THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT.

**PUBLIC ANNOUNCEMENT** 





# **CASH UR DRIVE MARKETING LIMITED**

Corporate Identification Number: U74999CH2009PLC031677

Our Company was incorporated as a Private Limited Company under the name of "Cash Ur Drive Marketing Private Limited" under the Companies Act, 1956 vide certificate of incorporation dated July 06, 2009, issued by Registrar of Companies, Punjab, Himachal Pradesh and Chandigarh bearing CIN U74999CH2009PTC031677. Further, our Company was converted into a Public Limited Company in pursuance of a special resolution passed by the members of our Company at the Extra Ordinary General Meeting held on November 04, 2023 and the name of our Company was changed from "Cash Ur Drive Marketing Private Limited" to "Cash Ur Drive Marketing Limited" & Registrar of Companies, Chandigarh has issued a new certificate of incorporation consequent upon conversion dated December 01, 2023, bearing CIN U74999CH2009PLC031677. For further details of incorporation please refer to section titled "Our History and Certain Other Corporate Matters" beginning on page 208 of the Prospectus

> Registered Office: 4th Floor, SCO 0032, Sector-17C, Chandigarh - 160017, India Corporate Office: Unit No.1104, 11th Floor, World Trade Tower - B, Plot C-01 Sector-16, Noida, Uttar Pradesh- 201301. Tel No: +91 7011293001, Fax: N.A., Website: www.cashurdrive.com; Email: cs@cashurdrive.net; Company Secretary and Compliance Officer: Mr. Gagan Mahajan

#### PROMOTERS: MR. RAGHU KHANNA, MS. PARVEEN K KHANNA AND MR. BHUPINDER KUMAR KHANNA

Our Company has filed the Prospectus dated August 05, 2025, (the "Prospectus") with the Registrar of Companies, Chandigarh (ROC), and the equity shares (as defined hereinafter) are proposed to be listed on the Emerge platform of National Stock Exchange of India Limited ("NSE") and the listing and trading of the Equity Shares (a defined hereinafter) expected to commence on August 07, 2025\*. \*Subject to the receipt of listing and trading approval from NSE Emerge.

#### **BASIS OF ALLOTMENT**

INITIAL PUBLIC OFFERING UP TO 46,76,000 EQUITY SHARES OF RS. 10/- EACH ("EQUITY SHARES") OF CASH UR DRIVE MARKETING LIMITED ("CUDML" OR THE "COMPANY") FOR CASH AT A PRICE OF RS. 130/- PER EQUITY SHARE (THE "ISSUE PRICE"), AGGREGATING TO RS. 6,078.80 LAKHS ("THE OFFER"), COMPRISING A FRESH ISSUE OF UP TO 44,69,000 EQUITY SHARES AGGREGATING TO RS. 5,809.70 LAKHS BY OUR COMPANY ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 2,07,000 EQUITY SHARES BY MS. PARVEEN K KHANNA ("THE PROMOTER" OR "THE SELLING SHAREHOLDER") AGGREGATING TO RS. 269.10 LAKHS ("OFFER FOR SALE"). OUT OF THE OFFER, 2,59,000 EQUITY SHARES AGGREGATING TO RS. 336.70 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION") THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. OFFER OF 44,17,000 EQUITY SHARES OF FACE VALUE OF RS. 10.00/- EACH AT AN ISSUE PRICE OF RS. 130 /- PER EQUITY SHARE AGGREGATING TO RS. 5,742.10 LAKHS IS HEREINAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER WILL CONSTITUTE 26.50% AND 25.03%, RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

FOR FURTHER DETAILS, KINDLY REFER TO THE CHAPTER TITLED "TERMS OF THE ISSUE" BEGINNING ON PAGE 327 OF THE PROSPECTUS.

THE FACE VALUE OF THE EQUITY SHARE IS ₹ 10 EACH AND THE ISSUE PRICE IS ₹ 130/- ANCHOR INVESTOR ISSUE PRICE: ₹ 130/- PER EQUITY SHARE THE ISSUE PRICE IS 13.00 TIMES OF THE FACE VALUE OF EQUITY SHARES.

