of rights equity shares in dematerialised form: Please note that the rights equity shares applied for in this issue can be allotted only in dematerialised form and to the same depository account in which our equity shares are held by such shareholder on the Record Date.

Dispatch of the Abridged Letter of Offer ("ALOF") and application: The despatch of the ALOF and the application form was completed on December 29, 2022 by the Registrar to the Issuer.

Credit of Rights Entitlements in demat accounts of Eligible Equity Shareholders: In accordance with Regulation 77A of the SEBI ICDR Regulations read with the Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialised form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (ii) a demat suspense escrow account opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in a demat suspense account pursuant to Regulation 39 of the SEBI Listing Regulations; or (b) Equity Shares held in the account of IEPF authority; or (c) the demat accounts of the Eligible Equity Shareholder which are frozen or details of which are unavailable with our Company or with the Registrar on the Record Date; or (d) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (e) credit of the Rights Entitlements returned/reversed/failed; or (f) the ownership of the Equity Shares under dispute, including any court proceedings, as applicable; or (g) non-institutional equity shareholders in the United States.

Application on plain paper under ASBA process: All eligible equity shareholders who have neither received the application form nor is in a position to obtain the application form either from our Company, Registrar to the Issuer, Manager to the Issue, or from the website of the Registrar, can make an application to subscribe to the issue on plain paper through ASBA process. Eligible equity shareholders shall submit the plain paper application to the Designated Branch of the SCSE for authorising such SCSE to block an amount equivalent to the amount payable on the application in the said bank account maintained with the same SCSE. Applications on plain paper will not be accepted from any address outside India.

Please note that the eligible equity shareholders who are making application on plain paper shall not be entitled to renounce their rights entitlements and should not utilise the application form for any purpose including renunciation even if it is received subsequently.

The Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his/her bank, must reach the office of the Designated Branch of the SCSE before the Issue Closing Date and should contain the following particulars:

- Name of our Issuer, being Quint Digital Media Limited;
- Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository);
- Registered Folio Number/ DP and Client ID No.;
- Number of Equity Shares held as on Record Date;
- Allotment option preferred - only Demat form;
- Number of Rights Equity Shares entitled to;
- Number of Rights Equity Shares applied for;
- Number of Additional Rights Equity Shares applied for, if any;
- Total number of Rights Equity Shares applied for within the Right Entitlements;
- Total amount paid at the rate of ₹ 50 per Rights Equity Share;
- Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSE;
- In case of NR Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FNCR/NRO Account such as the account number, name, address and branch of the SCSE with which the account is maintained;
- Except for Applications on behalf of the Central or State Government, the residents of Sikkim and officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to the Issue. Documentary evidence for exemption to be provided by the applicants;
- Authorisation to the Designated Branch of the SCSE to block an amount equivalent to the Application Money in the ASBA Account;
- Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSE);
- Additionally, all such Applicants are deemed to have accepted the following:

"We understand that neither the Rights Entitlement nor the Rights Equity Shares have been, and will be, registered under the United States Securities Act of 1933, as amended ("US Securities Act") or any United States state securities laws, and may not be offered, sold, resold or otherwise transferred within the United States or to the territories or possessions thereof ("United States") or to, or for the account or benefit of a United States person as defined in the Regulation S of the US Securities Act ("Regulation S"). We understand the Rights Equity Shares referred to in this application are being offered in India but not in the United States. I/we understand the offering to which this application relates is not, and under no circumstances is to be construed as, an offering of any Rights Equity Shares or Rights Entitlement for sale in the United States, or as a solicitation thereof of an offer to buy any of the said Rights Equity Shares or Rights Entitlement in the United States. Accordingly, I/we understand this application should not be forwarded to or transmitted or to the United States at any time. I/we confirm that I/we are not in the United States and understand that neither us, nor the Registrar, the Lead Manager or any other person acting on behalf of us will accept subscriptions from any person, or the agent of any person, who appears to be, or who we, the Registrar, the Lead Manager or any other person acting on behalf of us have reason to believe is a resident of the United States "U.S. Person" (as defined in Regulation S) or is ineligible to participate in the Issue under the securities laws of their jurisdiction.

"I/we will not offer, sell or otherwise transfer any of the Equity Shares which may be acquired by us in any jurisdiction or under any circumstances in which such offer or sale is not authorized or to any person to whom it is unlawful to make such offer, sale or invitation except under circumstances that will result in compliance with any applicable laws or regulations. We satisfy, and each account for which we are acting satisfies, all suitability standards for investors in investments of the type subscribed for herein imposed by the jurisdiction of our residence.

"I/we understand and agree that the Rights Entitlement and Rights Equity Shares may not be reoffered, resold, pledged or otherwise transferred except in an offshore transaction in compliance with Regulation S, or otherwise pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the US Securities Act.

