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NOVUS LOYALTY LIMITED

CIN: U72900HR2011PLC127344



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Our Company was incorporated under the name "Clavax Technologies Private Limited", a private limited company under the Companies Act, 1956 pursuant to a certificate of incorporation dated June 24, 2011 issued by Registrar of Companies, National Capital Territory of Delhi and Haryana. Further, the name of the Company was changed to "Novus Loyalty Private Limited" vide Certificate of Incorporation dated September 06, 2024 by Assistant Registrar of Companies/Deputy Registrar of Companies/ Registrar of Companies, Central Processing Centre. Subsequently, the status of the Company was changed to public limited and the name of our Company was changed to "Novus Loyalty Limited" vide Special Resolution passed by the Shareholders at the Extra Ordinary General Meeting of our Company held on June 16, 2025. The fresh certificate of incorporation consequent to conversion was issued on August 08, 2025 issued by Assistant Registrar of Companies/Deputy Registrar of Companies/ Registrar of Companies, Central Processing Centre. The corporate identification number of our Company is U72900HR2011PLC127344. For further details on Incorporation and Registered Office of our Company, see "History and Certain Corporate Matters" beginning on page 165 of the Prospectus.

Registered Office: 727, Udyog Vihar Phase V, Industrial Complex Dundaheera, Gurgaon 122016, Haryana, India;
Telephone: +91 9717154514 | **Email:** investor@novus-loyalty.com | **Website:** www.novus-loyalty.com
Contact Person: Mukesh Makkar, Company Secretary and Compliance Officer

THE PROMOTERS OF OUR COMPANY ARE DEEPAK TOMAR AND SWETA SINGH

"THE OFFER WAS MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF BSE (BSE SME)."

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFER OF 41,20,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH (THE "EQUITY SHARES") OF NOVUS LOYALTY LIMITED ("OUR COMPANY" OR "NOVUS" OR "NLL" OR "THE ISSUER") AT AN OFFER PRICE OF ₹146 PER EQUITY SHARE FOR CASH, AGGREGATING TO ₹6,015.20 LAKHS COMPRISING OF FRESH OFFER OF 33,00,000 EQUITY SHARES AGGREGATING TO ₹ 4,818.00 LAKHS ("FRESH ISSUE") AND AN OFFER FOR SALE OF 8,20,000 EQUITY SHARES BY MR. DEEPAK TOMAR AND MS. SWETA SINGH ("SELLING SHAREHOLDERS") AGGREGATING TO ₹ 1,197.20 LAKHS ("OFFER FOR SALE") ("PUBLIC OFFER"). THE OFFER INCLUDED A RESERVATION OF 2,30,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH, AT AN OFFER PRICE OF ₹ 146 PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 335.80 LAKHS WAS RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC OFFER LESS MARKET MAKER RESERVATION PORTION I.E. NET OFFER OF 38,90,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH, AT AN OFFER PRICE OF ₹ 146 PER EQUITY SHARE FOR CASH, AGGREGATING TO ₹ 5,679.40 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET OFFER". THE PUBLIC OFFER AND NET OFFER CONSTITUTED 26.49% AND 25.02% RESPECTIVELY OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

ISSUE PRICE: ₹ 146/- PER EQUITY SHARE OF FACE VALUE OF ₹ 10/- EACH

ANCHOR INVESTOR ISSUE PRICE: ₹ 146.00 PER EQUITY SHARE

THE OFFER PRICE IS 14.6 TIMES OF THE FACE VALUE

RISKS TO INVESTORS

- Risk to Investors: Top 5 Risk factors:**
 - We are highly dependent on certain key customers for a substantial portion of our revenues. Loss of relationship with any of the customers may have a material adverse effect on our profitability and results of operations.
 - Our success is dependent on our ability to develop and innovate our platform, products and solutions in a cost efficient and timely manner. Any failure to do so or inability of our products/solutions to satisfy our customers or perform as desired could adversely impact our business, results of operations, cash flows and financial condition.
 - Our Company has not entered into any long-term contracts with our customers. Inability to maintain regular order flow would adversely impact our revenues and profitability.
 - The success of our business hinges on our ability to continually innovate in response to shifting customer needs, adopt and develop new technologies, and adapt to evolving industry standards. Operating in an industry characterized by rapid technological advancements, dynamic industry standards, frequent service introductions, and changing customer demands, we recognize the necessity to stay ahead.
 - Significant disruptions in our information technology systems or breaches of data security could affect our business and reputation.
- Our Equity Shares have never been publicly traded and may experience price and volume fluctuations following the completion of the Issue. Further, our Equity Shares may not result in an active or liquid market, and the price of our Equity Shares may be volatile, and you may be unable to resell your Equity Shares at or above the Offer Price or at all.
- The Merchant Banker associated with the Issue has handled following public issues in the past three years which have closed below the Offer Price on Listing date:

Name of Lead Manager	Total Issues	Issues that closed below IPO price as on listing date
Smart Horizon Capital Advisors Private Limited	21	4
Total	21	4

4. The average cost of acquisition of Equity Shares by our Promoters and the Selling shareholders is as follows:

Sr. No.	Name	No of Equity Shares held	Average cost of Acquisition (in ₹)*
Promoters			
1.	Deepak Tomar	62,45,200	0.01
2.	Sweta Singh	54,68,987	Nil

*As certified by Statutory Auditor of our Company, by way of their certificate dated March 20, 2026.

5. Weighted average cost of acquisition:

Period	Weighted average cost of acquisition (in ₹)	Low End of the Price Band (₹ 136/-) is 'X' times the WACA	Upper End of the Price Band (₹146/-) is 'X' times the WACA
Weighted average cost of acquisition of primary issuances as per paragraph (a) above	Nil	Nil	Nil
Weighted average cost of acquisition for secondary transactions as per paragraph (b) above	1,32,353	Negligible	Negligible

OFFER PROGRAM
ANCHOR INVESTOR BIDDING DATE WAS: MONDAY, MARCH 16, 2026
BID/ISSUE OPENED ON: TUESDAY, MARCH 17, 2026
BID/ISSUE CLOSED ON: FRIDAY, MARCH 20, 2026

This offer was made through the Book Building Process, in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended (the "SCRR") read with Regulation 229 of the SEBI ICDR Regulations and in compliance with Regulation 253 (1) and 253 (2) of the SEBI ICDR Regulations read with SEBI ICDR (Amendment) Regulations, 2025, wherein not more than 50.00% of the Net Offer was available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company and the selling shareholders in consultation with the BRLMs allocated up to 60.00% of the QIB Portion to Anchor Investors on a discretionary basis ("Anchor Investor Portion"). With effect from December 01, 2025, pursuant to the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) (Third Amendment) Regulations, 2025, of which, up to 40% of the Anchor Investor Portion was reserved in the following manner, (i) 33.33% was available for allocation to domestic Mutual Funds and (ii) 6.67% was available for allocation to life insurance companies and pension funds, subject to valid Bids being received from domestic Mutual Funds, life insurance companies, and pension funds at or above the Anchor Investor Allocation Price. In the event of under-subscription under (ii) above, the allocation was made to domestic Mutual Funds. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares were added to the remaining QIB Portion (other than the Anchor Investor Portion) ("Net QIB Portion"). Further, 5.00% of the Net QIB Portion was available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion was available for allocation on a proportionate basis to all QIB Bidders, other than Anchor Investors, including Mutual Funds, subject to valid Bids being received at or above the Offer Price. However, if the aggregate demand from Mutual Funds is less than 5.00% of the Net QIB Portion, the balance Equity Shares was available for allocation in the Mutual Fund Portion was added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, the SEBI ICDR Regulations, as amended, stated that not less than 35% of the Net Offer was to be available for allocation to Individual Investors who applied for minimum application size. Not less than 15% of the Net Offer was to be made available for allocation to Non-Institutional Investors of which one-third of the Non-Institutional Portion was available for allocation to Bidders with an application size of more than two lots and up to such lots as equivalent to not more than ₹ 10.00 Lakhs and two-thirds of the Non-Institutional Portion was available for allocation to Bidders with an application size of more than ₹ 10.00 Lakhs and under-subscription in either of these two sub-categories of Non-Institutional Portion to be allocated to Bidders in the other sub-category of Non-Institutional Portion. Subject to the availability of shares in non-institutional investors' category, the allotment to each Non-Institutional Investors was not less than the minimum application size in Non-Institutional Category and the remaining available Equity Shares, if any, to be allocated on a proportionate basis in accordance with the conditions specified in this regard in Schedule XIII of the SEBI (ICDR) (Amendment) Regulations, 2025. All Bidders, other than Anchor Investors, were required to participate in the Offer by mandatorily utilising the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account (as defined hereinafter) in which the corresponding Bid Amounts will be blocked by the Self-Certified Syndicate Banks ("SCSBs") or under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors were not permitted to participate in the Offer through the ASBA process. For details, please refer to the chapter titled "Offer Procedure" on page 294 of this Prospectus.

The bidding for Anchor investors opened and closed on Monday, March 16, 2026. The Company received 08 Anchor Investor Application Forms from 08 Anchor Investors (including Nil Mutual Funds through Nil Mutual Fund schemes) for 14,39,000 Equity Shares. Such 08 Anchor Investors through 08 Anchor Investor Application Forms were allocated 11,30,000 Equity Shares at a price of ₹ 146/- per Equity Share under the Anchor Investor Portion, aggregating to ₹ 16,49,80,000.00/-.

