

Date: July 26, 2019



To The Senior General Manager Dept. of Listing Operations BSE Limited, P J Towers, Dalal Street, Mumbai -400001, India	To, MSM – Trade Department M/s. National Stock Exchange of India Limited Exchange Plaza Bandra Kurla Complex, Bandra (E) Mumbai-400051
---	---

Dear Sir,

Sub.: Proposed initial public offering of equity shares of INR 10 each (“Equity Shares”) of Affle (India) Limited (the “Company”) comprising a fresh issue of Equity Shares by the Company aggregating up to INR 900 million (“Fresh Issue”) and an offer for sale (the “Offer for Sale”, and such Offer for Sale, together with the Fresh Issue, the “Offer”) of up to 4,953,020 Equity Shares by Affle Holdings Pte. Ltd. (the “Promoter Selling Shareholder”)

The IPO Committee of the Company at their meeting held on July 26, 2019 and the Promoter Selling Shareholder, in consultation with ICICI Securities Limited and Nomura Financial Advisory and Securities (India) Private Limited, the book running lead managers (“BRLMs”) to the Offer, has finalized allocation of 27,72,483 Equity Shares, to Anchor Investors at the Anchor Investor Allocation Price of Rs. 745 per Equity Share (including share premium of Rs. 735 per Equity Share) in the following manner:

Sr No	Anchor Investor Name	No. of Equity Shares Allocated	% of Anchor Investor portion	Bid Price (Rs. per Share)	Total Amount allocated (Rs.)
1	ABERDEEN ASIAN SMALLER COMPANIES INVESTMENT TRUST PLC	3,05,640	11.02%	745	22,77,01,800
2	FRANKLIN TEMPLETON INVESTMENT FUNDS	3,05,640	11.02%	745	22,77,01,800
3	EASTSPRING INVESTMENTS INDIA CONSUMER EQUITY OPEN LIMITED	2,28,200	8.23%	745	17,00,09,000
4	GOLDMAN SACHS INDIA LIMITED	2,28,200	8.23%	745	17,00,09,000
5	HORNBILL ORCHID INDIA FUND	93,967	3.39%	745	7,00,05,415
6	NT ASIAN DISCOVERY MASTER FUND	93,967	3.39%	745	7,00,05,415
7	RELIANCE CAPITAL TRUSTEE CO LTD A/C RELIANCE SMALL CAP FUND	2,28,200	8.23%	745	17,00,09,000
8	ADITYA BIRLA SUN LIFE MUTUAL FUND	2,28,200	8.23%	745	17,00,09,000
9	L AND T MUTUAL FUND TRUSTEE LTD A/C - L AND T MID CAP FUND	2,28,200	8.23%	745	17,00,09,000
10	KOTAK INDIA GROWTH FUND SERIES 5	93,967	3.39%	745	7,00,05,415
11	SUNDARAM MUTUAL FUND	2,28,200	8.23%	745	17,00,09,000
12	RELIANCE EQUITY OPPORTUNITIES AIF - SCHEME 3	93,967	3.39%	745	7,00,05,415
13	MALABAR INDIA FUND LIMITED	2,28,200	8.23%	745	17,00,09,000
14	EDELWEISS ALTERNATIVE INVESTMENT OPPORTUNITIES TRUST – EDELWEISS CROSSOVER OPPORTUNITIES FUND	93,967	3.39%	745	7,00,05,415
15	BNP PARIBAS ARBITRAGE	93,968	3.39%	745	7,00,06,160
Total		27,72,483			2,06,54,99,835

Affle (India) Limited

Regd. Office | 312, B-Wing, Kanakia Wallstreet, Andheri Kurla Road, Andheri East Mumbai, Maharashtra- 400098

Communication Office | P 601-612, 6th Floor, Tower C, JMD Megapolis Sohna Road, Sector- 48, Gurgaon-122018

P 0124-4992914 W affle.com CIN No.: U65990MH1994PLC080451



Out of the total allocation of 27,72,483 Equity Shares to the Anchor Investors, 10,06,767 Equity Shares have been allocated to 5 Mutual Funds who have applied through a total of 18 schemes, scheme-wise details provided in table below:

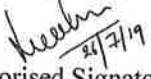
Sr No	Name of scheme	No. of Equity Shares Allocated	% of Anchor Investor portion	Bid Price (Rs. per Share)
1	RELIANCE CAPITAL TRUSTEE CO LTD A/C RELIANCE SMALL CAP FUND	2,28,200	8.23%	745
2	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE SMALL CAP FUND	1,47,660	5.33%	745
3	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE DIGITAL INDIA FUND	80,540	2.90%	745
4	L AND T MUTUAL FUND TRUSTEE LTD A/C - L AND T MID CAP FUND	2,28,200	8.23%	745
5	KOTAK INDIA GROWTH FUND SERIES 5	93,967	3.39%	745
6	SUNDARAM MUTUAL FUND A/C SUNDARAM SELECT MICRO CAP SERIES-XI	9,000	0.32%	745
7	SUNDARAM MUTUAL FUND A/C SUNDARAM SELECT MICRO CAP SERIES – XII	7,000	0.25%	745
8	SUNDARAM MUTUAL FUND A/C SUNDARAM SELECT MICRO CAP SERIES – XIV	11,000	0.40%	745
9	SUNDARAM MUTUAL FUND A/C SUNDARAM SELECT MICRO CAP SERIES – XV	11,000	0.40%	745
10	SUNDARAM MUTUAL FUND A/C SUNDARAM SELECT MICRO CAP SERIES – XVI	7,000	0.25%	745
11	SUNDARAM MUTUAL FUND A/C SUNDARAM SELECT MICRO CAP - SERIES – XVII	6,000	0.22%	745
12	SUNDARAM MUTUAL FUND A/C SUNDARAM EMERGING SMALL CAP - SERIES I	15,500	0.56%	745
13	SUNDARAM MUTUAL FUND A/C SUNDARAM EMERGING SMALL CAP - SERIES II	16,500	0.60%	745
14	SUNDARAM MUTUAL FUND A/C SUNDARAM EMERGING SMALL CAP - SERIES III	14,500	0.52%	745
15	SUNDARAM MUTUAL FUND A/C SUNDARAM EMERGING SMALL CAP - SERIES IV	10,500	0.38%	745
16	SUNDARAM MUTUAL FUND A/C SUNDARAM EMERGING SMALL CAP - SERIES V	4,000	0.14%	745
17	SUNDARAM MUTUAL FUND A/C SUNDARAM EMERGING SMALL CAP SERIES VI	2,000	0.07%	745
18	SUNDARAM MUTUAL FUND A/C SUNDARAM SERVICES FUND	1,14,200	4.12%	745
Total		10,06,767	36.31%	

Please note that capitalized terms used and not defined herein shall have the respective meaning ascribed 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,
For Affle (India) Limited


Authorised Signatory
Name: KAPIL MOHAN BHATNAGAR
Designation: DIRECTOR & CEO



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

