

Ref: PHRL:2023-24

Date: June 30, 2023

To,
BSE Limited
Dept. of Corporate Services
25th Floor, P J Towers,
Dalal Street,
Mumbai – 400001.
Scrip Code: 540901

National Stock Exchange of India Limited
Listing Department
Exchange Plaza, Bandra Kurla Complex,
Bandra (East)
Mumbai – 400051.
Symbol: PRAXIS

Dear Sir/Madam,

Ref: Rights Issue of Equity Shares of Praxis Home Retail Limited (the “Company”)

Sub: Intimation of Advertisement with respect to Basis of Allotment of Rights Issue

Pursuant to provisions under Regulations 92 of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended, and Regulation 30 and 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, we are submitting herewith copies of Advertisements published by the Company today, i.e. **Friday June 30, 2023**, in respect of matters relating to Basis of Allotment of Rights Issue of Equity Shares of the Company in the following newspapers:

1. **Financial Express** – (English) National Daily – All Editions
2. **Jansatta** – (Hindi) National Daily – All Editions
3. **Navshakti** – (Marathi) Regional – Mumbai Edition

These are also being made available on the Company's website at www.praxisretail.in.

You are requested to take the above on record.

Thanking you.

Yours faithfully,
For **PRAXIS HOME RETAIL LIMITED**

Sanu Kapoor
Company Secretary & Compliance Officer

Encl. as above

(This is an Advertisement for information purposes only and not for publication or distribution or release outside India and is not an Offer Document)

PRAXIS^Y HOME RETAIL LIMITED

HOME RETAIL LIMITED

Our Company was originally incorporated on January 31, 2011 under the Companies Act, 1956 as GRN Energy Private Limited with the Registrar of Companies, Maharashtra at Mumbai ("RoC"). Further, the name of our Company was changed to GRN Retail Private Limited and a fresh certificate of incorporation was issued on December 21, 2016 by RoC. Furthermore, the name of our Company was changed to Praxis Home Retail Private Limited and a fresh certificate of incorporation was issued on January 5, 2017 by RoC. Thereafter, our Company was converted to a public limited company and the name of our Company was changed to Praxis Home Retail Limited and a fresh certificate of incorporation was issued by the RoC on June 21, 2017. For details of change in name and registered office of our Company, see "General Information" on page 35 of the Letter of Offer dated May 26, 2023 ("Letter of Offer").

Registered Office: iThink Techno Campus, Jolly Board Tower D, Ground Floor, Kanjurmarg (East), Mumbai 400 042, Maharashtra, India; **Telephone:** +91 22 6882 4900

Contact Person: Sanu Kapoor, Company Secretary and Compliance Officer

Email: investorrelations@praxisretail.in; **Website:** www.praxisretail.in

Corporate Identity Number: L52100MH2011PLC212666

OUR PROMOTERS: KISHORE BIYANI AND FUTURE CORPORATE RESOURCES PRIVATE LIMITED

ISSUE OF UP TO 4,91,85,572 EQUITY SHARES OF FACE VALUE OF ₹ 5/- EACH ("RIGHTS EQUITY SHARES") OF THE COMPANY FOR CASH AT A PRICE OF ₹ 10/- EACH (INCLUDING A SHARE PREMIUM OF ₹ 5/- PER RIGHTS EQUITY SHARE) ("ISSUE PRICE") FOR AN AGGREGATE AMOUNT UP TO ₹ 4,91.85 LAKHS ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 13 (THIRTEEN) RIGHTS EQUITY SHARES FOR EVERY 20 (TWENTY) FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON TUESDAY, MAY 30, 2023. FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 143 OF THE LETTER OF OFFER.

BASIS OF ALLOTMENT

The Board of Directors of our Company thanks all Investors for their response to the Issue, which opened for subscription on Tuesday, June 6, 2023 and closed on Wednesday, June 14, 2023 and the last date for On Market Renunciation of Rights Entitlements was Friday, June 9, 2023. Out of the total 1,606 Applications for 8,19,13,719 Rights Equity Shares, 177 Applications for 1,90,350 Rights Equity Shares were rejected due to technical reasons as disclosed in the Letter of Offer. The total number of valid Applications received were 1,434* for 8,17,23,369 Rights Equity Shares, which was 166.15% of the number of Rights Equity Shares Allotted under the Issue. In accordance with the Letter of Offer and the Basis of Allotment finalized on Tuesday, June 20, 2023 in consultation with BSE Limited ("BSE"), the Designated Stock Exchange, the Lead Manager to the Issue and the Registrar to the Issue, the Committee of Directors of the Company has, on Thursday, June 22, 2023, approved the allotment of 4,91,85,572 fully paid-up Rights Equity Shares to the successful Applicants. In the Issue, no Rights Equity Shares have been kept in abeyance. All valid Applications after technical rejections have been considered for Allotment.