The issue (excluding Anchor Investor Portion) received 1,333 applications for 4,520,000 Equity Shares (including market maker reservation portion and excluding anchor investor portion) as per the Application data after considering invalid bids. Other than RC10 Transaction declined by Investors, RC10 Mandate not accepted by Investors and Withdrawal / Cancelled Bids reported by SCSB and before technical rejections resulting in 1.51 times

subscription. The Details of the Applications received from various categories (before technical rejection) are as under:

Detail of the Applications Received:

Sr. No.	Category	Number of Applications	Number of Equity Shares Applied	Equity Shares Reserved as Per Prospectus	No. of times Subscribed (Times)	Amount (₹)
1	Individual Investors	1,244	2,488,000	1,364,000	1.82	363,062,000.00
2	Non-institutional Investors (More than ₹ 0.2 million and up to ₹1 million)	54	175,000	195,000	0.90	25,550,000.00
3	Non-institutional Investors (above ₹1 million)	24	512,000	391,000	1.31	74,752,000.00
4	Qualified Institutional Bidders (excluding Anchor Investors)	10	1,115,000	810,000	1.38	162,790,000.00
5	Market Maker	1	230,000	230,000	1.00	33,580,000.00
Total		1,333	4,520,000	2,990,000	1.51	659,734,000.00

Final Demand

A summary of the final demand as per BSE as on the Bid/Issue Closing Date at different Bid Prices is as under:

Sr. No.	Bid Price (₹)	No. of Equity Shares	% of Total	Cumulative Share Total	Cumulative % of Total
1	139	76,000	0.97	76,000	0.97
2	140	31,000	0.40	107,000	1.36
3	141	9,000	0.11	116,000	1.48
4	142	13,000	0.17	129,000	1.64
5	143	7,000	0.09	136,000	1.73
6	144	2,000	0.03	138,000	1.76
7	145	12,000	0.15	150,000	1.91
8	146	7,693,000	98.09	7,843,000	100.00
Total		7,843,000	100.00%		

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange – BSE on March 23, 2026.

1) **Allocation to individual investors who applies for minimum application size (After Technical Rejections):** The Basis of Allotment to individual investors who applies for minimum application size, who have bid at cut-off Price or at or above the Issue Price of ₹146.00 per equity shares, was finalized in consultation with BSE. The category was subscribed by 1,78299 times i.e., for 2,432,000 Equity Shares. Total number of shares allotted in this category is 1,364,000 Equity Shares to 682 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	No. of Shares applied for (Category wise)	No. of Applications received	% to Total	Total No. of Equity Shares applied in this category	% of Total	Proportionate Shares available	No. of Equity Shares allocated/allotted per Applicant	Ratio of allottees to applicants	Number of successful applicants (after rounding)	Total No. of shares allocated/allotted
1	2,000	1,216	100.00	2,432,000	100.00	1,364,000	2,000	23: 41	682	1,364,000
Total		1,216	100.00		100.00	1,364,000			682	1,364,000

2) **Allocation to Non-Institutional Investors Nil 1 Category (More than 2 lots & up to ₹ 10,00,000/-) (After Technical Rejections):** The Basis of Allotment to Other than Individual Investors to Non-Institutional Investors Nil 1 Category, who have bid at Issue Price of ₹146.00 per equity shares or above, was finalized in consultation with BSE. The category was subscribed by 0.89744 times i.e., for 175,000 shares. The total number of shares allotted in this category is 175,000 Equity Shares to 54 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	No. of Shares applied for (Category wise)	No. of Applications received	% to Total	Total No. of Shares applied in each category	% to Total	No. of Equity Shares Allotted per Applicant	Ratio of allottees to applicants	Total No. of shares allocated/allotted
1	3000	47	87.04	1,41,000	80.57	3,000	1 : 1	141,000
2	4000	2	3.70	8,000	4.57	4,000	1 : 1	8,000
3	5000	4	7.41	20,000	11.43	5,000	1 : 1	20,000
4	6000	1	1.85	6,000	3.43	6,000	1 : 1	6,000
Total		54	100.00	1,75,000	100.00			175,000

* Unsubscribed portion of 20,000 equity shares has been spilled over to NIB above 10 Lakhs Category.

3) **Allocation to Non-Institutional Investors Nil 2 Category (More than ₹ 1,000,000/-) (After Technical Rejections):** The Basis of Allotment to Other than Individual Investors to Non-Institutional Investors Nil 2 Category, who have bid at Issue Price of ₹146.00 per equity shares or above, was finalized in consultation with BSE. The category was subscribed by 1.24574 times i.e., for 512,000 shares. The total number of shares allotted in this category is 411,000 Equity Shares (i.e. Includes spilled over of 20,000 Equity Shares from NIB above ₹ 2 Lakhs Up to ₹10 Lakhs Category) to 24 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	No. of Shares applied for (Category wise)	No. of Applications received	% to Total	Total No. of Shares applied in each category	% to Total	No. of Equity Shares Allotted per Applicant	Ratio of allottees to applicants	Total No. of shares allocated/allotted
1	7,000	18	75.00	126,000	24.61	6,000	1 : 1	108,000
	7,000	-	0.00	-	-	1,000	1 : 9	2,000
2	10,000	1	4.17	10,000	1.95	8,000	1 : 1	8,000
3	20,000	1	4.17	20,000	3.91	16,000	1 : 1	16,000
4	21,000	1	4.17	21,000	4.10	17,000	1 : 1	17,000
5	63,000	1	4.17	63,000	12.30	49,000	1 : 1	49,000
6	136,000	2	8.33	272,000	53.13	105,000	1 : 1	210,000
	136,000	-	0.00	-	-	1,000	1 : 2	1,000
Total		24	100.00	512,000	100.00			411,000

Please Note : 1 (One) lot of 1000 shares have been allocated to Categories 7000 & 136000 in the ratio of 1:9 & 1:2

4) **Allocation to QIBs excluding Anchor Investors (After Technical Rejections):** Allotment to QIBs, who have bid at the Offer Price of ₹146.00 per Equity Share or above, has been done on a proportionate basis in consultation with BSE. This category has been subscribed to the extent of 1.37654 times of Net QIB portion. As per the SEBI Regulations, Mutual Funds were allotted 5% of the Equity Shares of Net QIB portion available i.e. Nil Equity Shares and other QIBs and unsatisfied demand of Mutual Funds were allotted the remaining available Equity Shares i.e. 810,000 Equity Shares (Includes spilled over of 40,000 Equity Shares from QIBMF Category.) on a proportionate basis. The total number of Equity Shares allotted in the QIB category is 810,000 Equity Shares, which were allotted to 10 successful Applicants.

(Continued next page...)

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Loyalty

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RISKS TO INVESTORS

1. Risk to Investors: Top 5 Risk factors:

- We are highly dependent on certain key customers for a substantial portion of our revenues. Loss of relationship with any of the customers may have a material adverse effect on our profitability and results of operations.
 - Our success is dependent on our ability to develop and innovate our platform, products and solutions in a cost efficient and timely manner. Any failure to do so or inability of our products/solutions to satisfy our customers or perform as desired could adversely impact our business, results of operations, cash flows and financial condition.
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Smart Horizon Capital Advisors Private Limited	21	4
Total	21	4

4. The average cost of acquisition of Equity Shares by our Promoters and the Selling shareholders is as follows:

Sr. No.	Name	No of Equity Shares held	Average cost of Acquisition (in ₹)*
Promoters			
1.	Deepak Tomar	62,45,200	0.01
2.	Sweta Singh	54,68,987	Nil

*As certified by Statutory Auditor of our Company, by way of their certificate dated March 20, 2026.

5. Weighted average cost of acquisition:

Period	Weighted average cost of acquisition (in ₹)	Lower End of the Price Band (₹ 136/-) is 'X' times the WACA	Upper End of the Price Band (₹146/-) is 'X' times the WACA
Weighted average cost of acquisition of primary issuances as per paragraph (a) above	Nil	Nil	Nil
Weighted average cost of acquisition for secondary transactions as per paragraph (b) above	1,32,353	Negligible	Negligible

OFFER PROGRAM ANCHOR INVESTOR BIDDING DATE WAS: MONDAY, MARCH 16, 2026
 BID/ISSUE OPENED ON: TUESDAY, MARCH 17, 2026
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This offer was made through the Book Building Process, in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended (the "SCRR") read with Regulation 229 of the SEBI ICDR Regulations and in compliance with Regulation 253 (1) and 253 (2) of the SEBI ICDR Regulations read with SEBI ICDR (Amendment) Regulations, 2025, wherein not more than 50.00% of the Net Offer was available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company and the selling shareholders in consultation with the BRLMs allocated up to 60.00% of the QIB Portion to Anchor Investors on a discretionary basis ("Anchor Investor Portion"). With effect from December 01, 2025, pursuant to the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) (Third Amendment) Regulations, 2025, of which, up to 40% of the Anchor Investor Portion was reserved in the following manner: (i) 33.33% was available for allocation to domestic Mutual Funds and (ii) 6.67% was available for allocation to life insurance companies and pension funds, subject to valid Bids being received from domestic Mutual Funds, life insurance companies, and pension funds at or above the Anchor Investor Allocation Price. In the event of under-subscription under (ii) above, the allocation was made to domestic Mutual Funds. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares were added to the remaining QIB Portion (other than the Anchor Investor Portion) ("Net QIB Portion"). Further, 5.00% of the Net QIB Portion was available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion was available for allocation on a proportionate basis to all QIB Bidders, other than Anchor Investors, including Mutual Funds, subject to valid Bids being received at or above the Offer Price. However, if the aggregate demand from Mutual Funds is less than 5.00% of the Net QIB Portion, the balance Equity Shares was available for allocation in the Mutual Fund Portion was added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, the SEBI ICDR Regulations, as amended, stated that not less than 35% of the Net Offer was to be available for allocation to Individual Investors who applied for minimum application size. Not less than 15% of the Net Offer was to be made available for allocation to Non-Institutional Investors of which one-third of the Non-Institutional Portion was available for allocation to Bidders with an application size of more than two lots and up to such lots as equivalent to not more than ₹ 10.00 Lakhs and two-thirds of the Non-Institutional Portion was available for allocation to Bidders with an application size of more than ₹ 10.00 Lakhs and under-subscription in either of these two sub-categories of Non-Institutional Portion to be allocated to Bidders in the other sub-category of Non-Institutional Portion. Subject to the availability of shares in non-institutional investors' category, the allotment to each Non-Institutional Investors was not less than the minimum application size in Non-Institutional Category and the remaining available Equity Shares, if any, to be allocated on a proportionate basis in accordance with the conditions specified in this regard in Schedule XIII of the SEBI (ICDR) (Amendment) Regulations, 2025. All Bidders, other than Anchor Investors, were required to participate in the Offer by mandatorily utilising the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account (as defined hereinafter) in which the corresponding Bid Amounts will be blocked by the Self-Certified Syndicate Banks ("SCSBs") or under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors were not permitted to participate in the Offer through the ASBA process. For details, please refer to the chapter titled "Offer Procedure" on page 294 of this Prospectus.