"I/we (i) am/are, and the person, if any, for whose account I/we am/are acquiring such Rights Entitlement, and/or the Equity Shares, is/are outside the United States or a Qualified Institutional Buyer (as defined in the US Securities Act), and (ii) is/are acquiring the Rights Entitlement and/or the Equity Shares in an offshore transaction meeting the requirements of the Regulation S or in a transaction exempt from, or not subject to, the registration requirements of the US Securities Act.

"I/we acknowledge that the Company, the Lead Manager, their affiliates and others will rely upon the truth and accuracy of the foregoing representations and agreements."

In cases where multiple Application Forms are submitted for Applications pertaining to Rights Entitlements credited to the same demat account or in demat suspense escrow account, including cases where an Investor submits Application Forms along with a plain paper Application, such Applications shall be liable to be rejected.

Investors are requested to strictly adhere to these instructions. Failure to do so could result in an Application being rejected, with our Company, Lead Manager and the Registrar not having any liability to the Investor. The plain paper Application format will be available on the website of the Registrar at www.skylinera.com. Our Company, and the Registrar shall not be responsible if the Applications are not uploaded by SCSE or funds are not blocked in the Investors' ASBA Accounts on or before the Issue Closing Date.

Last date for Application: The last date for submission of the duly filled in the Application Form or a plain paper Application is **Tuesday, January 24, 2023**, i.e., Issue Closing Date. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the Issue Period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date).

If the Application Form is not submitted with a SCSE nor uploaded with the Stock Exchanges and the Application Money is not blocked with the SCSE on or before the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Rights Equity Shares hereby offered, as provided under the section, "Basis of Allotment" on page 293 of the Letter of Offer.

Procedure for Renunciation: The Investors may renounce the Rights Entitlements, credited to their respective demat accounts, either in full or in part (a) by using the secondary market platform of the Stock Exchanges; or (b) through an off-market transfer, during the Renunciation Period. The Investors should have the demat Rights Entitlements credited/lying in his/her own demat account prior to the renunciation. The trades through On Market Renunciation and Off Market Renunciation will be settled by transferring the Rights Entitlements through the depository mechanism. Investors may be subject to adverse foreign, state or local tax or legal consequences as a result of trading in the Rights Entitlements. Investors who intend to trade in the Rights Entitlements should consult their tax advisor or stock broker regarding any cost, applicable taxes, charges and expenses (including brokerage) that may be levied for trading in Rights Entitlements. The Lead Manager and our Company accept no responsibility to bear or pay any cost, applicable taxes, charges and expenses (including brokerage), and such costs will be incurred solely by the Investors. Please note that the Rights Entitlements which are neither renounced nor subscribed by the Investors on or before the Issue Closing Date shall lapse and shall be extinguished after the Issue Closing Date.

a. On Market Renunciation

The Eligible Equity Shareholders may renounce the Rights Entitlements, credited to their respective demat accounts by trading/selling them on the secondary market platform of the Stock Exchanges through a registered stock-broker in the same manner as the existing Equity Shares of our Company.

In this regard, in terms of provisions of the SEBI ICDR Regulations and the Rights Issue Circulars, the Rights Entitlements credited to the respective demat accounts of the Eligible Equity Shareholders shall be admitted for trading on the Stock Exchange under INE641R20017 subject to requisite approvals. Prior to the Issue Opening Date, our Company will obtain the approval from the Stock Exchange for trading of Rights Entitlements. No assurance can be given regarding the active or sustained On Market Renunciation or the price at which the Rights Entitlements will trade. The details for trading in Rights Entitlements will be as specified by the Stock Exchange from time to time.

The Rights Entitlements are tradable in dematerialised form only. The market lot for trading of Rights Entitlements is one Rights Entitlement.

The On Market Renunciation shall take place only during the Renunciation Period for On Market Renunciation, i.e., from Monday, January 09, 2023 to Friday, January 13, 2023 (both days inclusive).

The Investors holding the Rights Entitlements who desire to sell their Rights Entitlements will have to do so through their registered stock-brokers by quoting the ISIN INE641R20017 and indicating the details of the Rights Entitlements they intend to trade. The Investors can place order for sale of Rights Entitlements only to the extent of Rights Entitlements available in their demat account.

The On Market Renunciation shall take place electronically on secondary market platform of the BSE under automatic order matching mechanism and on "T+2 rolling settlement basis", where 'T' refers to the date of trading. The transactions will be settled on trade-for-trade basis. Upon execution of the order, the stock-broker will issue a contract note in accordance with the requirements of the Stock Exchange and the SEBI.

b. Off Market Renunciation

The Eligible Equity Shareholders may renounce the Rights Entitlements, credited to their respective demat accounts by way of an off-market transfer through a depository participant. The Rights Entitlements can be transferred in dematerialised form only.

Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the Issue Closing Date to enable Renouncees to subscribe to the Equity Shares in the Issue.