*Applications includes 5 partially accepted cases

1. The breakup of valid applications received through ASBA (after technical rejections) is given below:

Applicants	Number of valid applications received	No. of Rights Equity Shares accepted and allotted against Rights Entitlement (A)	No. of Rights Equity Shares accepted and allotted against Additional Rights Equity Shares applied (B)	Total Rights Equity Shares accepted and allotted (A+B)
Eligible Equity Shareholders	1,402*	2,57,78,989	2,32,98,315	4,90,77,304
Renounees	32	1,08,268	-	1,08,268
Total	1,434*	2,58,87,257	2,32,98,315	4,91,85,572

* includes 5 applications for 1,31,431 Rights Equity Shares which were partially rejected.

2. Information regarding total Applications received:

Category	Applications Received		Rights Equity Shares Applied for			Rights Equity Shares Allotted		
	Number	%	Number	Value (₹)	%	Number	Value (₹)	%
Eligible Equity Shareholders	1,574	98.00%	8,17,78,583	81,77,85,830	99.84%	4,90,77,304	49,07,73,040	99.78%
Renounees	32	2.00%	1,35,136	13,51,360	0.16%	1,08,268	10,82,680	0.22%
Total	1,606	100.00%	8,19,13,719	81,91,37,190	100.00%	4,91,85,572	49,18,55,720	100.00%

Information for Allotment/refund/rejected cases: The dispatch of Allotment Advice cum Refund Intimation to the investors, as applicable, has been completed on Tuesday, June 27, 2023. The instructions for unblocking of funds in case of ASBA Applications were issued to SCSBs on Tuesday, June 20, 2023. The listing application was executed with BSE and National Stock Exchange of India Limited ("NSE") on Tuesday, June 27, 2023. The credit of Rights Equity Shares to the respective demat accounts of the allottees in respect of Allotment in dematerialized form has been completed on Tuesday, June 27, 2023. For further details, see "Terms of the Issue - Allotment Advice or Refund/Unblocking of ASBA Accounts" on page 166 of the Letter of Offer. The trading in fully paid-up Equity Shares issued in the Rights Issue shall commence on BSE and NSE under a separate ISIN - INE546Y01022 upon receipt of trading permission. The trading is expected to commence on or about Friday, June 30, 2023. Further, in accordance with SEBI circular bearing reference - SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020, the request for extinguishment of Rights Entitlements has been sent to NSDL & CDSL on Tuesday, June 27, 2023.

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LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE
 <p>Prime Securities Limited 1109/1110, Maker Chambers V, Nariman Point, Mumbai 400 021, Maharashtra, India Telephone: +91 22 61842525 Email: projectsunrise@primsec.com Investor Grievance Email: projectsunrise@primsec.com Website: www.primsec.com Contact Person: Apurva Doshi SEBI Registration No.: INM00000075</p>	 <p>Link Intime India Private Limited C-101, 1st Floor, 247 Park, L.B.S. Marg, Surya Nagar, Gandhi Nagar Vikhroli (West), Mumbai - 400 083, Maharashtra, India. Telephone: +91-22-49186200 E-mail: praxis.rights@linkintime.co.in Investor grievance E-mail: praxis.rights@linkintime.co.in Website: www.linkintime.co.in Contact Person: Mr. Sumeet Deshpande SEBI Registration No.: INR00004058</p>

COMPANY SECRETARY AND COMPLIANCE OFFICER

Praxis Home Retail Limited

Sanu Kapoor

Registered Address: iThink Techno Campus, Jolly Board Tower D, Ground Floor, Kanjurmarg (East), Mumbai 400 042, Maharashtra, India.

Telephone: +91 22 6882 4900; **E-mail:** investorrelations@praxisretail.in **Website:** www.praxisretail.in

Investors may contact the Registrar or our Company Secretary & Compliance Officer for any pre-Issue or post-Issue related matter. All grievances relating to the ASBA process may be addressed to the Registrar, with a copy to the SCSBs, giving full details such as name, address of the Applicant, contact number(s), e-mail address of the sole/first holder, folio number or demat account number, number of Rights Equity Shares applied for, amount blocked, ASBA Account number and the Designated Branch of the SCSBs where the Application Form or the plain paper application, as the case may be, was submitted by the Investors along with a photocopy of the acknowledgement slip. For details on the ASBA process, see "Terms of the Issue" on page 143 of the Letter of Offer.

For, Praxis Home Retail Limited

Place: Mumbai

Date: June 28, 2023

Sd/-

Sanu Kapoor

Company Secretary & Compliance Officer

Disclaimer: Our Company has filed a Letter of Offer with the Securities and Exchange Board of India and the Stock Exchanges. The Letter of Offer is available on the website of SEBI at www.sebi.gov.in, website of the Stock Exchanges where the Equity Shares are listed i.e. BSE at www.bseindia.com and NSE at www.nseindia.com, the website of the Lead Manager at www.primsec.com. Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the Letter of Offer including the section "Risk Factors" beginning on page 16 of the Letter of Offer. 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 of Rights Equity Shares for sale in any jurisdiction, including the United States, and any Rights Equity Shares 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. There will be no public offering of Rights Equity Shares in the United States.