The bidding for Anchor investors opened and closed on Monday, March 16, 2026. The Company received 08 Anchor Investor Application Forms from 08 Anchor Investors (including Nil Mutual Funds through Nil Mutual Fund schemes) for 14,39,000 Equity Shares. Such 08 Anchor Investors through 08 Anchor Investor Application Forms were allocated 11,30,000 Equity Shares at a price of ₹ 146/- per Equity Share under the Anchor Investor Portion, aggregating to ₹ 16,49,80,000.00/-.

The issue (excluding Anchor Investor Portion) received 1,333 applications for 4,520,000 Equity Shares (including market maker reservation portion and excluding anchor investor portion) as per the Application data after considering invalid bids, Other than RC10 Transaction declined by Investors, RC10 Mandate not accepted by Investors and Withdrawal / Cancelled Bids reported by SCSB and before technical rejections resulting in 1.51 times

subscription. The Details of the Applications received from various categories (before technical rejection) are as under:

Detail of the Applications Received:

Sr. No.	Category	Number of Applications	Number of Equity Shares Applied	Equity Shares Reserved as Per Prospectus	No. of times Subscribed (Times)	Amount (₹)
1	Individual Investors	1,244	2,488,000	1,364,000	1.82	363,062,000.00
2	Non-Institutional Investors (More than ₹ 0.2 million and up to ₹1 million)	54	175,000	195,000	0.90	25,550,000.00
3	Non-Institutional Investors (above ₹1 million)	24	512,000	391,000	1.31	74,752,000.00
4	Qualified Institutional Bidders (excluding Anchor Investors)	10	1,115,000	810,000	1.38	162,790,000.00
5	Market Maker	1	230,000	230,000	1.00	33,580,000.00
Total		1,333	4,520,000	2,990,000	1.51	659,734,000.00

Final Demand

A summary of the final demand as per BSE as on the Bid/Issue Closing Date at different Bid Prices is as under:

Sr. No.	Bid Price (₹)	No. of Equity Shares	% of Total	Cumulative Share Total	Cumulative % of Total
1	139	76,000	0.97	76,000	0.97
2	140	31,000	0.40	107,000	1.36
3	141	9,000	0.11	116,000	1.48
4	142	13,000	0.17	129,000	1.64
5	143	7,000	0.09	136,000	1.73
6	144	2,000	0.03	138,000	1.76
7	145	12,000	0.15	150,000	1.91
8	146	7,693,000	98.09	7,843,000	100.00
Total		7,843,000	100.00%		

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange - BSE on March 23, 2026.

1) **Allocation to individual investors who applies for minimum application size (After Technical Rejections):** The Basis of Allotment to individual investors who applies for minimum application size, who have bid at cut-off Price or at or above the Issue Price of ₹146.00 per equity shares, was finalized in consultation with BSE. The category was subscribed by 1.78299 times i.e., for 2,432,000 Equity Shares. Total number of shares allotted in this category is 1,364,000 Equity Shares to 682 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	No. of Shares applied for (Category wise)	No. of Applications received	% to Total	Total No. of Equity Shares applied in this category	% of Total	Proportionate Shares available	No. of Equity Shares allocated/allotted per Applicant	Ratio of allottees to applicants	Number of successful applicants (after rounding)	Total No. of shares allocated/allotted
1	2,000	1,216	100.00	2,432,000	100.00	1,364,000	2,000	23: 41	682	1,364,000
Total		1,216	100.00		100.00	1,364,000			682	1,364,000

2) **Allocation to Non-Institutional Investors Nil 1 Category (More than 2 lots & up to ₹ 10,00,000/-) (After Technical Rejections):** The Basis of Allotment to Other than Individual Investors to Non-Institutional Investors Nil 1 Category, who have bid at Issue Price of ₹146.00 per equity shares or above, was finalized in consultation with BSE. The category was subscribed by 0.89744 times i.e., for 175,000 shares. The total number of shares allotted in this category is 175,000 Equity Shares to 54 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	No. of Shares applied for (Category wise)	No. of Applications received	% to Total	Total No. of Shares applied in each category	% to Total	No. of Equity Shares Allotted per Applicant	Ratio of allottees to applicants	Total No. of shares allocated/allotted
1	3000	47	87.04	1,41,000	80.57	3,000	1: 1	141,000
2	4000	2	3.70	8,000	4.57	4,000	1: 1	8,000
3	5000	4	7.41	20,000	11.43	5,000	1: 1	20,000
4	6000	1	1.85	6,000	3.43	6,000	1: 1	6,000
Total		54	100.00	1,75,000	100.00			175,000

* Unsubscribed portion of 20,000 equity shares has been spilled over to NIB above 10 Lakhs Category.

3) **Allocation to Non-Institutional Investors Nil 2 Category (More than ₹ 1,00,00,000/-) (After Technical Rejections):** The Basis of Allotment to Other than Individual Investors to Non-Institutional Investors Nil 2 Category, who have bid at Issue Price of ₹146.00 per equity shares or above, was finalized in consultation with BSE. The category was subscribed by 1.24574 times i.e., for 512,000 shares. The total number of shares allotted in this category is 411,000 Equity Shares (i.e. includes spilled over of 20,000 Equity Shares from NIB above ₹ 2 Lakhs Up to ₹10 Lakhs Category) to 24 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	No. of Shares applied for (Category wise)	No. of Applications received	% to Total	Total No. of Shares applied in each category	% to Total	No. of Equity Shares Allotted per Applicant	Ratio of allottees to applicants	Total No. of shares allocated/allotted
1	7,000	18	75.00	126,000	24.61	6,000	1: 1	108,000
	7,000	-	0.00	-	-	1,000	1: 9	2,000
2	10,000	1	4.17	10,000	1.95	8,000	1: 1	8,000
3	20,000	1	4.17	20,000	3.91	16,000	1: 1	16,000
4	21,000	1	4.17	21,000	4.10	17,000	1: 1	17,000
5	63,000	1	4.17	63,000	12.30	49,000	1: 1	49,000
6	136,000	2	8.33	272,000	53.13	105,000	1: 1	210,000
	136,000	-	0.00	-	-	1,000	1: 2	1,000
Total		24	100.00	512,000	100.00			411,000

Please Note : 1 (One) lot of 1000 shares have been allocated to Categories 7000 & 136000 in the ratio of 1:9 & 1:2

4) **Allocation to QIBs excluding Anchor Investors (After Technical Rejections):** Allotment to QIBs, who have bid at the Offer Price of ₹146.00 per Equity Share or above, has been done on a proportionate basis in consultation with BSE. This category has been subscribed to the extent of 1.37654 times of Net QIB portion. As per the SEBI Regulations, Mutual Funds were allotted 5% of the Equity Shares of Net QIB portion available i.e. Nil Equity Shares and other QIBs and unsatisfied demand of Mutual Funds were allotted the remaining available Equity Shares i.e. 810,000 Equity Shares (includes spilled over of 40,000 Equity Shares from QIBMF Category.) on a proportionate basis. The total number of Equity Shares allotted in the QIB category is 810,000 Equity Shares, which were allotted to 10 successful Applicants.

(Continued next page...)

(Continued from previous page...)

Category	FIS/BANKS	MF's	IC's	NBFC's	AIF	FII/FPC	OTHERS	TOTAL
QIB	-	-	125,000	-	-	-	685,000	810,000

5) **Allocation to Anchor Investors (After Technical Rejections & Withdrawal):** The Company in consultation with the BRLM has allotted 1,130,000 Equity Shares to 8 Anchor Investors at Anchor Investor Issue Price of ₹ 146.00 per equity shares in accordance with the SEBI ICDR Regulations. The category wise details of the Basis of Allotment are as under:

Category	FIS/BANKS	MF's	IC's	NBFC's	AIF	FPI/FPC	VC'S	TOTAL
ANCHOR	-	-	-	617,000	444,000	69,000	-	1,130,000

6) **Allocation to Market Maker (After Technical Rejections):** The Basis of Allotment to Market Maker, who have bid at Issue Price of ₹ 146/- per equity shares or above, was finalized in consultation with BSE. The category was subscribed by 1.000000 time i.e., for 230,000 shares the total number of shares allotted in this category is 230,000 Equity Shares. The category wise details of the Basis of Allotment are as under:

Sr. No.	No. of Shares applied for (Category wise)	No. of Applications received	% to Total	Total No. of Shares applied in this category	% of Total	No. of Equity Shares allocated/ allotted per Applicant	Ratio	Total Number of shares allotted	Surplus/ Deficit
1	230,000	1	100.00	230,000	100.00	230,000	1	230,000	0
	Total	1	100.00	230,000	100.00			230,000	0

The Board of Directors of the Company at its meeting held on March 23, 2026 has approved the Basis of Allocation of Equity Shares as approved by the Designated Stock Exchange viz. BSE and has authorized the corporate action for issue of the Equity Shares to various successful applicants. The CAN-cum-allotment advices and/or notices will be forwarded to the email id's and address of the Applicants as registered with the depositories / as filled in the application form on or before March 24, 2026. Further, the instructions to Self-Certified Syndicate Banks for unblocking the amount will process on or prior to March 23, 2026. In case the same is not received within ten days, investors may contact at the address given below. The Equity Shares allocated to successful applicants are being credited to their beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is taking steps to get the Equity Shares admitted for trading on the BSE SME within Three working days from the date of the closure of the issue.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated March 23, 2026 ("Prospectus") filed with Registrar of Companies, Haryana.

INVESTORS, PLEASE NOTE

The details of the allotment made would also be hosted on the website of the Registrar to the offer, **KFin Technologies Limited** at

http://www.kfintech.com/. All future correspondence in this regard may kindly be addressed to the Registrar to the offer quoting full name of the First/ Sole applicants, serial number of the Bid cum Application Form, number of shares applied for and Bank Branch where the application had been lodged and payment details at the address of the Registrar given below:

**KFIN TECHNOLOGIES LIMITED**

Address: Selenium Tower B, Plot No.31-32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad-500032, Telangana, India.
Tel. No.: +91-40-67162222 / 18003094001
E-mail: novus ipo@kfintech.com
Investors Grievance e-mail: einward.ris@kfintech.com
Website: www.kfintech.com
Contact Person: M. Murali Krishna
SEBI Registration No.: INR000000221

For Novus Loyalty Limited
On behalf of the Board of Directors
Sd/-
Deepak Tomar
Chairman & Managing Director
DIN: 02484965

Date: March 23, 2026
Place: Haryana

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES ON LISTING OR THE BUSINESS PROSPECTS OF NOVUS LOYALTY LIMITED.

