

A. For Equity Issues

1 Type of issue (IPO/ FPO)	Initial Public Offering (IPO) on SME Platform	Name of the issue: Madhya Pradesh Today Media Limited
2 Issue size (Rs crore)	1417.68 Lakhs	
3 Grade of issue alongwith name of the rating agency	NA	
4 Subscription level (number of times). If the issue was undersubscribed, please clarify how the funds were arranged.	2.27 times	
5 QIB holding (as a % of total outstanding capital) as disclosed to stock exchanges (See Regulation 31 of SEBI (Listing Obligations And Disclosure Requirements) Regulations, 2015)		
(i) allotment in the issue	Nil	
(ii) at the end of the 1st Quarter immediately after the listing of the issue	Nil	
(iii) at the end of 1st FY	Nil	
(iv) at the end of 2nd FY	Nil	
(v) at the end of 3rd FY	Will be updated at the end of 3rd FY	
6 Financials of the issuer (as per the annual financial results submitted to stock exchanges under SEBI (LODR) Regulations, 2015)		

(Rs. in crores)

Parameters	1st FY 2017-18	2nd FY 2018-19	3rd FY 2019-20
Income from operations	22.59	28.03	27.31
Net Profit for the period	3.07	4.47	4.35
Paid-up equity share capital	4.57	4.57	4.56
Reserves excluding revaluation reserves	17.1	21.45	30.36

7 Trading status in the scrip of the issuer (whether frequently traded (as defined under Regulation 2 (j) of SEBI (SAST) Regulations, 2011) or infrequently traded/ delisted/ suspended by any stock exchange, etc.)

(i) at the end of 1st FY	Frequently Traded
(ii) at the end of 2nd FY	Frequently Traded
(iii) at the end of 3rd FY	Frequently Traded

8 Change, if any, in directors of issuer from the disclosures in the offer document (See Regulation 68 of SEBI(LODR) Regulations, 2015)

(i) at the end of 1st FY	No
(ii) at the end of 2nd FY	No
(iii) at the end of 3rd FY	No

9 Status of implementation of project/ commencement of commercial production (as submitted to stock exchanges under Regulation 32 of SEBI(LODR) Regulations, 2015)

(i) as disclosed in the offer document	N.A
(ii) Actual implementation	N.A
(iii) Reasons for delay in implementation, if any	NA

10 Status of utilization of issue proceeds (as submitted to stock exchanges under Regulation 32 of SEBI(LODR) Regulations, 2015)

(i) as disclosed in the offer document		No.	Particular	(₹ in lacs)
		1	Expansion of Business by upgrading Unit Offices in various cities in the State of Madhya Pradesh and Chhattisgarh	482.54
		2	Working Capital Requirements	644.15
		3	General Corporate Expenses	240
		4	Issue Expenses	50
			TOTAL	1416.69

(ii) Actual utilization		No.	Particular	(₹ in lacs)
		1	Expansion of Business by upgrading Unit Offices in various cities in the State of Madhya Pradesh and Chhattisgarh	557.81
		2	Working Capital Requirements	644.15
		3	General Corporate Expenses	235.6
		4	Issue Expenses	51.18
			TOTAL	1488.74

(ii) Reasons for deviation, if any: The shortfall in General Corporate Expenses has been utilized in business expansion.

11 Comments of monitoring agency, if applicable (See Regulation 16 of SEBI (ICDR) Regulations, 2009 read with SEBI(LODR)Regulations, 2015) :- Not Applicable

12 Price-related data
Issue price (Rs): Rs 66/-

Price parameters	At close of listing day	At close of 30th calendar day from listing day	At close of 90th calendar day from listing day	As at the end of 1st FY after the listing of the issue			As at the end of 2nd FY after the listing of the issue			As at the end of 3rd FY after the listing of the issue		
				Closing price	High (during the FY)	Low (during the FY)	Closing price	High (during the FY)	Low (during the FY)	Closing price	High (during the FY)	Low (during the FY)
Market Price	79.20	90.35	128.95	126.30	174.75	68.00	38.15	141.80	33.25	16.50	42.90	15.50
Index of the Designated Stock Exchange: NSE Nifty	9,768.60	10,233.04	10,477.90	10,113.70	10,623.60	9,914.90	11,623.90	11,751.80	10,004.55	8,281.10	12,430.50	7,511.10
Sectoral Index (mention the index that has been considered and reasons for considering the same)	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

13 Basis for Issue Price and Comparison with Peer Group & Industry Average (Source of accounting ratios of peer group and industry average may be indicated; source of the accounting ratios may generally be the same, however in case of different sources, reasons for the same may be indicated) on Standalone Basis

Accounting ratio	Name of company	As disclosed in the offer document (See Clause (2) (VII) (K) of Schedule VIII to SEBI (ICDR) Regulations, 2009)	At the end of 1st FY 2017-18	At the end of 2nd FY 2018-19	At the end of 3rd FY 2019-20
EPS	Issuer:		19.28	6.73	9.78
	Peer Group:				9.53
	Jagan Prakashan Ltd.		10.63	8.52	7.30
	D B Corp Ltd.		20.52	17.61	15.32
	Sandesh Ltd.		96.18	105.32	85.62
P/E	Issuer:		6.85*	18.71	3.90
	Peer Group:				1.73
	Jagan Prakashan Ltd.		17.11	20.11	14.27
	D B Corp Ltd.		18.00	17.31	12.23
	Sandesh Ltd.		9.37	9.43	8.87
RoNW	Issuer:		40.61	14.16	17.18
	Peer Group:				17%
	Jagan Prakashan Ltd.		10.73%	17.47%	35.45%
	D B Corp Ltd.		23.60%	17.15%	18.40%
	Sandesh Ltd.		12.31%	12.36%	12.70%
NAV per share based on balance sheet	Issuer:		18.58%	47.42%	56.94%
	Peer Group:				67%
	Jagan Prakashan Ltd.		56.35	51.33	58.75
	D B Corp Ltd.		86.94	105.10	110.76
	Sandesh Ltd.		781.20	878.19	966.56

14 Any other material information: NA

Note: (i) Since the shares of the company were listed on September 29, 2017 we are considering March 31, 2018 as the 1st Financial Year.