



September 21, 2017

The Secretary BSE Limited Phiroze Jejeebhoy Towers Dalal Street Mumbai 400001	The Secretary National Stock Exchange of India Exchange Plaza, Plot No. C/1, G Block Bandra-Kurla Complex, Bandra (East) Mumbai 400 051
---	--

Dear Sir/ Madam,

**Sub: PUBLIC ISSUE OF UP TO [•] EQUITY SHARES OF FACE VALUE OF ₹5 EACH (THE “EQUITY SHARES”) OF PRATAAP SNACKS LIMITED (OUR “COMPANY”) FOR CASH AT A PRICE OF ₹[•]\* PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹[•] PER EQUITY SHARE) AGGREGATING UP TO ₹[•] MILLION (THE “ISSUE”) CONSISTING OF A FRESH ISSUE OF [•] EQUITY SHARES AGGREGATING UP TO ₹2,000 MILLION AND AN OFFER FOR SALE OF UP TO 3,005,770 EQUITY SHARES INCLUDING UP TO 369,451 EQUITY SHARES BY SEQUOIA CAPITAL GFIV MAURITIUS INVESTMENTS (“SCG”) AND UP TO 94,266 EQUITY SHARES BY SEQUOIA CAPITAL INDIA GROWTH INVESTMENT HOLDINGS I (“SCI-GIH”) (COLLECTIVELY REFERRED TO AS THE “INVESTOR SELLING SHAREHOLDERS”), UP TO 1,317,093 EQUITY SHARES BY SCI GROWTH INVESTMENTS II (“SCI”), UP TO 183,740 EQUITY SHARES BY ARVIND MEHTA, UP TO 139,200 EQUITY SHARES BY NAVEEN MEHTA, UP TO 139,200 EQUITY SHARES BY ARUN MEHTA, UP TO 361,920 EQUITY SHARES BY RAJESH MEHTA, UP TO 66,820 EQUITY SHARES BY KANTA MEHTA, UP TO 77,950 EQUITY SHARES BY PREMLATA KUMAT, UP TO 22,270 EQUITY SHARES BY SWATI BAPNA, UP TO 116,930 EQUITY SHARES BY APOORVA KUMAT AND UP TO 116,930 EQUITY SHARES BY AMIT KUMAT (TOGETHER, THE “PROMOTER SELLING SHAREHOLDERS”, AND TOGETHER WITH THE INVESTOR SELLING SHAREHOLDERS, THE “SELLING SHAREHOLDERS”). THE ISSUE INCLUDES A RESERVATION OF UP TO 42,000 EQUITY SHARES AGGREGATING TO [•] MILLION FOR SUBSCRIPTION BY ELIGIBLE EMPLOYEES (AS DEFINED HEREIN) (“EMPLOYEE RESERVATION PORTION”). THE ISSUE LESS EMPLOYEE RESERVATION PORTION IS REFERRED TO AS THE “NET ISSUE”. THE ISSUE AND THE NET ISSUE WILL CONSTITUTE [•]% AND [•]% RESPECTIVELY, OF THE POST ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.**

The IPO Committee of the Board of Directors of the Company, in a meeting held on September 21, 2017 and the Selling Shareholders in consultation with the Global Coordinators and Book Running Lead Managers and the Book Running Lead Manager, have finalized allocation of 1,528,789 Equity Shares, in aggregate, to Anchor Investors at Rs. 938.00 per Equity Share (including a share premium of ₹ 933 per Equity Share) in the following manner:

Appln no.	Applicant	Equity Shares Allocated	% of Anchor Investor Portion	Anchor Investor Allocation Price (₹)
1	SMALLCAP WORLD FUND, INC	266,535	17.43%	938
2	FIDELITY FUNDS - ASIAN SMALLER COMPANIES POOL	170,580	11.16%	938
14	GOLDMAN SACHS INDIA LIMITED	170,580	11.16%	938

Page 1 of 3

**Prataap Snacks Limited**  
(Formerly known as Prataap Snacks Pvt. Ltd.)



Office : Khasra No. 378/2, 378/1/4, Nemawar Road, Near Makrand House, Gram : Palda, Dist. : Indore (M.P.) India  
Phone : ++91-731-2437600, 2437602-10 E-mail : info@yellowdiamond.in CIN No. U15311MP2009PLC021746