Novus Loyalty Limited is proposing, subject to market conditions, public offer of its equity shares and has filed the Prospectus with the Registrar of Companies, Haryana. The Prospectus is available on the website of SEBI at www.sebi.gov.in, the website of the Book Running Lead Manager at www.shcapl.com website of the BSE at www.bseindia.com and website of Issuer Company at www.novus-loyalty.com. Investors should note that investment in Equity Shares involves a high degree of risk. For details, investors shall refer to and rely on the Prospectus including the section titled "Risk Factors" beginning on page 31 of the Prospectus, which has been filed with ROC. The Equity Shares have not been and will not be registered under the US Securities Act (the "Securities Act") or any state securities law in United States and may not be issued or sold within the United States or to, or for the account or benefit of, "U.S. persons" (as defined in the Regulation S under the Securities Act), except pursuant to an exemption from, or in a transaction not subject to the registration requirements of the Securities Act of 1933.

AdBaz

हरियाणा कांग्रेस विधायक की खुली बगावत

राज्यसभा प्रत्याशी पसंद नहीं था, मैंने मन की करी, पार्टी अपने मन की कर ले : मोहम्मद इसराइल

शौकत अली खान / गुडगांव मेल
हथौं, 24 मार्च। हरियाणा में पलवल की हथौं विधानसभा सीट के कांग्रेस विधायक मोहम्मद इसराइल ने राज्यसभा चुनाव में हुई क्रास वोटिंग को लेकर कई राज खोले हैं। उन्होंने कहा कि कांग्रेस प्रत्याशी कर्मवीर बौद्ध पसंद नहीं थे, न ही बौद्ध ने वोट मांगा। उनको जगह कांग्रेस के पूर्व प्रदेश अध्यक्ष उदयभान अगर प्रत्याशी होते तो जरूर वोट देते।

इसराइल उन 5 विधायकों में शामिल हैं, जिन्होंने कांग्रेस ने क्रास वोटिंग के लिए नोटिस जारी किया है। इस नोटिस के बाद इसराइल ने अपने दफ्तर और सोशल मीडिया पोस्ट से

कांग्रेस का नाम-निशान हटा दिया है। इसी संबंध में गुडगांव मेल सवादाता ने विधायक से संपर्क किया। इस पर उन्होंने कहा कि अभी वह कैमरा पर कुछ नहीं बोलेंगे। एक-दो दिन में प्रेस कॉन्फ्रेंस करेंगे। हालांकि कैमरा बंद रखने की शर्त पर बात की और कई बातें बताईं। उन्होंने पूर्व सीएम एवं नेता प्रतिपक्ष भूपेंद्र सिंह हुड्डा को लेकर नाराजगी के कारण बताया।

इस बातचीत के दौरान खास बात यह रही कि 22 मार्च को एमएलए के बेटे नाजिम चौधरी ने पिता से रिश्ता खत्म करने की बात कही थी। नाजिम ने कहा था कि पिता ने कांग्रेस के साथ विश्वासघात किया है। बेटे के रिश्ता

तोड़ने के सवाल पर इसराइल ने चुपची साध ली। **सवाल-जवाब में जानिए कांग्रेस विधायक ने क्या खास बातें कहीं सवाल : राज्यसभा चुनाव में क्रास वोटिंग के आरोप पर क्या कहना है ?**

विधायक: कांग्रेस की ओर से राज्यसभा सीट के लिए कर्मवीर बौद्ध को उम्मीदवार बनाया। बौद्ध मुझे पसंद नहीं थे। इसलिए मैंने निर्दलीय उम्मीदवार को वोट किया। बौद्ध ने तो कभी मुझसे वोट की अपील भी नहीं की। बस एक बार फोन पर बात हुई तो सही से जवाब नहीं दिया। हां, अगर कर्मवीर की जगह पूर्व प्रदेशाध्यक्ष उदयभान को खड़ा किया



जाता तो मैं कांग्रेस को वोट देता। **सवाल: पूर्व सीएम भूपेंद्र हुड्डा से अब इतनी दूरियां क्यों बन रही**

है ?
विधायक: हमारे वालिद साहब स्वर्गीय चौधरी जलेब खान ने 2009 में भूपेंद्र सिंह हुड्डा को प्रदेश का सीएम बनाने की लड़ाई लड़ी। मगर, हुड्डा ने 2024 के विधानसभा चुनाव में मेरा टिकट काटने की कोशिश की। मेरा भरोसा तब टूटा, जब चुनाव से पहले 5 अगस्त को चौधरी हर्ष कुमार को पलवल में पूर्व मंत्री करण सिंह दलाल की रैली में हुड्डा साहब ने पार्टी में शामिल किया। मैं चाहता था कि हर्ष कुमार को अगर पार्टी में शामिल कराना भी है तो हुड्डा की बजाय सैलजा गुट से शामिल कराया जाए। **सवाल : अब कांग्रेस अनुशासन**

समिते ने आपसे स्पष्टीकरण मांगा है, उसको लेकर क्या कहना है ?

विधायक: मैंने अपना स्पष्टीकरण तैयार किया हुआ है, जब पार्टी मांगेगी दे दूंगा। अभी मैं अपने लोगों से विचार विमर्श कर रहा हूँ। हथौं की जनता ने मुझे विधायक बनाया है। एक बात पक्की है कि अगर अगला चुनाव लड़ूंगा तो कांग्रेस से नहीं लड़ूंगा। मेरा जो करने का मन था, वो मैंने किया। अब पार्टी का जो मन है, वो कर सकती है। **सवाल : भूपेंद्र हुड्डा से काफी नाराजगी है आपकी ?**

विधायक: बिल्कुल नाराजगी है और अगर नाराजगी नहीं होती तो यहां

तक बात ही नहीं पहुंचती। मैं उसी समय पार्टी छोड़ रहा था जब मार्च 2024 में बृजेन्द्र सिंह बीजेपी को छोड़ कांग्रेस में शामिल हुए थे। मगर, चौधरी उदयभान के कारण मैंने पार्टी को नहीं छोड़ा। **सवाल : ऐसी चर्चाएं हैं कि सीएम नायब सैनी से आपकी मुलाकात हुई, कुछ आश्वासन मिले हैं ?**

विधायक: सीएम किसी पार्टी के नहीं हैं बल्कि पूरे हरियाणा के हैं। विधानसभा में मैंने अपने क्षेत्र के मुद्दे उठाए। हलके की मांगों को लेकर शुरू से मिलता रहता हूँ। खेतों में पानी भरने की समस्या को सीएम साहब ने दूर कराया है। **सवाल : शहीदी दिवस पर आपके**

पोस्टर से कांग्रेस का नाम-निशान क्यों गायब कर दिया गया ?

विधायक: मेरे मन में जो था मैंने कर दिया, अब पार्टी के जो मन में है वो करे। मैं जनता की आवाज पहले भी उठाता आया हूँ, आगे भी उठाता रहूंगा। **सवाल : आपके बेटे नाजिम चौधरी ने विश्वासघात का आरोप लगाकर आपसे सभी रिश्ते तोड़ लिए ?**

विधायक: बेटे ने मेरे लिए क्या कहा, इस पर मैं कोई कमेंट नहीं करना चाहता हूँ। मैं मानता हूँ वो पढ़ा-लिखा बच्चा है। समझदार है, उसने जो किया वो अपनी समझ से किया।

मुख्यमंत्री की विकास रैली से क्षेत्र के विकास को मिलेगी नई दिशा : रामकुमार गौतम



ब्यूरो/गुडगांव मेल
जौद, 24 मार्च। सफ़ीदों विधानसभा क्षेत्र के विधायक रामकुमार गौतम ने कहा है कि सरकार प्रदेश के हर क्षेत्र के समग्र विकास के लिए प्रयास करेगी और चार अग्रेज को रैली के माध्यम से सफ़ीदों क्षेत्र को भी कई महत्वपूर्ण परियोजनाओं का लाभ मिलेगा। यह रैली हलका सफ़ीदों के विकास के लिए मील का पत्थर साबित होगी।

सभी कार्यकर्ता और जनप्रतिनिधि अपने-अपने क्षेत्रों की प्रमुख समस्याओं और मांगों को चिन्हित कर उनकी एक व्यवस्थित सूची तैयार करके उन्हें सौंपें ताकि यह सूची रैली के दौरान मुख्यमंत्री के समक्ष प्रस्तुत किया जा सके और क्षेत्र की आवश्यकताओं को प्राथमिकता के आधार पर पूरा कराया जा सके। विधायक रामकुमार गौतम मंगलवार को विधानसभा के गांवों

टीटोखेड़ी, करसिंधु, अंटा, बडौद, बसीनी, खतला, भुसलाना, डिडवाड़ा, निम्नाबाद, साहनपुर, सरनाखेड़ी सहित लगभग एक दर्जन गांवों में पहुंच कर गांववासियों से मांग पत्र लिया और आगामी चार अग्रेज को सफ़ीदों की नई अनाजमंडी में मुख्यमंत्री नायब सैनी की विकास रैली का निमंत्रण दिया। विधायक रामकुमार गौतम ने कहा कि सभी के सहयोग और सामूहिक

प्रयासों से यह रैली न केवल सफल होगी बल्कि क्षेत्र के विकास को भी नई दिशा देगी। मुख्यमंत्री द्वारा इस अवसर पर क्षेत्र के लिए करोड़ों रुपये की विकासात्मक परियोजनाओं की सौगात दी जाएगी। सरकार का उद्देश्य प्रत्येक गांव की व्यवहारिक मांगों को प्राथमिकता के आधार पर पूरा करना है। उन्होंने जनप्रतिनिधियों एवं कार्यकर्ताओं का आह्वान किया कि वे अपने-अपने क्षेत्रों से अधिक से अधिक लोगों को रैली स्थल तक लाने की व्यवस्था करें ताकि यह कार्यक्रम ऐतिहासिक और सफल बन सके। विधायक रामकुमार गौतम ने कहा कि सरकार बिना किसी भेदभाव के सभी गांवों में विकास कार्य करवा रही है और भविष्य में भी इस दिशा में कोई कमी नहीं रहने दी जाएगी। यदि कहीं कोई कार्य अधूरा है या सुधार की आवश्यकता है तो उसे प्राथमिकता से पूरा किया जाएगा। उन्होंने कहा कि मुख्यमंत्री द्वारा विकासकार्यों को और अधिक गति प्रदान करने के लिए लगातार नई-नई योजनाएं बनाई जा रही हैं।