The Investors holding the Rights Entitlements who desire to transfer their Rights Entitlements will have to do so through their depository participant by issuing a delivery instruction slip quoting the ISIN INE641R20017, the details of the buyer and the details of the Rights Entitlements they intend to transfer. The buyer of the Rights Entitlements (unless already having given a standing receipt instruction) has to issue a receipt instruction slip to their depository participant. The Investors can transfer Rights Entitlements only to the extent of Rights Entitlements available in their demat account.

The instructions for transfer of Rights Entitlements can be issued during the working hours of the depository participants.

Please note that the Rights Entitlements which are neither renounced nor subscribed by the Investors on or before the Issue Closing Date shall lapse and shall be extinguished after the Issue Closing Date.

Listing and trading of the Equity Shares to be issued pursuant to this Issue

The existing Equity Shares are listed and traded on the BSE (Scrip code: 539515) under the ISIN:INE641R1017. The Rights Equity Shares shall be credited to a temporary ISIN which will be frozen until the receipt of the final listing/trading approvals from the Stock Exchange. Upon receipt of such listing and trading approvals, the Equity Shares shall be debited from such temporary ISIN and credited to the ISIN for the Equity Shares and thereafter be available for trading and the temporary ISIN shall be permanently deactivated in the depository system of CDSL and NSDL.

Disclaimer clause of SEBI: - Submission of Letter of Offer to SEBI should not in any way be deemed or construed that SEBI has cleared or approved the Letter of Offer. The Investors are advised to refer to the full text of the "Disclaimer Clause of SEBI" on page 255 of the Letter of Offer.

Disclaimer clause of BSE: "It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the letter of offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the letter of offer. The investors are advised to refer to the letter of offer for the full text of the Disclaimer clause of the BSE Limited."

Availability of issue materials: In accordance with the SEBI ICDR Regulations, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue material will be sent/dispatched only to the Eligible Equity Shareholders who have provided Indian address and who have made a request in this regard. In case such Eligible Equity Shareholders have provided their valid e-mail address, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue material will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue material will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them.

Investors can access the Letter of Offer, the Abridged Letter of Offer and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe for the Equity Shares under applicable laws) on the websites of:

a) Our Company at www.quintdigitalmedia.com;

b) the Registrar to the Issue at www.skylinera.com;

c) the Lead Manager at www.choiceindia.com; and

d) the Stock Exchange at www.bseindia.com.

Allotment Banker Account – Kotak Mahindra Bank Limited

Bankers to the Issue and Refund Banker – Kotak Mahindra Bank Limited

Monitory Agency – ICRA Limited

For Risk Factors and other details, kindly refer page no. 27 of the Letter of Offer.

Other important links and helpdesks:

The Investors can visit following links for the below-mentioned purposes:

a. Frequently asked questions and online/ electronic dedicated investor helpdesk for guidance on the Application process and resolution of difficulties faced by the Investors: www.skylinera.com.

b. Update of Indian address/ e-mail address/ phone or mobile number in the records maintained by the Registrar or our Company: www.skylinera.com.

c. Update of demat account details by Eligible Equity Shareholders holding shares in physical form: www.skylinera.com.

d. Submission of self-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders: www.skylinera.com.

LEAD MANAGER TO THE ISSUE

REGISTRAR TO THE ISSUE

COMPANY SECRETARY AND COMPLIANCE OFFICER

Choice
The Joy of Earning

Skyline
Financial Services Pvt. Ltd.

Mr. Tarun Belwal,
403, Prabhat Kiran,
17, Rajendra Place,
Delhi – 110 008
Tel: +91 011 4514 2374

Choice Capital Advisors Private Limited
Suri Pathadia Tower, 3 B, Nagar
Andheri (East), Mumbai, 400 099
Contact Details: +91 22 6707 9999 (Extension 451)
Email Address: vivek.singhi@choiceindia.com
Website: www.choiceindia.com
Contact Person: Vivek Singhi
SEBI Registration Number: INM000011872

Skyline Financial Services Private Limited
505, A Wing, Dattani Plaza, Andheri Kurla Road, Safed Pool, Andheri (East), Mumbai: 400 072
Contact Details: +91 22 4972 1245/2851 1022
Email Address: suhashdingreja@skylinera.com
Website: www.skylinera.com
Contact Person: Suhash Dingreja
SEBI Registration Number: INR 000003241

Investor may contact the Registrar to the Issue or the Company Secretary and Compliance Officer for any pre-Issue or post-Issue related matters. All grievances relating to the ASBA process may be addressed to the Registrar to the Issue, with a copy to the SCSE, giving complete details such as name, address of the Applicant, number of Equity Shares applied for, amount blocked, ASBA Account number and the Designated Branch of the SCSE where the Application Form, or the plain paper application, as the case may be, was submitted by the ASBA investors. For details on the ASBA process, see "Terms of the Issue" on page 264 of the Letter of Offer.