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COMPANY SECRETARY AND COMPLIANCE OFFICER Praxis Home Retail Limited Sanu Kapoor Registered Address: iThink Techno Campus, Jolly Board Tower D, Ground Floor, Kanjurmarg (East), Mumbai 400 042, Maharashtra, India. Telephone: +91 22 6882 4900; E-mail: investorrelations@praxisretail.in Website: www.praxisretail.in	

Investors may contact the Registrar or our Company Secretary & Compliance Officer for any pre-Issue or post-Issue related matter. All grievances relating to the ASBA process may be addressed to the Registrar, with a copy to the SCSBs, giving full details such as name, address of the Applicant, contact number(s), e-mail address of the sole/ first holder, folio number or demat account number, number of Rights Equity Shares applied for, amount blocked, ASBA Account number and the Designated Branch of the SCSBs where the Application Form or the plain paper application, as the case may be, was submitted by the Investors along with a photocopy of the acknowledgement slip. For details on the ASBA process, see "Terms of the Issue" on page 143 of the Letter of Offer.

Place: Mumbai
Date: June 28, 2023

For, Praxis Home Retail Limited
Sd/-
Sanu Kapoor
Company Secretary & Compliance Officer

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INVESTORS MAY PLEASE NOTE THAT THE RIGHTS EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGES ONLY IN THE DEMATERIALISATION FORM.

DISCLAIMER CLAUSE OF SEBI: "It is to be distinctly understood that 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 Letter of Offer for the full text of the Disclaimer clause of the SEBI under the heading "Other Regulatory and Statutory Disclosures - Disclaimer Clause of SEBI" on page 135 of the Letter of Offer."

DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE): "It is to be distinctly understood that the permission given by BSE should not, in any way, be deemed or construed that the Letter of Offer has been cleared or approved by BSE, 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 under the heading "Other Regulatory and Statutory Disclosures - Disclaimer Clause of BSE" on page 138 of the Letter of Offer."

DISCLAIMER CLAUSE OF NSE: "It is to be distinctly understood that the permission given by NSE should not, in any way, be deemed or construed that the Letter of Offer has been cleared or approved by NSE, 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 NSE under the heading "Other Regulatory and Statutory Disclosures - Disclaimer Clause of NSE" on page 139 of the Letter of Offer."

Unless otherwise specified, all capitalised terms used herein shall have the same meaning ascribed to such terms in the Letter of Offer.

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES OR THE BUSINESS PROSPECTS OF THE COMPANY.

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE
 <p>Prime Securities Limited 1109/1110, Maker Chambers V, Nariman Point, Mumbai 400 021, Maharashtra, India Telephone: +91 22 61842525 Email: projectsunrise@primsec.com Investor Grievance Email: projectsunrise@primsec.com Website: www.primsec.com Contact Person: Apurva Doshi SEBI Registration No.: INM00000075</p>	 <p>Link Intime India Private Limited C-101, 1st Floor, 247 Park, L.B.S. Marg, Surya Nagar, Gandhi Nagar Vikhroli (West), Mumbai - 400 083, Maharashtra, India. Telephone: +91-22-49186200 E-mail: praxis.rights@linkintime.co.in Investor grievance E-mail: praxis.rights@linkintime.co.in Website: www.linkintime.co.in Contact Person: Mr. Sumeet Deshpande SEBI Registration No.: INR000004058</p>
COMPANY SECRETARY AND COMPLIANCE OFFICER Praxis Home Retail Limited Sanu Kapoor Registered Address: iThink Techno Campus, Jolly Board Tower D, Ground Floor, Kanjurmarg (East), Mumbai 400 042, Maharashtra, India. Telephone: +91 22 6882 4900; E-mail: investorrelations@praxisretail.in Website: www.praxisretail.in	

Investors may contact the Registrar or our Company Secretary & Compliance Officer for any pre-Issue or post-Issue related matter. All grievances relating to the ASBA process may be addressed to the Registrar, with a copy to the SCSBs, giving full details such as name, address of the Applicant, contact number(s), e-mail address of the sole/ first holder, folio number or demat account number, number of Rights Equity Shares applied for, amount blocked, ASBA Account number and the Designated Branch of the SCSBs where the Application Form or the plain paper application, as the case may be, was submitted by the Investors along with a photocopy of the acknowledgement slip. For details on the ASBA process, see "Terms of the Issue" on page 143 of the Letter of Offer.

Place: Mumbai
Date: June 28, 2023

For, Praxis Home Retail Limited
Sd/-
Sanu Kapoor
Company Secretary & Compliance Officer

Disclaimer: Our Company has filed a Letter of Offer with the Securities and Exchange Board of India and the Stock Exchanges. The Letter of Offer is available on the website of SEBI at www.sebi.gov.in, website of the Stock Exchanges where the Equity Shares are listed i.e. BSE at www.bseindia.com and NSE at www.nseindia.com, the website of the Lead Manager at www.primsec.com. Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the Letter of Offer including the section "Risk Factors" beginning on page 16 of the Letter of Offer. 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 of Rights Equity Shares for sale in any jurisdiction, including the United States, and any Rights Equity Shares 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. There will be no public offering of Rights Equity Shares in the United States.