मकान नहीं तुड़वाऊंगा, विकास कराऊंगा विधायक भड़ाना का दौटूक रुख, फिरनी पैमाइश की मांग पर साफ जवाब



विनोद लाहाट/गुडगांव मेल
समालखा, 24 मार्च। शहर में आयोजित एक कार्यक्रम के दौरान समालखा के विधायक मनमोहन भड़ाना ने फिरनी की पैदाइश (रास्ता/निकासी) को लेकर पहुंचे किसान परस राम की मांग पर स्पष्ट रुख अपनाते हुए कहा कि वे किसी का मकान तुड़वाने के पक्ष में नहीं हैं। उन्होंने साफ शब्दों में कहा, मैं मकान बनवाने

के लिए आया हूँ, तुड़वाने के लिए नहीं। विधायक के इस बयान से विवादित मुद्दों पर उनकी प्राथमिकता विकास कार्यों को लेकर स्पष्ट नजर आई। यह कार्यक्रम नप पार्षद प्रतिनिधि एवं समाजसेवी विकास कुहाड़ के कार्यालय पर आयोजित किया गया, जहां विधायक का ढोल-नगाड़ा और पुष्पवर्षा के साथ स्वागत किया गया। इस मौके

पर विकास कुहाड़ और पूर्व पार्षद जयपाल कुहाड़ ने शहर की प्रमुख समस्याएं विधायक के समक्ष रखीं और उनके नेतृत्व में हो रहे विकास कार्यों की सराहना की। कार्यक्रम में बोलते हुए विधायक भड़ाना ने कार्यकर्ताओं को पार्टी की असली ताकत बताते हुए कहा कि भाजपा कार्यकर्ता देशहित को सर्वोपरि रखते हैं और सरकार की नीतियों को

जन-जन तक पहुंचाने में अहम भूमिका निभाते हैं। उन्होंने हरियाणा सरकार की योजनाओं का जिक्र करते हुए कहा कि गरीबों के पक्के घर, आयुष्मान व चिरायु जैसी स्वास्थ्य योजनाएं और किसानों की फसलों की एमएसपी पर खरीद सरकार की प्राथमिकताओं में शामिल हैं। पूर्व पार्षद जयपाल कुहाड़ ने भी प्रदेश सरकार की नीतियों का समर्थन करते हुए कहा कि मुख्यमंत्री नायब सिंह सैनी के नेतृत्व में राज्य में तेज गति से विकास हो रहा है और बजट जन आकांक्षाओं को पूरा करने वाला है।

कार्यक्रम में नगर परिषद चेयरमैन अशोक कुच्छल, पार्षद रेनु धीमान, अजय शर्मा, नरेश कौशिक, अनिल कालीरामन, कप्तान डौबकर, पूर्व पार्षद सुरेश झंडा, जयपाल कुहाड़, रमेश सैनी, सरपंच रामधन सैनी, जनप्रतिनिधि और शहर के गणमान्य लोग मौजूद रहे।

विवादों में घिरा करनाल का स्वर्ण भूमि प्रोजेक्ट, बिल्डर को कथित ढील से चर्चा में अफसर

कालोनीवासी लगा रहे बिल्डर-प्रशासन में गठजोड़ के आरोप, नियमों और शर्तों की अनुपालना नहीं होने पर भी बरती गई ढील

मनोज राणा/गुडगांव मेल
करनाल, 24 मार्च। सेक्टर-36 क्षेत्र में विकसित स्वर्ण भूमि प्रोजेक्ट को लेकर विवाद लगातार गहराता जा रहा है। योजना सामने आ रहे नए तथ्यों ने बिल्डर की कार्यप्रणाली पर गंभीर सवाल खड़े कर दिए हैं, वहीं संबंधित अधिकारियों के नरम रवैये को लेकर भी चर्चाएं तेज हो गई हैं। इस मामले में मंगलवार को मामले में एक और नया पेंच सामने आया। विश्वस्त सूत्रों के अनुसार वर्ष 2020 में स्थानीय शहरी निकाय विभाग, हरियाणा (पंचकुला) ने नगर निगम, करनाल को सरकारी पत्र जारी कर प्रोजेक्ट से संबंधित जिन नियमों और शर्तों का जिक्र किया था, उनकी अनुपालना न होने के बावजूद बिल्डर को ढील दी जाती रही। जिससे कई अहम सवाल खड़े होते जा रहे हैं। प्राप्त जानकारी के अनुसार, विभाग ने अपने पत्र

(संख्या DULB/CTP/TP-KNL 2020/525758) में स्पष्ट निर्देश दिए थे कि यदि प्रोजेक्ट साइट पर विकास कार्य निर्धारित शर्तों के अनुरूप नहीं किया जाता, तो 50 प्रतिशत प्लॉट फ्रीज किए जाएं। साथ ही, कालोनी की एग्रीज रोड को 9 मीटर से बढ़ाकर 12 मीटर करने और उसे नियमानुसार विकसित करने के निर्देश भी दिए गए थे। अब उक्त प्रोजेक्ट से संबंधित शिकायतकर्ताओं द्वारा मीडिया एवं सरकारी अधिकारियों को बताया जा रहा है कि मौके पर विकास कार्य प्रोजेक्ट प्लान के अनुरूप नहीं हैं। इस प्रोजेक्ट में भारी अनियमितताएं बरती गईं। पार्क की जमीन में प्लॉट, सरकारी नाले की जमीन व रजिस्ट्री में घोटाले के आरोप लगाते हुए संबंधित दस्तावेज पहले ही पेश किए जा चुके हैं। इसके बावजूद संबंधित अधिकारियों द्वारा अपेक्षित कार्रवाई



नहीं किए जाने से यह मामला पेचीदा होता जा रहा है। उक्त पत्र में प्रोजेक्ट से जुड़ी कई अनिवार्य शर्तों का जिक्र किया गया था। जिनमें एक्सटर्नल डेवलपमेंट चार्ज (ईडीसी) का भुगतान, बैंक गारंटी जमा करना,

इंटरनल डेवलपमेंट कार्य पूरा नहीं होने तक 50 प्रतिशत बिक्री योग्य क्षेत्र को फ्रीज करना शामिल था। इसके अलावा बिल्डर को निर्धारित समयवधि में विकास कार्य पूरा कर कंप्लेशन सर्टिफिकेट प्राप्त

करना था। यही नहीं प्रोजेक्ट की जमीन की डिमाकेशन, संशोधित ले आउट प्लान प्रस्तुत करना, थर्ड पार्टी राइट्स न होने का प्रमाण पत्र देना और अवैध निर्माण हटाने का हलफनामा देना भी आवश्यक शर्तों

में शुमार था। स्थानीय निवासियों का आरोप है कि इन शर्तों का पालन नहीं किया गया। यही वजह है कि कालोनी में जनता को बुनियादी की मांग कर रहे हैं। अब देखना यह है कि संबंधित विभाग इस मामले में क्या रुख अपनाता है। इधर, डीआरपी एनक्लेव के निवासी अब पूरी तरह से आर-पार की लड़ाई के मूड में हैं। न्याय के लिए वह इस मामले को जिला कचहरी न्याय न्याय तक ले जा चुके हैं। जिसके आधार पर करनाल पुलिस ने एफआईआर भी सतबीर सिंह पुनिया सहित 19 लोगों के खिलाफ दर्ज कर जांच शुरू कर रखी है। **जनता के विनोद लाहाट/गुडगांव मेल**

में देरी की वजह क्या रही। फिलहाल, मामले को लेकर क्षेत्र के निवासियों में रोष बना हुआ है। यह उच्चस्तरीय जांच व सख्त कार्रवाई की मांग कर रहे हैं। अब देखना यह है कि संबंधित विभाग इस मामले में क्या रुख अपनाता है। इधर, डीआरपी एनक्लेव के निवासी अब पूरी तरह से आर-पार की लड़ाई के मूड में हैं। न्याय के लिए वह इस मामले को जिला कचहरी न्याय न्याय तक ले जा चुके हैं। जिसके आधार पर करनाल पुलिस ने एफआईआर भी सतबीर सिंह पुनिया सहित 19 लोगों के खिलाफ दर्ज कर जांच शुरू कर रखी है। **जनता के विनोद लाहाट/गुडगांव मेल**

में देरी की वजह क्या रही। फिलहाल, मामले को लेकर क्षेत्र के निवासियों में रोष बना हुआ है। यह उच्चस्तरीय जांच व सख्त कार्रवाई की मांग कर रहे हैं। अब देखना यह है कि संबंधित विभाग इस मामले में क्या रुख अपनाता है। इधर, डीआरपी एनक्लेव के निवासी अब पूरी तरह से आर-पार की लड़ाई के मूड में हैं। न्याय के लिए वह इस मामले को जिला कचहरी न्याय न्याय तक ले जा चुके हैं। जिसके आधार पर करनाल पुलिस ने एफआईआर भी सतबीर सिंह पुनिया सहित 19 लोगों के खिलाफ दर्ज कर जांच शुरू कर रखी है। **जनता के विनोद लाहाट/गुडगांव मेल**

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NOVUS LOYALTY LIMITED

CIN: U72900HR2011PLC127344



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Our Company was incorporated under the name "Clavax Technologies Private Limited", a private limited company under the Companies Act, 1956 pursuant to a certificate of incorporation dated June 24, 2011 issued by Registrar of Companies, National Capital Territory of Delhi and Haryana. Further, the name of the Company was changed to "Novus Loyalty Private Limited" vide Certificate of Incorporation dated September 06, 2024 by Assistant Registrar of Companies/Deputy Registrar of Companies/ Registrar of Companies, Central Processing Centre. Subsequently, the status of the Company was changed to public limited and the name of our Company was changed to "Novus Loyalty Limited" vide Special Resolution passed by the Shareholders at the Extra Ordinary General Meeting of our Company held on June 16, 2025. The fresh certificate of incorporation consequent to conversion was issued on August 08, 2025 issued by Assistant Registrar of Companies/Deputy Registrar of Companies/ Registrar of Companies, Central Processing Centre. The corporate identification number of our Company is U72900HR2011PLC127344. For further details on Incorporation and Registered Office of our Company, see "History and Certain Corporate Matters" beginning on page 165 of the Prospectus.