For and on behalf of Board of Directors of Quint Digital Media Limited

Sd/-

Tarun Belwal

Company Secretary and Compliance Officer

Place: Noida

Date: January 04, 2023

DISCLAIMER: Our Company is proposing, subject to market conditions and other considerations, to make a rights issue of its Equity Shares, and has filed a Letter of Offer with BSE Limited and the Securities and Exchange Board of India on December 27, 2022. The letter of offer is available on the website of SEBI at www.sebi.gov.in and the websites of the Lead Manager at www.choiceindia.com and the websites of the stock exchange at www.bseindia.com and the Company website at www.quintdigitalmedia.com and the website of registrar at www.skylinera.com. Potential investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the Letter of Offer filed with the SEBI and the stock exchanges, including the section titled "Risk Factors", beginning on Page 27 of the Letter of Offer for details of the same, when available.

This announcement has been prepared for publication in India and may not be released in the United States. This announcement does not constitute an offer or sale of securities in any jurisdiction, including the United States, and any securities described in this announcement may not be offered or sold in the United States absent registration under the US Securities Act of 1933, as amended, or an exemption from registration. Any public offering of securities to be made in the United States will be made by means of a prospectus that will contain detailed information about the Company and management, as well as financial statements. However, no public offering of securities is being made in the United States.

This advertisement is for information purposes only and neither constitutes an offer or an invitation or a recommendation to purchase, to hold or sell securities nor for publication, distribution, or release directly or indirectly outside India. This is not an announcement for the offer document. All capitalized terms used herein and not defined herein shall have the meaning assigned to them in the Letter of Offer dated December 07, 2022 (the "Letter of Offer" or "LOF") filed with the BSE Limited ("BSE"), and also filed with the Securities and Exchange Board of India ("SEBI") for information and dissemination on the SEBI's website pursuant to the proviso to Regulation 3 of the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 ("SEBI ICDR Regulations").



QUINT DIGITAL MEDIA LIMITED

(Formerly known as Gaurav Mercantiles Limited)

Quint Digital Media Limited ("Company" or "Issuer") was originally incorporated as "Gaurav Mercantiles Limited" at New Delhi on May 31, 1985 as a public limited company, under the Companies Act, 1956 and a Certificate of Incorporation was issued by the Registrar of Companies, Delhi and Haryana at New Delhi. Thereafter, our Company obtained a Certificate of Commencement of Business on June 06, 1985. The name of our Company has been changed to its current name vide fresh Certificate of Incorporation dated September 21, 2020. The Registered Office of our Company was shifted from the State of Delhi to the State of Maharashtra pursuant to the provisions of the Companies Act, 1956 and a fresh certificate of registration was issued by the Registrar of Companies Maharashtra on December 10, 2007. Our Company once again shifted its Registered Office from the State of Maharashtra to the National Capital Territory of Delhi pursuant to the provisions of the Companies Act, 2013 and a fresh certificate of registration has been issued by the Registrar of Companies Delhi on November 18, 2020.

Registered Office: 403, Prabhakar Kiran, 17, Rajendra Place, Delhi – 110 008 Tel: +91 011 4514 2374 Fax: N.A. Corporate Office Address: Carnousties's Building, Plot No: 1, 9th Floor, Sector 16A, Film City, Noida – 201301, Uttar Pradesh; Tel: +91 0120 475 1818
Contact Person: Mr. Tarun Belwal, Company Secretary and Compliance Officer E-mail: cs@thequint.com; Website: www.quintdigitalmedia.com; Corporate Identification Number: L74110DL1985PLC373314

OUR PROMOTERS: MR. RAGHAV BAHL AND MS. RITU KAPUR

ISSUE OF UP TO 2,50,00,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 50 EACH INCLUDING A SHARE PREMIUM OF ₹ 40 PER RIGHTS EQUITY SHARE (THE "ISSUE PRICE"), AGGREGATING UP TO ₹ 12,500 LAKHS ON A RIGHTS BASIS TO THE EXISTING EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 42 (FORTY-TWO) RIGHTS EQUITY SHARES FOR EVERY 37 (THIRTY-SEVEN) FULLY PAID-UP EQUITY SHARES HELD BY THE EXISTING EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS THURSDAY, DECEMBER 22, 2022 (THE "ISSUE"). THE ISSUE PRICE FOR THE RIGHTS EQUITY SHARES IS ₹ 50 WHICH IS 5 TIMES OF THE FACE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED "TERMS OF THE ISSUE" ON PAGE 264 OF THE LETTER OF OFFER.

* Assuming full subscription
Issue Programme:

ISSUE OPENS ON
Monday, January 09, 2023

LAST DATE FOR ON MARKET RENUNCIATION**
Friday, January 13, 2023

ISSUE CLOSES ON[#]
Tuesday, January 24, 2023

**Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncee(s) on or prior to the Issue Closing Date.

Our Board or a duly authorized committee thereof will have the right to extend the Issue period as it may determine from time to time but not exceeding 30 (thirty) days from the Issue Opening Date (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.