ICCUE DEDIOD	DID/1880E OF ENED ON. THUNSDAY, JULY 31, 2023				
ISSUE PERIOD	BID/ISSUE CLOSED ON: MONDAY, AUGUST 04, 2025	5			
	PROPOSED LISTING: THURSDAY, AUGUST 07, 2025*				

DID/ICCHE ODENED ON: THIIDCDAY HILV 21 2025

#### \*Subject to the receipt of listing and trading approval from NSE Emerge.

This Issue is being made through the Book Building Process, in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 229 (2) of the SEBI ICDR Regulations and in compliance with Regulation 253 of the SEBI ICDR Regulations, wherein not more than 50% of the Net Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Manager, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion, Further, 5.00% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders, including Mutual Funds, subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5.00% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Investors, wherein (a) one third of the portion available to Non-Institutional Investors shall be reserved for Applicants with Application size of more than two lots and up to such lots equivalent to not more than ₹10 lakhs; (b) two third of the portion available to Non-Institutional Investors shall be reserved for Applicants with Application size of more than ₹10 lakhs; and (c) any unsubscribed portion in either of the sub-categories specified in clauses (a) or (b), may be allocated to Applicants in the other sub-category of Non-Institutional Investors; and not less than 35% of the Net Issue shall be available for allocation to Individual Investors who applies for minimum application size in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Issue Price. All Bidders are required to participate in the Issue by mandatorily utilizing 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 are not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" on page no. 336 of this Prospectus.

The Equity Shares offered through the Prospectus are proposed to be listed on Emerge Platform of NSE ("NSE Emerge") in terms of Chapter IX of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 (the "SEBI (ICDR) regulations"), as amended read with rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended. Our company has received In Principle approval letter dated May 21 2025, from National Stock Exchange of India Limited ("NSE") for using its name in the Offer Document for listing of our shares on Emerge Platform of NSE. I is to be distinctively understood that the permission given by National Stock Exchange of India Limited ("NSE") should not in any way be deemed or construed that the content of the Prospectus or the price at which equity shares are offered has been cleared, solicited or approved by NSE, nor does it certify the correctness, accuracy or completeness of any of the content of the Prospectus. The investors are advised to refer to the prospectus for the full text of the Disclaimer clause pertaining to NSE. For the purpose of this Issue, the Designated Stock Exchange will be National Stock Exchange of India Limited ("NSE") The trading is proposed to commence on August 07, 2025\*.

\*Subject to the listing and trading approval from Emerge Platform of NSE.

All Applicants were allowed to participate in the issue through APPLICATION SUPPORTED BY BLOCKED AMOUNT ("ASBA") process by providing the details of the respective bank accounts in which the corresponding application amounts were blocked by Self Certified Syndicate Banks (the "SCSBs") or through UPI Mechanism.

### SUBSCRIPTION DETAILS

The Company received 12 Anchor Investor Application Forms from 12 Anchor Investors for 21,27,000 Equity Shares. Such 12 Anchor Investors through 12 Anchor Investor Application Forms were allocated 13,22,000 Equity Shares at a price of Rs. 130/- per Equity Share under the Anchor Investor Portion, aggregating to Rs. 17,18,60,000/-

### DETAILS OF APPLICATIONS

The issue has received 63,141 applications, excluding Anchor Investors, (before technical rejections and after invalid bids) for 25,47,26,000 equity shares resulting in subscription of 75.95 times (including reserved portion of Market Maker). The details of the applications received in the issue (before technical rejections but after applications not banked) are as follows: Details of the Applications Received:

Category	Before Technical Rej	ections & Withdrawals	After Technical Rejections & Withdrawals		
	No of Applications	No of equity shares	No of Applications	No of equity shares	
Individual Applicants	48,624	9,72,48,000	48019	9,60,38,000	
Non-Institutional Bidders 1 (More than 2 lots & up to Rs.1,000,000/-)	5,832	1,85,34,000	5,794	1,84,15,000	
Non-Institutional Bidders 2 (More than Rs.1,000,000/-)	8,644	7,15,56,000	8,604	7,12,24,000	
QIBs Category (Excluding Anchor Investor)	40	6,71,29,000	40	6,71,29,000	
Market Maker	1	2,59,000	1	2,59,000	
Total	63,141	25,47,26,000	62,458	25,30,65,000	

## **Final Demand:**

Price Wise Summary Excluding Bids cancelled / rejected by SCSB:

Sr. No.	Bid Price	No of application	Sum quantity	Cumulative share	Percentage (%)
1	123.00	92	194000	285069000	0.0681
2	124.00	5	10000	284875000	0.0035
3	125.00	25	54000	284865000	0.0189
4	126.00	8	16000	284811000	0.0056
5	127.00	6	13000	284795000	0.0046
6	128.00	10	21000	284782000	0.0074
7	129.00	17	35000	284761000	0.0123
8	130.00 (Cut of Price)	77943	284726000	284726000	99.8797
	Total	78106	285069000	2278684000	100.0000

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange, being NSE Emerge on August 05, 2025.

A. Allocation to Market Maker (After Technical Rejections & Withdrawal): The Basis of Allotment to the Market Maker, at the issue price of Rs. 130/- per Equity Share, was finalized in consultation with NSE. The category was subscribed by 1 time. The total number of shares allotted in this category is 2,59,000 Equity shares.