Registered Office: 727, Udyog Vihar Phase V, Industrial Complex Dundaheera, Gurgaon 122016, Haryana, India;
Telephone: +91 9717154514 | **Email:** investor@novus-loyalty.com | **Website:** www.novus-loyalty.com
Contact Person: Mukesh Makkar, Company Secretary and Compliance Officer

THE PROMOTERS OF OUR COMPANY ARE DEEPAK TOMAR AND SWETA SINGH

"THE OFFER WAS MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF BSE (BSE SME)."

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFER OF 41,20,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH (THE "EQUITY SHARES") OF NOVUS LOYALTY LIMITED ("OUR COMPANY" OR "NOVUS" OR "NLL" OR "THE ISSUER") AT AN OFFER PRICE OF ₹146 PER EQUITY SHARE FOR CASH, AGGREGATING TO ₹6,015.20 LAKHS COMPRISING OF FRESH OFFER OF 33,00,000 EQUITY SHARES AGGREGATING TO ₹ 4,818.00 LAKHS ("FRESH ISSUE") AND AN OFFER FOR SALE OF 8,20,000 EQUITY SHARES BY MR. DEEPAK TOMAR AND MS. SWETA SINGH ("SELLING SHAREHOLDERS") AGGREGATING TO ₹ 1,197.20 LAKHS ("OFFER FOR SALE") ("PUBLIC OFFER"). THE OFFER INCLUDED A RESERVATION OF 2,30,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH, AT AN OFFER PRICE OF ₹ 146 PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 335.80 LAKHS WAS RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC OFFER LESS MARKET MAKER RESERVATION PORTION I.E. NET OFFER OF 38,90,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH, AT AN OFFER PRICE OF ₹ 146 PER EQUITY SHARE FOR CASH, AGGREGATING TO ₹ 5,679.40 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET OFFER". THE PUBLIC OFFER AND NET OFFER CONSTITUTED 26.49% AND 25.02% RESPECTIVELY OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

ISSUE PRICE: ₹ 146/- PER EQUITY SHARE OF FACE VALUE OF ₹ 10/- EACH

ANCHOR INVESTOR ISSUE PRICE: ₹ 146.00 PER EQUITY SHARE

THE OFFER PRICE IS 14.6 TIMES OF THE FACE VALUE

RISKS TO INVESTORS

- Risk to Investors: Top 5 Risk factors:**
 - We are highly dependent on certain key customers for a substantial portion of our revenues. Loss of relationship with any of the customers may have a material adverse effect on our profitability and results of operations.
 - Our success is dependent on our ability to develop and innovate our platform, products and solutions in a cost efficient and timely manner. Any failure to do so or inability of our products/solutions to satisfy our customers or perform as desired could adversely impact our business, results of operations, cash flows and financial condition.
 - Our Company has not entered into any long-term contracts with our customers. Inability to maintain regular order flow would adversely impact our revenues and profitability.
 - The success of our business hinges on our ability to continually innovate in response to shifting customer needs, adopt and develop new technologies, and adapt to evolving industry standards. Operating in an industry characterized by rapid technological advancements, dynamic industry standards, frequent service introductions, and changing customer demands, we recognize the necessity to stay ahead.
 - Significant disruptions in our information technology systems or breaches of data security could affect our business and reputation.
- Our Equity Shares have never been publicly traded and may experience price and volume fluctuations following the completion of the Issue. Further, our Equity Shares may not result in an active or liquid market, and the price of our Equity Shares may be volatile, and you may be unable to resell your Equity Shares at or above the Offer Price or at all.
- The Merchant Banker associated with the Issue has handled following public issues in the past three years which have closed below the Offer Price on Listing date:

Name of Lead Manager	Total Issues	Issues that closed below IPO price as on listing date
Smart Horizon Capital Advisors Private Limited	21	4
Total	21	4

4. The average cost of acquisition of Equity Shares by our Promoters and the Selling shareholders is as follows:

Sr. No.	Name	No of Equity Shares held	Average cost of Acquisition (in ₹)*
Promoters			
1.	Deepak Tomar	62,45,200	0.01
2.	Sweta Singh	54,68,987	Nil

*As certified by Statutory Auditor of our Company, by way of their certificate dated March 20, 2026.

5. Weighted average cost of acquisition:

Period	Weighted average cost of acquisition (in ₹)	Low End of the Price Band (₹ 136/-) is 'X' times the WACA	Upper End of the Price Band (₹146/-) is 'X' times the WACA
Weighted average cost of acquisition of primary issuances as per paragraph (a) above	Nil	Nil	Nil
Weighted average cost of acquisition for secondary transactions as per paragraph (b) above	1,32,353	Negligible	Negligible

OFFER PROGRAM ANCHOR INVESTOR BIDDING DATE WAS: MONDAY, MARCH 16, 2026
 BID/ISSUE OPENED ON: TUESDAY, MARCH 17, 2026
 BID/ISSUE CLOSED ON: FRIDAY, MARCH 20, 2026

This offer was made through the Book Building Process, in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended (the "SCRR") read with Regulation 229 of the SEBI ICDR Regulations and in compliance with Regulation 253 (1) and 253 (2) of the SEBI ICDR Regulations read with SEBI ICDR (Amendment) Regulations, 2025, wherein not more than 50.00% of the Net Offer was available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company and the selling shareholders in consultation with the BRLMs allocated up to 60.00% of the QIB Portion to Anchor Investors on a discretionary basis ("Anchor Investor Portion"). With effect from December 01, 2025, pursuant to the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) (Third Amendment) Regulations, 2025, of which, up to 40% of the Anchor Investor Portion was reserved in the following manner, (i) 33.33% was available for allocation to domestic Mutual Funds and (ii) 6.67% was available for allocation to life insurance companies and pension funds, subject to valid Bids being received from domestic Mutual Funds, life insurance companies, and pension funds at or above the Anchor Investor Allocation Price. In the event of under-subscription under (ii) above, the allocation was made to domestic Mutual Funds. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares were added to the remaining QIB Portion (other than the Anchor Investor Portion) ("Net QIB Portion"). Further, 5.00% of the Net QIB Portion was available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion was available for allocation on a proportionate basis to all QIB Bidders, other than Anchor Investors, including Mutual Funds, subject to valid Bids being received at or above the Offer Price. However, if the aggregate demand from Mutual Funds is less than 5.00% of the Net QIB Portion, the balance Equity Shares was available for allocation in the Mutual Fund Portion was added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, the SEBI ICDR Regulations, as amended, stated that not less than 35% of the Net Offer was to be available for allocation to Individual Investors who applied for minimum application size. Not less than 15% of the Net Offer was to be made available for allocation to Non-Institutional Investors of which one-third of the Non-Institutional Portion was available for allocation to Bidders with an application size of more than two lots and up to such lots as equivalent to not more than ₹ 10.00 Lakhs and two-thirds of the Non-Institutional Portion was available for allocation to Bidders with an application size of more than ₹ 10.00 Lakhs and under-subscription in either of these two sub-categories of Non-Institutional Portion to be allocated to Bidders in the other sub-category of Non-Institutional Portion. Subject to the availability of shares in non-institutional investors' category, the allotment to each Non-Institutional Investors was not less than the minimum application size in Non-Institutional Category and the remaining available Equity Shares, if any, to be allocated on a proportionate basis in accordance with the conditions specified in this regard in Schedule XIII of the SEBI (ICDR) (Amendment) Regulations, 2025. All Bidders, other than Anchor Investors, were required to participate in the Offer by mandatorily utilising the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account (as defined hereinafter) in which the corresponding Bid Amounts will be blocked by the Self-Certified Syndicate Banks ("SCSBs") or under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors were not permitted to participate in the Offer through the ASBA process. For details, please refer to the chapter titled "Offer Procedure" on page 294 of this Prospectus.

The bidding for Anchor investors opened and closed on Monday, March 16, 2026. The Company received 08 Anchor Investor Application Forms from 08 Anchor Investors (including Nil Mutual Funds through Nil Mutual Fund schemes) for 14,39,000 Equity Shares. Such 08 Anchor Investors through 08 Anchor Investor Application Forms were allocated 11,30,000 Equity Shares at a price of ₹ 146/- per Equity Share under the Anchor Investor Portion, aggregating to ₹ 16,49,80,000.00/-.

The issue (excluding Anchor Investor Portion) received 1,333 applications for 4,520,000 Equity Shares (including market maker reservation portion and excluding anchor investor portion) as per the Application data after considering invalid bids. Other than RC10 Transaction declined by Investors, RC10 Mandate not accepted by Investors and Withdrawal / Cancelled Bids reported by SCSB and before technical rejections resulting in 1.51 times

subscription. The Details of the Applications received from various categories (before technical rejection) are as under:

Detail of the Applications Received:

Sr. No.	Category	Number of Applications	Number of Equity Shares Applied	Equity Shares Reserved as Per Prospectus	No. of times Subscribed (Times)	Amount (₹)
1	Individual Investors	1,244	2,488,000	1,364,000	1.82	363,062,000.00
2	Non-institutional Investors (More than ₹ 0.2 million and up to ₹1 million)	54	175,000	195,000	0.90	25,550,000.00
3	Non-institutional Investors (above ₹1 million)	24	512,000	391,000	1.31	74,752,000.00
4	Qualified Institutional Bidders (excluding Anchor Investors)	10	1,115,000	810,000	1.38	162,790,000.00
5	Market Maker	1	230,000	230,000	1.00	33,580,000.00
Total		1,333	4,520,000	2,990,000	1.51	659,734,000.00

Final Demand

A summary of the final demand as per BSE as on the Bid/Issue Closing Date at different Bid Prices is as under:

Sr. No.	Bid Price (₹)	No. of Equity Shares	% of Total	Cumulative Share Total	Cumulative % of Total
1	139	76,000	0.97	76,000	0.97
2	140	31,000	0.40	107,000	1.36
3	141	9,000	0.11	116,000	1.48
4	142	13,000	0.17	129,000	1.64
5	143	7,000	0.09	136,000	1.73
6	144	2,000	0.03	138,000	1.76
7	145	12,000	0.15	150,000	1.91
8	146	7,693,000	98.09	7,843,000	100.00
Total		7,843,000	100.00%		

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange – BSE on March 23, 2026.