THE ISSUE PRICE OF EACH EQUITY SHARE IS 5 TIMES THE FACE VALUE OF THE EQUITY SHARE.

ASBA* Simple, Safe, Smart way of Application – Make use of it!!!

*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For details, check section on ASBA below

FACILITIES FOR APPLICATION IN THIS ISSUE:

ASBA Facility

In accordance with Regulation 76 of the SEBI ICDR Regulations, the Rights Issue Circulars and the ASBA Circulars all investors desiring to make an application in this issue are mandatorily required to use the ASBA process only. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA. For details refer to "Terms of the Issue - Making of an application through the ASBA process" on page 276 of the Letter of Offer.

Please note that subject to SCSBs complying with the requirements of the SEBI circular bearing reference number CIR/CFD/DIL/13/2012 dated September 25, 2012, within the periods stipulated therein. Applications may be submitted at the Designated Branches of the SCSBs. Further, in terms of the SEBI circular bearing reference number CIR/CFD/DIL/1/2013 dated January 2, 2013, it is clarified that for making Applications by SCSBs on their own account using ASBA facility, each such SCSB should have a separate account in its own name with any other SEBI registered SCSB(s). Such account shall be used solely for the purpose of making an Application in this issue and clear demarcated funds should be available in such account for such an Application.

CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS

Pursuant to provisions of the SEBI ICDR Regulations and in terms of the Letter of Offer, the Rights Entitlements of the Eligible Equity Shareholders will be credited in their respective demat accounts and shall be admitted for trading on the Stock Exchange under the ISININE641R20017 subject to requisite approvals. For details of credit of the Rights Entitlements, see "Terms of the Issue - Credit of Rights Entitlements in demat accounts of Eligible Equity Shareholders" on page 266 of the Letter of Offer.

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to the Equity Shares in this issue are advised to furnish the details of their demat accounts to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date. The Shareholders who fail to provide their demat details in the stipulated time, then their rights entitlement shall lapse and they shall not be eligible to apply in this Issue.

The Eligible Equity Shareholders shall send a letter to the Registrar containing the name(s), address, e-mail address, contact details and the details of their demat account along with copy of self-attested PAN and self-attested client master sheet of their demat account either by email at subhshdningreja@skylinereta.com, by post, speed post, courier, or hand delivery at Skyline Financial Services Private Limited 505, A Wing, Dattani Plaza, Andheri Kurla Road, Safed Pool, Andheri (East), Mumbai: 400 072 so as to reach to the Registrar no later than two Working Days prior to the Issue Closing Date.

Prior to the Issue Opening Date, the Rights Entitlements of those Eligible Equity Shareholders, among others, who hold Equity Shares in physical form, and whose demat account details are not available with our Company or the Registrar, shall be credited in a demat suspense escrow account opened by our Company.

PROCEDURE FOR APPLICATION: In accordance with Regulation 76 of the SEBI ICDR Regulations, Rights Issue Circulars and ASBA Circulars, all investors desiring to make an application in this issue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such applications before making their application through ASBA. For details of procedure for application by the resident eligible shareholders holding equity shares in physical form as on the Record Date, please see "Procedure for application by eligible equity shareholders holding equity shares in physical form" on page 284 of the Letter of Offer.

Procedure for Application through the ASBA process: Investors desiring to make an Application in this issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSB or online/electronic Application through the website of the SCSBs (if made available by such SCSB) for authorising such SCSB to block Application Money payable on the Application in their respective ASBA Accounts. Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorisation to the SCSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application. For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, please refer to <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFp=yes&ntmId=34>. For details on Designated Branches of SCSBs collecting the Application Form, please refer the above-mentioned link.

Application by Eligible Equity Shareholders holding Equity Shares in physical form

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to the Equity Shares in this issue are advised to furnish the details of their demat accounts to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date.

PLEASE NOTE THAT THE ELIGIBLE EQUITY SHAREHOLDERS WHO HOLD EQUITY SHARES IN PHYSICAL FORM AS ON RECORD DATE AND WHO HAVE NOT FURNISHED THE DETAILS OF THEIR RESPECTIVE DEMAT ACCOUNTS TO THE REGISTRAR OF OUR COMPANY AT LEAST TWO WORKING DAYS PRIOR TO THE ISSUE CLOSING DATE, SHALL NOT BE ELIGIBLE TO MAKE AN APPLICATION FOR RIGHTS EQUITY SHARES AGAINST THEIR RIGHTS ENTITLEMENTS WITH RESPECT TO THE EQUITY SHARES HELD IN PHYSICAL FORM.

Allotment of rights equity shares in dematerialised form: Please note that the rights equity shares applied for in this issue can be allotted only in dematerialised form and to the same depository account in which our equity shares are held by such shareholder on the Record Date.

Despatch of the Abridged Letter of Offer ("ALOF") and application: The despatch of the ALOF and the application form was completed on December 29, 2022 by the Registrar to the Issue.

