

To,  
The General Manager  
Dept. of Corporate Services  
Bombay Stock Exchange Limited  
PJ Towers,  
Mumbai Samachar Marg, Mumbai - 400 001

Dear Sir,

**SUB: PUBLIC ISSUE OF EQUITY SHARES OF FACE VALUE OF RS. 10 EACH OF ADCOUNTY MEDIA INDIA LIMITED ("COMPANY").**

The Board of Directors of the Company at their meetings held on June 26, 2025, in consultation with Narnolia Financial Services Limited (BRLM to the Issue), has finalized allocation of 16,86,400 Equity Shares, to Anchor Investors at Anchor Investor allocation price of Rs. 85/- per Equity Share (including share premium of Rs. 75/- per Equity Share) in the following manner:

Sr. No.	Name of the Anchor Investor	No. of Equity Shares allocated	% of Anchor Investor Portion	Amount (in Rs.)	Bid price (Rs. per Equity Share)
1	Viney Growth Fund	4,41,600	26.19%	3,75,36,000	85/-
2	Aarth. AIF Growth Fund	3,66,400	21.73%	3,11,44,000	
3	Innovative Vision Fund	2,65,600	15.75%	2,25,76,000	
4	Persistent Growth Fund-Varsu India Growth Story Scheme 1	2,36,800	14.04%	2,01,28,000	
5	Saint Capital Fund	1,39,200	8.25%	1,18,32,000	
6	Meru Investment Fund PCC- Cell I	1,18,400	7.02%	1,00,64,000	
7	Vikasa India EIF I Fund - Incube Global Opportunities	1,18,400	7.02%	1,00,64,000	
<b>Total</b>		<b>16,86,400</b>	<b>100%</b>	<b>14,33,44,000</b>	

Out of the total allocation (**no of Equity Shares**) to the Anchor investor, (**no of Equity Shares**) are allocated to (**no of Mutual Funds**) through a total of (**no of schemes**), details of which are provided in the table below:

SR NO	Name of Scheme	No. of Equity Shares Allocated	No of Equity Shares allocated as a % of Anchor Investor Portion	Bid Price (Per Equity Share)
1.				
	<b>Total</b>			



As per the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirement) Regulations, 2018, as amended, in case the Offer Price discovered through book building process is higher than the Anchor Investor allocation price, Anchor investors will be required to pay the difference by the pay-in as specified in the revised CAN.

Please note that capitalized terms used and not defined herein shall have the respective meaning as prescribed to them in the Red Herring Prospectus.

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

Thanking you,  
Yours faithfully,

For **Adcounty Media India Limited**

**Aditya Jangid**  
**Managing Director**  
**DIN: 01655674**

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

AdCounty  
Media