### The category wise details of the Basis of Allotment are as under:

No. of Shares applied for (Category Wise)	Number of applications received	And the second second	Total No. of Shares applied in each category	% to Total	Total to applicants		Number of % t Successful Tota applicants (after rounding off)		Total No. of Shares allocated / allotted	% to Total	
2,59,000	1	100.00	2,59,000	100.00 1 1		2,59,000   100.00   1   1   1	100.00 1 1	1	100.00	2,59,000	100.0
Total	8	100.00	2,59,000	100.00	1	1	1	100.00	2,59,000	100.0	

130/- per Equity Share, was finalized in consultation with NSE. The category was subscribed 61.96 times i.e. for 9,60,38,000 Equity Shares. The total number of shares allotted in this category is 15,50,000 Equity Shares to 775 successful applicants. The category wise details of the Basis of Allotment are as under:

B. Allocation to Individual Investors (After Technical Rejections & Withdrawal): The Basis of Allotment to the Individual Investors, at the issue price of Rs.

No. of Shares applied for (Category Wise)	Number of applications received		Total No. of Shares applied in each category	% to Total	Ratio of allottees to applicants	Number of Successful applicants (after rounding off)	Total No. of Shares allocated / allotted
2000	48,019	100.00	9,60,38,000	100.00	775: 48019	775	1550000
Total	48,019	100.00	9,60,38,000	100.00	775: 48019	775	1550000

B. Allocation to Other than Individual Investors (After Technical Rejections & Withdrawal): The Basis of Allotment to Other than Individual Investors, at the issue price of Rs. 130/- per Equity Share, was finalized in consultation with NSE. The category I (above 2 lots & up to 10,00,000/-) was subscribed by 83.33 times i.e. application received for 1,84,15,000 equity shares & the total number of shares allotted in this category is 2,21,000 Equity Shares to 73 successful applicants.

The category wice details of the Basis of Alletment are as under-

No. of Shares applied for (Category Wise)	Number of % to 7 applications received		Total No. of Shares applied in each category	% to Total		allottees licants	Number of Successful applicants (after rounding off)	Total No. of Shares allocated / allotted														
3000	5,377	5,377	5,377	5,377	5,377	5,377	5,377	5,377	5,377	5,377	5,377	5,377	5,377	5,377	5,377	92.80	16131000	87.60	12	949	68	204000
4000	149	2.57	596000	3.24	2	149	2	6000														
5000	51	0.88	255000	1.38	0	0	0	0														
6000	86	1.48	516000	2.80	1	86	1	3000														
7000	131	2.26	917000	4.98	2	131	2	6000														
0					2	5	2	2000														
Total	5,794	100	18415000	100			73	221000														

The category II (above Rs. 10,00,000/-) was subscribed by 161.14 times i.e. application received for 7,12,24,000 equity shares & the total number of shares allotted in this category is 4,42,000 Equity Shares to 147 successful applicants.

The category wise details of the Basis of Allotment are as under (Sample Basis):

No. of Shares applied for (Category Wise)	Number of applications received	% to Total	Total No. of Shares applied in each category	% to Total	Ratio of allottees to applicants		Number of Successful applicants (after rounding off)	Total No. of Shares allocated / allotted
8000	8277	96.20	66216000	92.97	7	408	142	426000
9000	139	1.62	1251000	1.76	3	139	3	9000
10000	54	0.63	540000	0.76	1	54	. 1	3000
11000	11	0.13	121000	0.17	0	0	0	0
12000	9	0.10	108000	0.15	0	0	0	0
13000	10	0.12	130000	0.18	0	0	0	0
14000	6	0.07	84000	0.12	0	0	0	0
15000	12	0.14	180000	0.25	0	0	0	0
16000	19	0.22	304000	0.43	0	0	0	0
17000	3	0.03	51000	0.07	0	0	0	0
18000	28	0.33	504000	0.71	1	28	1	3000
20000	4	0.05	80000	0.11	0	0	0	0
21000	2	0.02	42000	0.06	0	0	0	0
22000	1	0.01	22000	0.03	0	0	0	0
23000	1	0.01	23000	0.03	0	0	0	0
24000	1	0.01	24000	0.03	0	0	0	0
25000	2	0.02	50000	0.07	0	0	0	0
26000	1	0.01	26000	0.04	0	0	0	0
Total	8604	100	7,12,24,000	100			147	4,42,000

D. Allocation to QIB Category- Mutual Fund and other (Excluding Anchor Investor) (After Technical Rejections & Withdrawal):

The Basis of Allotment to the Qualified Institutional Buyers, at the issue price of Rs. 130/- per Equity Share, was finalized in consultation with NSE. The category was subscribed 76.11 times i.e., received 40 applications for 6,71,29,000 Equity Shares. The total number of shares allotted in this category is 8,82,000 Equity Shares to 38 successful applicants.