Credit of Rights Entitlements in demat accounts of Eligible Equity Shareholders: In accordance with Regulation 77A of the SEBI ICDR Regulations read with the Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialized form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (ii) a demat suspense escrow account opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in a demat suspense account pursuant to Regulation 39 of the SEBI Listing Regulations; or (b) Equity Shares held in the account of IEPF authority; or (c) the demat accounts of the Eligible Equity Shareholder which are frozen or details of which are unavailable with our Company or with the Registrar on the Record Date; or (d) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (e) credit of the Rights Entitlements returned/reversed/failed; or (f) the ownership of the Equity Shares under dispute, including any court proceedings, as applicable g) non-institutional equity shareholders in the United States.

Application on plain paper under ASBA process: All eligible equity shareholders who have neither received the application form nor is in a position to obtain the application form either from our Company, Registrar to the Issue, Manager to the Issue or from the website of the Registrar, can make an application to subscribe to the issue on plain paper through ASBA process. Eligible equity shareholders shall submit the plain paper application to the Designated Branch of the SCSB for authorising such SCSB to block an amount equivalent to the amount payable on the application in the said bank account maintained with the same SCSB. Applications on plain paper will not be accepted from any address outside India. Please note that the eligible equity shareholders who are making application on plain paper shall not be entitled to renounce their rights entitlements and should not utilise the application form for any purpose including renunciation even if it received subsequently.

The Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his/her bank, must reach the office of the Designated Branch of the SCSB before the Issue Closing Date and should contain the following particulars:

- Name of our Issuer, being Quint Digital Media Limited;
- Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository);
- Registered Folio Number/ DP and Client ID No.;
- Number of Equity Shares held as on Record Date;
- Allotment option preferred - only Demat form;
- Number of Rights Equity Shares entitled to;
- Number of Rights Equity Shares applied for;
- Number of Additional Rights Equity Shares applied for, if any;
- Total number of Rights Equity Shares applied for within the Right Entitlements;
- Total amount paid at the rate of ₹ 50 per Rights Equity Share;
- Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSB;
- In case of NR Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FCNR/NRO Account such as the account number, name, address and branch of the SCSB with which the account is maintained;
- Except for Applications on behalf of the Central or State Government, the residents of Sikkim and officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to the Issue. Documentary evidence for exemption to be provided by the applicants;
- Authorisation to the Designated Branch of the SCSB to block an amount equivalent to the Application Money in the ASBA Account;
- Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSB);
- Additionally, all such Applicants are deemed to have accepted the following:

"I/We understand that neither the Rights Entitlement nor the Rights Equity Shares have been, and will be, registered under the United States Securities Act of 1933, as amended ("US Securities Act") or any United States state securities laws, and may not be offered, sold, resold or otherwise transferred within the United States or to the territories or possessions thereof ("United States") or to, or for the account or benefit of a United States person as defined in the Regulation S of the US Securities Act ("Regulation S"). I/We understand the Rights Equity Shares referred to in this application are being offered in India but not in the United States. I/We understand the offering to which this application relates is not, and under no circumstances is to be construed as, an offering of any Rights Equity Shares or Rights Entitlement for sale in the United States, or as a solicitation therein of an offer to buy any of the said Rights Equity Shares or Rights Entitlement in the United States. Accordingly, I/We understand this application should not be forwarded to or transmitted in or to the United States at any time. I/We confirm that I/We are not in the United States and understand that neither us, nor the Registrar, the Lead Manager or any other person acting on behalf of us will accept subscriptions from any person, or the agent of any person, who appears to be, or who we, the Registrar, the Lead Manager or any other person acting on behalf of us have reason to believe is a resident of the United States ("U.S. Person") (as defined in Regulation S) or is ineligible to participate in the Issue under the securities laws of their jurisdiction.

"I/We will not offer, sell or otherwise transfer any of the Equity Shares which may be acquired by us in any jurisdiction or under any circumstances in which such offer or sale is not authorized or to any person to whom it is unlawful to make such offer, sale or invitation except under circumstances that will result in compliance with any applicable laws or regulations. We satisfy, and each account for which we are acting satisfies, all suitability standards for investors in investments of the type subscribed for herein imposed by the jurisdiction of our residence.

"I/We understand and agree that the Rights Entitlement and Rights Equity Shares may not be reoffered, resold, pledged or otherwise transferred except in an offshore transaction in compliance with Regulation S, or otherwise pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the US Securities Act.

"I/We (i) am/are, and the person, if any, for whose account I/we am/are acquiring such Rights Entitlement, and/or the Equity Shares, is/are outside the United States or a Qualified Institutional Buyer (as defined in the US Securities Act), and (ii) is/are acquiring the Rights Entitlement and/or the Equity Shares in an offshore transaction meeting the requirements of Regulation S or in a transaction exempt from, or not subject to, the registration requirements of the US Securities Act.