1) **Allocation to individual investors who applies for minimum application size (After Technical Rejections):** The Basis of Allotment to individual investors who applies for minimum application size, who have bid at cut-off Price or at or above the Issue Price of ₹146.00 per equity shares, was finalized in consultation with BSE. The category was subscribed by 1,78299 times i.e., for 2,432,000 Equity Shares. Total number of shares allotted in this category is 1,364,000 Equity Shares to 682 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	No. of Shares applied for (Category wise)	No. of Applications received	% to Total	Total No. of Equity Shares applied in this category	% of Total	Proportionate Shares available	No. of Equity Shares allocated/allotted per Applicant	Ratio of allottees to applicants	Number of successful applicants (after rounding)	Total No. of shares allocated/allotted
1	2,000	1,216	100.00	2,432,000	100.00	1,364,000	2,000	23: 41	682	1,364,000
Total		1,216	100.00		100.00	1,364,000			682	1,364,000

2) **Allocation to Non-Institutional Investors Nil 1 Category (More than 2 lots & up to ₹ 10,00,000/-) (After Technical Rejections):** The Basis of Allotment to Other than Individual Investors to Non-Institutional Investors Nil 1 Category, who have bid at Issue Price of ₹146.00 per equity shares or above, was finalized in consultation with BSE. The category was subscribed by 0.89744 times i.e., for 175,000 shares. The total number of shares allotted in this category is 175,000 Equity Shares to 54 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	No. of Shares applied for (Category wise)	No. of Applications received	% to Total	Total No. of Shares applied in each category	% to Total	No. of Equity Shares Allotted per Applicant	Ratio of allottees to applicants	Total No. of shares allocated/allotted
1	3000	47	87.04	1,41,000	80.57	3,000	1 : 1	141,000
2	4000	2	3.70	8,000	4.57	4,000	1 : 1	8,000
3	5000	4	7.41	20,000	11.43	5,000	1 : 1	20,000
4	6000	1	1.85	6,000	3.43	6,000	1 : 1	6,000
Total		54	100.00	1,75,000	100.00			175,000

* Unsubscribed portion of 20,000 equity shares has been spilled over to NIB above 10 Lakhs Category.

3) **Allocation to Non-Institutional Investors Nil 2 Category (More than ₹ 1,000,000/-) (After Technical Rejections):** The Basis of Allotment to Other than Individual Investors to Non-Institutional Investors Nil 2 Category, who have bid at Issue Price of ₹146.00 per equity shares or above, was finalized in consultation with BSE. The category was subscribed by 1.24574 times i.e., for 512,000 shares. The total number of shares allotted in this category is 411,000 Equity Shares (i.e. Includes spilled over of 20,000 Equity Shares from NIB above ₹ 2 Lakhs Up to ₹10 Lakhs Category) to 24 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	No. of Shares applied for (Category wise)	No. of Applications received	% to Total	Total No. of Shares applied in each category	% to Total	No. of Equity Shares Allotted per Applicant	Ratio of allottees to applicants	Total No. of shares allocated/allotted
1	7,000	18	75.00	126,000	24.61	6,000	1 : 1	108,000
	7,000	-	0.00	-	-	1,000	1 : 9	2,000
2	10,000	1	4.17	10,000	1.95	8,000	1 : 1	8,000
3	20,000	1	4.17	20,000	3.91	16,000	1 : 1	16,000
4	21,000	1	4.17	21,000	4.10	17,000	1 : 1	17,000
5	63,000	1	4.17	63,000	12.30	49,000	1 : 1	49,000
6	136,000	2	8.33	272,000	53.13	105,000	1 : 1	210,000
	136,000	-	0.00	-	-	1,000	1 : 2	1,000
Total		24	100.00	512,000	100.00			411,000

Please Note : 1 (One) lot of 1000 shares have been allocated to Categories 7000 & 136000 in the ratio of 1:9 & 1:2

4) **Allocation to QIBs excluding Anchor Investors (After Technical Rejections):** Allotment to QIBs, who have bid at the Offer Price of ₹146.00 per Equity Share or above, has been done on a proportionate basis in consultation with BSE. This category has been subscribed to the extent of 1.37654 times of Net QIB portion. As per the SEBI Regulations, Mutual Funds were allotted 5% of the Equity Shares of Net QIB portion available i.e. Nil Equity Shares and other QIBs and unsatisfied demand of Mutual Funds were allotted the remaining available Equity Shares i.e. 810,000 Equity Shares (Includes spilled over of 40,000 Equity Shares from QIBMF Category.) on a proportionate basis. The total number of Equity Shares allotted in the QIB category is 810,000 Equity Shares, which were allotted to 10 successful Applicants.

(Continued next page...)

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NOVUS
Loyalty

NOVUS LOYALTY LIMITED

CIN: U72900HR2011PLC127344



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Our Company was incorporated under the name "Clavax Technologies Private Limited", a private limited company under the Companies Act, 1956 pursuant to a certificate of incorporation dated June 24, 2011 issued by Registrar of Companies, National Capital Territory of Delhi and Haryana. Further, the name of the Company was changed to "Novus Loyalty Private Limited" vide Certificate of Incorporation dated September 06, 2024 by Assistant Registrar of Companies/Deputy Registrar of Companies/ Registrar of Companies, Central Processing Centre. Subsequently, the status of the Company was changed to public limited and the name of our Company was changed to "Novus Loyalty Limited" vide Special Resolution passed by the Shareholders at the Extra Ordinary General Meeting of our Company held on June 16, 2025. The fresh certificate of incorporation consequent to conversion was issued on August 08, 2025 issued by Assistant Registrar of Companies/Deputy Registrar of Companies/ Registrar of Companies, Central Processing Centre. The corporate identification number of our Company is U72900HR2011PLC127344. For further details on Incorporation and Registered Office of our Company, see "History and Certain Corporate Matters" beginning on page 165 of the Prospectus.

Registered Office: 727, Udyog Vihar Phase V, Industrial Complex Dundaheera, Gurgaon 122016, Haryana, India;

Telephone: +91 9717154514 | Email: investor@novus-loyalty.com | Website: www.novus-loyalty.com

Contact Person: Mukesh Makkar, Company Secretary and Compliance Officer

THE PROMOTERS OF OUR COMPANY ARE DEEPAK TOMAR AND SWETA SINGH

"THE OFFER WAS MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF BSE (BSE SME)."

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFER OF 41,20,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH (THE "EQUITY SHARES") OF NOVUS LOYALTY LIMITED ("OUR COMPANY" OR "NOVUS" OR "NLL" OR "THE ISSUER") AT AN OFFER PRICE OF ₹146 PER EQUITY SHARE FOR CASH, AGGREGATING TO ₹6,015.20 LAKHS COMPRISING OF FRESH OFFER OF 33,00,000 EQUITY SHARES AGGREGATING TO ₹ 4,818.00 LAKHS ("FRESH ISSUE") AND AN OFFER FOR SALE OF 8,20,000 EQUITY SHARES BY MR. DEEPAK TOMAR AND MS. SWETA SINGH ("SELLING SHAREHOLDERS") AGGREGATING TO ₹ 1,197.20 LAKHS ("OFFER FOR SALE") ("PUBLIC OFFER"). THE OFFER INCLUDED A RESERVATION OF 2,30,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH, AT AN OFFER PRICE OF ₹ 146 PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 335.80 LAKHS WAS RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC OFFER LESS MARKET MAKER RESERVATION PORTION I.E. NET OFFER OF 38,90,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH, AT AN OFFER PRICE OF ₹ 146 PER EQUITY SHARE FOR CASH, AGGREGATING TO ₹ 5,679.40 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET OFFER". THE PUBLIC OFFER AND NET OFFER CONSTITUTED 26.49% AND 25.02% RESPECTIVELY OF THE POST- OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

ISSUE PRICE: ₹ 146/- PER EQUITY SHARE OF FACE VALUE OF ₹ 10/- EACH

ANCHOR INVESTOR ISSUE PRICE: ₹ 146.00 PER EQUITY SHARE

THE OFFER PRICE IS 14.6 TIMES OF THE FACE VALUE

RISKS TO INVESTORS

- Risk to Investors: Top 5 Risk factors:**
 - We are highly dependent on certain key customers for a substantial portion of our revenues. Loss of relationship with any of the customers may have a material adverse effect on our profitability and results of operations.
 - Our success is dependent on our ability to develop and innovate our platform, products and solutions in a cost efficient and timely manner. Any failure to do so or inability of our products/solutions to satisfy our customers or perform as desired could adversely impact our business, results of operations, cash flows and financial condition.
 - Our Company has not entered into any long-term contracts with our customers. Inability to maintain regular order flow would adversely impact our revenues and profitability.
 - The success of our business hinges on our ability to continually innovate in response to shifting customer needs, adopt and develop new technologies, and adapt to evolving industry standards. Operating in an industry characterized by rapid technological advancements, dynamic industry standards, frequent service introductions, and changing customer demands, we recognize the necessity to stay ahead.
 - Significant disruptions in our information technology systems or breaches of data security could affect our business and reputation.
- Our Equity Shares have never been publicly traded and may experience price and volume fluctuations following the completion of the Issue. Further, our Equity Shares may not result in an active or liquid market, and the price of our Equity Shares may be volatile, and you may be unable to resell your Equity Shares at or above the Offer Price or at all.
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Name of Lead Manager	Total Issues	Issues that closed below IPO price as on listing date
Smart Horizon Capital Advisors Private Limited	21	4
Total	21	4

- The average cost of acquisition of Equity Shares by our Promoters and the Selling shareholders is as follows:

Sr. No.	Name	No of Equity Shares held	Average cost of Acquisition (in ₹)*
Promoters			
1.	Deepak Tomar	62,45,200	0.01
2.	Sweta Singh	54,68,987	Nil

*As certified by Statutory Auditor of our Company, by way of their certificate dated March 20, 2026.