The category wise details of the Basis of Allotment are as under (Sample basis):

No. of Shares applied for (Category Wise)	Number of applications received	% to Total	Total No. of Shares applied in each category	% to Total	Ratio of allottees to applicants		Number of Successful applicants (after rounding off)	Total No. of Shares allocated / allotted
66000	1	2.5	66000	0.09	867	1000	0	0
115000	2	5	230000	0.34	1511	3000	1	3000
200000	1	2.5	200000	0.29	2628	3000	1	3000
307000	1	2.5	307000	0.45	4034	4000	1	4000
323000	1	2.5	323000	0.48	4244	4000	1	4000
384000	2	5	768000	1.14	5045.5	5000	2	10000
539000	1	2.5	539000	0.8	7082	7000	1	7000
540000	. 1	2.5	540000	0.8	7095	7000	1	7000
565000	1	2.5	565000	0.84	7423	8000	1	8000
675000	1	2.5	675000	1	8869	9000	1	9000
769000	1	2.5	769000	1.14	10104	10000	1	10000
794000	1	2.5	794000	1.18	10432	11000	1	11000
827000	1	2.5	827000	1,23	10866	11000	1	11000
944000	1	2.5	944000	1.4	12403	12000	1	12000
962000	1	2.5	962000	1.43	12640	13000	1	13000
1153000	1	2.5	1153000	1.71	15149	15000	1	15000
1260000	1	2.5	1260000	1.87	16555	17000	1	17000
1486000	1	2.5	1486000	2.21	19524	20000	. 1	20000
1632000	2	5	3264000	4.86	21442.5	21000	2	42000
The state of the s	40	100	6,71,29,000	100			38	8,82,000

E. Allocation to Anchor Investor (After Technical Rejection): The company in consultation with BRLMs had allotted 13,22,000 Equity Shares to 12 (Twelve) Anchor Investor at an Issue price of Rs. 130/- per share in accordance with SEBI (ICDR) Regulations, 2018.

NBFC's

77.000

FPI

8.01,000

Others

AIF

4,44,000

Total

13,22,000

The category wise details of the Basis of Allotment are as under: Category FIS/Banks MF's

The Board of Directors of the Company at its meeting held on August 05, 2025, has approved the Basis of Allocation of Equity Shares as approved by the
Designated Stock Exchange viz. NSE 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 August 05, 2025. Further, the instructions to Self-Certified Syndicate Banks for unblocking the amount will be processed
on or prior to August 06, 2025. In case the same is not received within 10 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 Emerge Platform of NSE Limited (NSE Emerge) 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 August 05, 2025 ("Prospectus").

### INVESTORS, PLEASE NOTE

The details of the allotment made would also be hosted on the website of the Registrar to the issue, BIGSHARE SERVICES PRIVATE LIMITED at http://www.bigshareonline.com./

All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First/ Sole applicants, serial number of the 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:



Allotment

**BIGSHARE SERVICES PRIVATE LIMITED** 

Address Office No. S6-2, 6th Floor, Pinnacle Business Park, next to Ahura Centre, Mahakali Caves Road, Andheri (East), Mumbai – 400093, India

Telephone: +91-22-6263 8200 Fax No: N.A.

Email: ipo@bigshareonline.com Website: www.bigshareonline.com

Contact Person: Mr. Ganesh Shinde SEBI Registration Number: INR000001385

CIN: U99999MH1994PTC076534

For Cash Ur Drive Marketing Limited On Behalf of the Board of Directors

Place: Chandigarh Date: August 07, 2025

Sd/-Raghu Khanna

Managing Director

DIN: 02496328

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 CASH UR DRIVE MARKETING LIMITED.

Note: All capitalized terms used and not defined herein shall have same meanings assigned to them in the Prospectus.

Disclaimer: Cash Ur Drive Marketing Limited has filed the Prospectus with ROC on August 05, 2025, and thereafter with SEBI and Stock Exchanges. The Prospectus is available on the Website of SEBI at www.sebi.gov.in and website of LM, Narnolia Financial Services Limited at www.narnolia.com. Investors should note that investment Equity Shares involve a high degree of risk and for details relating to the same, please see "Risk Factor" beginning on page 34 of

The Equity Shares have not been and will not be registered under U.S. Securities Act of 1993, as amended ("the Securities Act") or any state securities laws in the United States, and unless so registered, and may not be offered or sold within United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. state securities laws. The Equity Shares are being offered and sold outside the United States in 'offshore transactions' in reliance on Regulations under Securities Act and the applicable laws of each jurisdiction where such offers and sales were made. There will be no public offering in the United States.



epaper.financialexpress.com

New Delhi