Appln no.	Applicant	Equity Shares Allocated	% of Anchor Investor Portion	Anchor Investor Allocation Price (₹)
4	HDFC TRUSTEE COMPANY LTD- HDFC EQUITY SAVING FUND	106,620	6.97%	938
5A	SBI FMCG FUND	34,110	2.23%	938
5B	SBI MAGNUM MONTHLY INCOME PLAN	10,665	0.70%	938
5C	SBI RESURGENT INDIA OPPORTUNITIES SCHEME	10,665	0.70%	938
5D	SBI CONTRA FUND	93,825	6.14%	938
5E	SBI LONG TERM ADVANTAGE FUND- SERIES IV	21,315	1.39%	938
6A	ICICI PRUDENTIAL GROWTH FUND - SERIES 8	23,490	1.54%	938
6B	ICICI PRUDENTIAL VALUE FUND - SERIES 5	83,130	5.44%	938
10A	BIRLA SUN LIFE TRUSTEE COMPANY PRIVATE LIMITED A/C BIRLA SUN LIFE MANUFACTURING EQUITY FUND	67,500	4.42%	938
10B	BIRLA SUN LIFE TRUSTEE COMPANY PRIVATE LIMITED A/C BIRLA SUN LIFE INDIA GENNEXT FUND	39,120	2.56%	938
11A	DSP BLACKROCK EQUITY SAVINGS FUND	43,065	2.82%	938
11B	DSP BLACKROCK MIP FUND	10,755	0.70%	938
7A	KOTAK MONTHLY INCOME PLAN	5,595	0.37%	938
7B	KOTAK CLASSIC EQUITY	5,595	0.37%	938
7C	KOTAK MIDCAP	42,630	2.79%	938
15	UTI - INDIA LIFESTYLE FUND	53,820	3.52%	938
8	SUNDARAM MUTUAL FUND A/C SUNDARAM BALANCED FUND	53,820	3.52%	938
12A	IDFC EQUITY FUND	32,310	2.11%	938
12B	IDFC DYNAMIC EQUITY FUND	21,510	1.41%	938
13	HDFC STANDARD LIFE INSURANCE COMPANY LIMITED	53,820	3.52%	938
9	SBI LIFE INSURANCE CO. LTD	53,820	3.52%	938
3	BNP PARIBAS ARBITRAGE	53,914	3.53%	938

Out of total allocation of 1,528,789 Equity Shares to the Anchor Investors, 759,540 Equity Shares are allocated to 9 Mutual Funds through a total of 19 schemes, details of which are provided below:

Appln no.	Applicant	Equity Shares Allocated	% of Anchor Investor Portion	Anchor Investor Allocation Price (₹)
4	HDFC TRUSTEE COMPANY LTD- HDFC EQUITY SAVING FUND	106,620	6.97%	938
5A	SBI FMCG FUND	34,110	2.23%	938
5B	SBI MAGNUM MONTHLY INCOME PLAN	10,665	0.70%	938
5C	SBI RESURGENT INDIA OPPORTUNITIES SCHEME	10,665	0.70%	938
5D	SBI CONTRA FUND	93,825	6.14%	938



Appln no.	Applicant	Equity Shares Allocated	% of Anchor Investor Portion	Anchor Investor Allocation Price (₹)
5E	SBI LONG TERM ADVANTAGE FUND- SERIES IV	21,315	1.39%	938
6A	ICICI PRUDENTIAL GROWTH FUND - SERIES 8	23,490	1.54%	938
6B	ICICI PRUDENTIAL VALUE FUND - SERIES 5	83,130	5.44%	938
10A	BIRLA SUN LIFE TRUSTEE COMPANY PRIVATE LIMITED A/C BIRLA SUN LIFE MANUFACTURING EQUITY FUND	67,500	4.42%	938
10B	BIRLA SUN LIFE TRUSTEE COMPANY PRIVATE LIMITED A/C BIRLA SUN LIFE INDIA GENNEXT FUND	39,120	2.56%	938
11A	DSP BLACKROCK EQUITY SAVINGS FUND	43,065	2.82%	938
11B	DSP BLACKROCK MIP FUND	10,755	0.70%	938
7A	KOTAK MONTHLY INCOME PLAN	5,595	0.37%	938
7B	KOTAK CLASSIC EQUITY	5,595	0.37%	938
7C	KOTAK MIDCAP	42,630	2.79%	938
15	UTI - INDIA LIFESTYLE FUND	53,820	3.52%	938
8	SUNDARAM MUTUAL FUND A/C SUNDARAM BALANCED FUND	53,820	3.52%	938
12A	IDFC EQUITY FUND	32,310	2.11%	938
12B	IDFC DYNAMIC EQUITY FUND	21,510	1.41%	938

As per the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) regulations, 2009, in case the issue 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 the revised Confirmation Allocation Note.

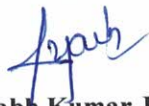
We request you to make the above mentioned information public by disclosing it on your website.

Capitalised terms used and not defined herein shall have the same meaning as provided under the Red Herring Prospectus dated September 12, 2017 registered with the Registrar of Companies, Madhya Pradesh at Gwalior or the Preliminary Offering Memorandum, as applicable.

Kindly take note of the above.

Thanking You,

Yours faithfully,  
For Prataap Snacks Limited



**Rishabh Kumar Jain**  
Company Secretary

M. No. F7271

Date: September 21, 2017