"I/We acknowledge that the Company, the Lead Manager, their affiliates and others will rely upon the truth and accuracy of the foregoing representations and agreements."

In cases where multiple Applications Forms are submitted for Applications pertaining to Rights Entitlements credited to the same demat account or in demat suspense escrow account, including cases where an Investor submits Application Forms along with a plain paper Application, such Applications shall be liable to be rejected.

Investors are requested to strictly adhere to these instructions. Failure to do so could result in an Application being rejected, with our Company, Lead Manager and the Registrar not having any liability to the Investor. The plain paper Application form will be available on the website of the Registrar at www.skylinereta.com. Our Company, and the Registrar shall not be responsible if the Applications are not uploaded by SCSB or funds are not blocked in the Investors' ASBA Accounts on or before the Issue Closing Date.

Last date for Application: The last date for submission of the duly filled in the Application Form or a plain paper Application is **Tuesday, January 24, 2023**, i.e., Issue Closing Date. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the Issue Period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date).

If the Application Form is not submitted with a SCSB nor uploaded with the Stock Exchanges and the Application Money is not blocked with the SCSB on or before the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Rights Equity Shares hereby offered, as provided under the section, "Basis of Allotment" on page 293 of the Letter of Offer.

Procedure for Renunciation: The Investors may renounce the Rights Entitlements, credited to their respective demat accounts, either in full or in part (a) by using the secondary market platform of the Stock Exchanges; or (b) through an off-market transfer, during the Renunciation Period. The Investors should have the demat Rights Entitlements credited/lying in his/her own demat account prior to the renunciation. The trades through On Market Renunciation and Off Market Renunciation will be settled by transferring the Rights Entitlements through the depository mechanism. Investors may be subject to adverse foreign, state or local tax or legal consequences as a result of trading in the Rights Entitlements. Investors who intend to trade in the Rights Entitlements should consult their tax advisor or stock broker regarding any cost, applicable taxes, charges and expenses (including brokerage) that may be levied for trading in Rights Entitlements. The Lead Manager and our Company accept no responsibility to bear or pay any cost, applicable taxes, charges and expenses (including brokerage), and such costs will be incurred solely by the Investors. Please note that the Rights Entitlements which are neither renounced nor subscribed by the Investors on or before the Issue Closing Date shall lapse and shall be extinguished after the Issue Closing Date.

a. On Market Renunciation

The Eligible Equity Shareholders may renounce the Rights Entitlements, credited to their respective demat accounts by trading/selling them on the secondary market platform of the Stock Exchanges through a registered stock-broker in the same manner as the existing Equity Shares of our Company.

In this regard, in terms of provisions of the SEBI ICDR Regulations and the Rights Issue Circulars, the Rights Entitlements credited to the respective demat accounts of the Eligible Equity Shareholders shall be admitted for trading on the Stock Exchange under INE641R20017 subject to requisite approvals. Prior to the Issue Opening Date, our Company will obtain the approval from the Stock Exchange for trading of Rights Entitlements. No assurance can be given regarding the active or sustained On Market Renunciation or the price at which the Rights Entitlements will trade. The details for trading in Rights Entitlements will be as specified by the Stock Exchange from time to time.

The Rights Entitlements are tradable in dematerialized form only. The market lot for trading of Rights Entitlements is one Rights Entitlement.

The On Market Renunciation shall take place only during the Renunciation Period for On Market Renunciation, i.e., from Monday, January 09, 2023 to Friday, January 13, 2023 (both days inclusive).

The Investors holding the Rights Entitlements who desire to sell their Rights Entitlements will have to do so through their registered stock-brokers by quoting the ISIN INE641R20017 and indicating the details of the Rights Entitlements they intend to trade. The Investors can place order for sale of Rights Entitlements only to the extent of Rights Entitlements available in their demat account.

The On Market Renunciation shall take place electronically on secondary market platform of the BSE under automatic order matching mechanism and on "T+2 rolling settlement basis", where "T" refers to the date of trading. The transactions will be settled on trade-for-trade basis. Upon execution of the order, the stock-broker will issue a contract note in accordance with the requirements of the Stock Exchange and the SEBI.

b. Off Market Renunciation

The Eligible Equity Shareholders may renounce the Rights Entitlements, credited to their respective demat accounts by way of an off-market transfer through a depository participant. The Rights Entitlements can be transferred in dematerialised form only.

Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncee(s) on or prior to the Issue Closing Date to enable Renouncees to subscribe to the Equity Shares in the Issue.

The Investors holding the Rights Entitlements who desire to transfer their Rights Entitlements will have to do so through their depository participant by issuing a delivery instruction slip quoting the ISIN INE641R20017, the details of the buyer and the details of the Rights Entitlements they intend to transfer. The buyer of the Rights Entitlements (unless already having given a standing receipt instruction) has to issue a receipt instruction slip to their depository participant. The Investors can transfer Rights Entitlements only to the extent of Rights Entitlements available in their demat account.