- Weighted average cost of acquisition:

Period	Weighted average cost of acquisition (in ₹)	Lower End of the Price Band (₹ 136/-) is 'X' times the WACA	Upper End of the Price Band (₹146/-) is 'X' times the WACA
Weighted average cost of acquisition of primary issuances as per paragraph (a) above	Nil	Nil	Nil
Weighted average cost of acquisition for secondary transactions as per paragraph (b) above	1,32,353	Negligible	Negligible

OFFER PROGRAM
ANCHOR INVESTOR BIDDING DATE WAS: MONDAY, MARCH 16, 2026
BID/ISSUE OPENED ON: TUESDAY, MARCH 17, 2026
BID/ISSUE CLOSED ON: FRIDAY, MARCH 20, 2026

This offer was made through the Book Building Process, in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended (the "SCRR") read with Regulation 229 of the SEBI ICDR Regulations and in compliance with Regulation 253 (1) and 253 (2) of the SEBI ICDR Regulations read with SEBI ICDR (Amendment) Regulations, 2025, wherein not more than 50.00% of the Net Offer was available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company and the selling shareholders in consultation with the BRLMs allocated up to 60.00% of the QIB Portion to Anchor Investors on a discretionary basis ("Anchor Investor Portion"). With effect from December 01, 2025, pursuant to the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) (Third Amendment) Regulations, 2025, of which, up to 40% of the Anchor Investor Portion was reserved in the following manner, (i) 33.33% was available for allocation to domestic Mutual Funds and (ii) 6.67% was available for allocation to life insurance companies and pension funds, subject to valid Bids being received from domestic Mutual Funds, life insurance companies, and pension funds at or above the Anchor Investor Allocation Price. In the event of under-subscription under (ii) above, the allocation was made to domestic Mutual Funds. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares were added to the remaining QIB Portion (other than the Anchor Investor Portion) ("Net QIB Portion") Further, 5.00% of the Net QIB Portion was available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion was available for allocation on a proportionate basis to all QIB Bidders, other than Anchor Investors, including Mutual Funds, subject to valid Bids being received at or above the Offer Price. However, if the aggregate demand from Mutual Funds is less than 5.00% of the Net QIB Portion, the balance Equity Shares was available for allocation in the Mutual Fund Portion was added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, the SEBI ICDR Regulations, as amended, stated that not less than 35% of the Net Offer was to be available for allocation to Individual Investors who applied for minimum application size. Not less than 15% of the Net Offer was to be made available for allocation to Non-Institutional Investors of which one-third of the Non-Institutional Portion was available for allocation to Bidders with an application size of more than two lots and up to such lots as equivalent to not more than ₹ 10.00 Lakhs and two-thirds of the Non-Institutional Portion was available for allocation to Bidders with an application size of more than ₹ 10.00 Lakhs and under-subscription in either of these two sub-categories of Non-Institutional Portion to be allocated to Bidders in the other sub-category of Non-Institutional Portion. Subject to the availability of shares in non-institutional investors' category, the allotment to each Non-Institutional Investors was not less than the minimum application size in Non-Institutional Category and the remaining available Equity Shares, if any, to be allocated on a proportionate basis in accordance with the conditions specified in this regard in Schedule XIII of the SEBI (ICDR) (Amendment) Regulations, 2025. All Bidders, other than Anchor Investors, were required to participate in the Offer by mandatorily utilising the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account (as defined hereinafter) in which the corresponding Bid Amounts will be blocked by the Self-Certified Syndicate Banks ("SCSBs") or under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors were not permitted to participate in the Offer through the ASBA process. For details, please refer to the chapter titled "Offer Procedure" on page 294 of this Prospectus.

The bidding for Anchor investors opened and closed on Monday, March 16, 2026. The Company received 08 Anchor Investor Application Forms from 08 Anchor Investors (including Nil Mutual Funds through Nil Mutual Fund schemes) for 14,39,000 Equity Shares. Such 08 Anchor Investors through 08 Anchor Investor Application Forms were allocated 11,30,000 Equity Shares at a price of ₹ 146/- per Equity Share under the Anchor Investor Portion, aggregating to ₹ 16,49,80,000.00/-.

The issue (excluding Anchor Investor Portion) received 1,333 applications for 4,520,000 Equity Shares (including market maker reservation portion and excluding anchor investor portion) as per the Application data after considering invalid bids. Other than RC10 Transaction declined by Investors, RC10 Mandate not accepted by Investors and Withdrawal / Cancelled Bids reported by SCSB and before technical rejections resulting in 1.51 times

subscription. The Details of the Applications received from various categories (before technical rejection) are as under:

Detail of the Applications Received:

Sr. No.	Category	Number of Applications	Number of Equity Shares Applied	Equity Shares Reserved as Per Prospectus	No. of times Subscribed (Times)	Amount (₹)
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4	Qualified Institutional Bidders (excluding Anchor Investors)	10	1,115,000	810,000	1.38	162,790,000.00
5	Market Maker	1	230,000	230,000	1.00	33,580,000.00
	Total	1,333	4,520,000	2,990,000	1.51	659,734,000.00

Final Demand

A summary of the final demand as per BSE as on the Bid/Issue Closing Date at different Bid Prices is as under:

Sr. No.	Bid Price (₹)	No. of Equity Shares	% of Total	Cumulative Share Total	Cumulative % of Total
1	139	76,000	0.97	76,000	0.97
2	140	31,000	0.40	107,000	1.36
3	141	9,000	0.11	116,000	1.48
4	142	13,000	0.17	129,000	1.64
5	143	7,000	0.09	136,000	1.73
6	144	2,000	0.03	138,000	1.76
7	145	12,000	0.15	150,000	1.91
8	146	7,693,000	98.09	7,843,000	100.00
	Total	7,843,000	100.00%		

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange – BSE on March 23, 2026.

- Allocation to individual investors who applies for minimum application size (After Technical Rejections):** The Basis of Allotment to individual investors who applies for minimum application size, who have bid at cut-off Price or at or above the Issue Price of ₹146.00 per equity shares, was finalized in consultation with BSE. The category was subscribed by 1,782,999 times i.e., for 4,32,000 Equity Shares. Total number of shares allotted in this category is 1,364,000 Equity Shares to 682 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	No. of Shares applied for (Category wise)	No. of Applications received	% to Total	Total No. of Equity Shares applied in this category	% of Total	Proportionate Shares available	No. of Equity Shares allocated/allotted per Applicant	Ratio of allottees to applicants	Number of successful applicants (after rounding)	Total No. of shares allocated/allotted
1	2,000	1,216	100.00	2,432,000	100.00	1,364,000	2,000	23:41	682	1,364,000
	Total	1,216	100.00		100.00	1,364,000			682	1,364,000

- Allocation to Non-Institutional Investors Nil 1 Category (More than 2 lots & up to ₹ 10,00,000/-) (After Technical Rejections):** The Basis of Allotment to Other than Individual Investors to Non-Institutional Investors Nil 1 Category, who have bid at Issue Price of ₹146.00 per equity shares or above, was finalized in consultation with BSE. The category was subscribed by 0.89744 times i.e., for 175,000 shares. The total number of shares allotted in this category is 175,000 Equity Shares to 54 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	No. of Shares applied for (Category wise)	No. of Applications received	% to Total	Total No. of Shares applied in each category	% to Total	No. of Equity Shares Allotted per Applicant	Ratio of allottees to applicants	Total No. of shares allocated/allotted
1	3000	47	87.04	1,41,000	80.57	3,000	1:1	141,000
2	4000	2	3.70	8,000	4.57	4,000	1:1	8,000
3	5000	4	7.41	20,000	11.43	5,000	1:1	20,000
4	6000	1	1.85	6,000	3.43	6,000	1:1	6,000
	Total	54	100.00	1,75,000	100.00			175,000

* Unsubscribed portion of 20,000 equity shares has been spilled over to NIB above 10 Lakhs Category.

- Allocation to Non-Institutional Investors Nil 2 Category (More than ₹ 1,00,000/-) (After Technical Rejections):** The Basis of Allotment to Other than Individual Investors to Non-Institutional Investors Nil 2 Category, who have bid at Issue Price of ₹146.00 per equity shares or above, was finalized in consultation with BSE. The category was subscribed by 1.24574 times i.e., for 512,000 shares. The total number of shares allotted in this category is 411,000 Equity Shares (i.e. Includes spilled over of 20,000 Equity Shares from NIB above ₹ 2 Lakhs Up to ₹10 Lakhs Category) to 24 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	No. of Shares applied for (Category wise)	No. of Applications received	% to Total	Total No. of Shares applied in each category	% to Total	No. of Equity Shares Allotted per Applicant	Ratio of allottees to applicants	Total No. of shares allocated/allotted
1	7,000	18	75.00	126,000	24.61	6,000	1:1	108,000
	7,000	-	0.00	-	-	1,000	1:9	2,000
2	10,000	1	4.17	10,000	1.95	8,000	1:1	8,000
3	20,000	1	4.17	20,000	3.91	16,000	1:1	16,000
4	21,000	1	4.17	21,000	4.10	17,000	1:1	17,000
5	63,000	1	4.17	63,000	12.30	49,000	1:1	49,000
6	136,000	2	8.33	272,000	53.13	105,000	1:1	210,000
	136,000	-	0.00	-	-	1,000	1:2	1,000
	Total	24	100.00	512,000	100.00			411,000

Please Note : 1 (One) lot of 1000 shares have been allocated to Categories 7000 & 136000 in the ratio of 1:9 & 1:2

- Allocation to QIBs excluding Anchor Investors (After Technical Rejections):** Allotment to QIBs, who have bid at the Offer Price of ₹146.00 per Equity Share or above, has been done on a proportionate basis in consultation with BSE. This category has been subscribed to the extent of 1.37654 times of Net QIB portion. As per the SEBI Regulations, Mutual Funds were allotted 5% of the Equity Shares of Net QIB portion available i.e. Nil Equity Shares and other QIBs and unsatisfied demand of Mutual Funds were allotted the remaining available Equity Shares i.e. 810,000 Equity Shares (Includes spilled over of 40,000 Equity Shares from QIBMF Category) on a proportionate basis. The total number of Equity Shares allotted in the QIB category is 810,000 Equity Shares, which were allotted to 10 successful Applicants.

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