The instructions for transfer of Rights Entitlements can be issued during the working hours of the depository participants.

Please note that the Rights Entitlements which are neither renounced nor subscribed by the Investors on or before the Issue Closing Date shall lapse and shall be extinguished after the Issue Closing Date.

Listing and trading of the Equity Shares to be issued pursuant to this Issue

The existing Equity Shares are listed and traded on the BSE (Scrip code: 539515) under the ISIN:INE641R01017. The Rights Equity Shares shall be credited to a temporary ISIN which will be frozen until the receipt of the final listing/trading approvals from the Stock Exchange. Upon receipt of such listing and trading approvals, the Equity Shares shall be debited from such temporary ISIN and credited to the ISIN for the Equity Shares and thereafter be available for trading and the temporary ISIN shall be permanently deactivated in the depository system of CDSL and NSDL.

Disclaimer clause of SEBI - Submission of Letter of Offer to SEBI should not in any way be deemed or construed that SEBI has cleared or approved the Letter of Offer. The Investors are advised to refer to the full text of the "Disclaimer Clause of SEBI" on page 255 of the Letter of Offer.

Disclaimer clause of BSE: "It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the letter of offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the letter of offer. The investors are advised to refer to the letter of offer for the full text of the Disclaimer clause of the BSE Limited."

Availability of issue materials: In accordance with the SEBI ICDR Regulations, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue material will be sent/dispached only to the Eligible Equity Shareholders who have provided Indian address and who have made a request in this regard. In case such Eligible Equity Shareholders have provided their valid e-mail address, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue material will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue material will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them.

Investors can access the Letter of Offer, the Abridged Letter of Offer and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe for the Equity Shares under applicable laws) on the websites of:

- Our Company at www.quintdigitalmedia.com;
- the Registrar to the Issue at www.skylinereta.com;
- the Lead Manager at www.choiceindia.com; and
- the Stock Exchange at www.bseindia.com.

Allotment Banker Account – Kotak Mahindra Bank Limited
Bankers to the Issue and Refund Banker – Kotak Mahindra Bank Limited

Monitory Agency – ICRA Limited

For Risk Factors and other details, kindly refer page no. 27 of the Letter of Offer.

Other important links and helpline:

- Investors can visit following links for the below-mentioned purposes:
 - Frequently asked questions and online/ electronic dedicated investor helpdesk for guidance on the Application process and resolution of difficulties faced by the Investors: www.skylinereta.com.
 - Update of Indian address/ e-mail address/ phone or mobile number in the records maintained by the Registrar or our Company: www.skylinereta.com.
 - Update of demat account details by Eligible Equity Shareholders holding shares in physical form: www.skylinereta.com.
 - Submission of self-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders: www.skylinereta.com.

LEAD MANAGER TO THE ISSUE



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Andheri (East), Mumbai, 400 099
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Website: www.choiceindia.com
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REGISTRAR TO THE ISSUE



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COMPANY SECRETARY AND COMPLIANCE OFFICER

Mr. Tarun Belwal,
403, Prabhakar Kiran,
17, Rajendra Place,
Delhi – 110 008
Tel: +91 011 4514 2374

Investor may contact the Registrar to the Issue or the Company Secretary and Compliance Officer for any pre-Issue or post-Issue related matters. All grievances relating to the ASBA process may be addressed to the Registrar to the Issue, with a copy to the SCSB, giving complete details such as name, address of the Applicant, number of Equity Shares applied for, amount blocked, ASBA Account number and the Designated Branch of the SCSB where the Application Form, or the plain paper application, as the case may be, was submitted by the ASBA Investors. For details on the ASBA process, see "Terms of the Issue" on page 264 of the Letter of Offer.

For and on behalf of Board of Directors
of Quint Digital Media Limited
Sd/-
Tarun Belwal
Company Secretary and Compliance Officer

DISCLAIMER: Our Company is proposing, subject to market conditions and other considerations, to make a rights issue of its Equity Shares, and has filed a Letter of Offer with BSE Limited and the Securities and Exchange Board of India on December 27, 2022. The letter of offer is available on the website of SEBI at www.sebi.gov.in and the websites of the Lead Manager at www.choiceindia.com and the websites of the stock exchange at www.bseindia.com and the Company website at www.quintdigitalmedia.com and the website of registrar at www.skylinereta.com. Potential investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the Letter of Offer filed with the SEBI and the stock exchanges, including the section titled "Risk Factors", beginning on Page 27 of the Letter of Offer for details of the same, when available.

This announcement has been prepared for publication in India and may not be released in the United States. This announcement does not constitute an offer or sale of securities in any jurisdiction, including the United States, and any securities described in this announcement may not be offered or sold in the United States absent registration under the US Securities Act of 1933, as amended, or an exemption from registration. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from the Company and that will contain detailed information about the Company and management, as well as financial statements. However, no public offering of securities is being made in the United States.