

October 5, 2017

Vice President

Listing Department
National Stock Exchange of India Limited
'Exchange Plaza', Bandra-Kurla Complex
Bandra (East), Mumbai 400 051

General Manager

Listing Department
BSE Limited
P.J. Tower, Dalal Street
Mumbai 400 001

Dear Sir/Madam,

Re: Proposed initial public offering of equity shares of ₹ 10 each ("Equity Shares") of MAS Financial Services Limited ("Company") of up to [●] Equity Shares aggregating up to ₹ 4,600.42 million (the "Offer"), comprising a fresh issue of Equity Shares by the Company aggregating up to ₹ 2,330 million ("Fresh Issue") and an offer for sale ("Offer for Sale") (and together with the Fresh Issue, the "Offer") of up to [●] Equity Shares aggregating up to ₹ 2,270.42 million by the Selling Shareholders

The IPO Committee of the Company at its meeting held on October 5, 2017, in consultation with the Selling Shareholders and Book Running Lead Manager to the Issue, has finalized allocation of 2,961,057 Equity Shares, to Anchor Investors at Anchor Investor allocation price of Rs. 459 per Equity Share (including share premium of Rs. 449 per Equity Share) in the following manner:

| Sr. No. | Name of the Anchor Investor | No. of Equity Shares allocated | % of Anchor Investor Portion | Bid price (Rs. per Equity Share) |
|---------|---|--------------------------------|------------------------------|----------------------------------|
| 1 | THE NOMURA TRUST AND BANKING CO LIMITED AS TRUSTEE OF NITM ASIA OPEN | 196,079 | 6.62% | 459.00 |
| 2 | HDFC TRUSTEE COMPANY LTD - HDFC EQUITY SAVING FUND | 196,079 | 6.62% | 459.00 |
| 3 | ICICI PRUDENTIAL EQUITY INCOME FUND | 196,079 | 6.62% | 459.00 |
| 4A | SBI MAGNUM MONTHLY INCOME PLAN | 87,140 | 2.94% | 459.00 |
| 4B | SBI LONG TERM ADVANTAGE FUND | 43,570 | 1.47% | 459.00 |
| 4C | SBI BANKING & FINANCIAL SERVICES FUND | 43,570 | 1.47% | 459.00 |
| 4D | SBI RESURGENT INDIA OPPORTUNITIES SCHEME | 21,799 | 0.74% | |
| 5 | JP MORGAN INDIA SMALLER COMPANIES FUND | 147,059 | 4.97% | 459.00 |
| 6 | WASATCH EMERGING INDIA FUND | 147,059 | 4.97% | 459.00 |
| 7 | BIRLA SUN LIFE TRUSTEE COMPANY PRIVATE LIMITED A/C BIRLA SUN LIFE BANKING AND FINANCIAL SERVICES FUND | 196,079 | 6.62% | 459.00 |
| 8A | DSP BLACKROCK BALANCED FUND | 139,703 | 4.72% | 459.00 |
| 8B | DSP BLACKROCK EQUITY FUND | 56,376 | 1.90% | 459.00 |

| | | | | |
|-----|--|------------------|----------------|--------|
| 9 | RELIANCE CAPITAL TRUSTEE CO LTD A/C RELIANCE SMALL CAP FUND | 196,079 | 6.62% | 459.00 |
| 10 | UTI BANKING SECTOR FUND | 196,079 | 6.62% | 459.00 |
| 11 | AXIS MUTUAL FUND TRUSTEE LTD A/C AXIS MUTUAL FUND A/C AXIS FOCUSED 25 FUND | 196,079 | 6.62% | 459.00 |
| 12 | SBI LIFE INSURANCE COMPANY LIMITED | 196,079 | 6.62% | 459.00 |
| 13 | CREDIT SUISSE (SINGAPORE) LIMITED | 412,031 | 13.91% | 459.00 |
| 14A | SUNDARAM BALANCED FUND | 112,201 | 3.79% | 459.00 |
| 14B | SUNDARAM FINANCIAL SERVICES OPPORTUNITIES FUND | 34,858 | 1.18% | 459.00 |
| 15A | IDFC DYNAMIC EQUITY FUND | 73,529 | 2.48% | 459.00 |
| 15B | IDFC EQUITY FUND | 73,530 | 2.48% | 459.00 |
| | Total | 2,961,057 | 100.00% | |

10 Mutual Funds have applied through a total of 16 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 Equity Share) |
|---------|--|--------------------------------|------------------------------|----------------------------------|
| 1 | HDFC TRUSTEE COMPANY LTD - HDFC EQUITY SAVING FUND | 196,079 | 6.62% | 459.00 |
| 2 | ICICI PRUDENTIAL EQUITY INCOME FUND | 196,079 | 6.62% | 459.00 |
| 3 | SBI MAGNUM MONTHLY INCOME PLAN | 87,140 | 2.94% | 459.00 |
| 4 | SBI LONG TERM ADVANTAGE FUND | 43,570 | 1.47% | 459.00 |
| 5 | SBI BANKING & FINANCIAL SERVICES FUND | 43,570 | 1.47% | 459.00 |
| 6 | SBI RESURGENT INDIA OPPORTUNITIES SCHEME | 21,799 | 0.74% | 459.00 |
| 7 | BIRLA SUN LIFE TRUSTEE COMPANY PRIVATE LIMITED A/C BIRLA SUN LIFE BANKING AND FINANCIAL SERVICES FUND | 196,079 | 6.62% | 459.00 |
| 8 | DSP BLACKROCK BALANCED FUND | 139,703 | 4.72% | 459.00 |
| 9 | DSP BLACKROCK EQUITY FUND | 56,376 | 1.90% | 459.00 |
| 10 | RELIANCE CAPITAL TRUSTEE CO LTD A/C RELIANCE SMALL CAP FUND | 196,079 | 6.62% | 459.00 |
| 11 | UTI - BANKING SECTOR FUND | 196,079 | 6.62% | 459.00 |
| 12 | AXIS MUTUAL FUND TRUSTEE LTD A/C AXIS MUTUAL FUND A/C AXIS FOCUSED 25 FUND | 196,079 | 6.62% | 459.00 |
| 13 | SUNDARAM BALANCED FUND | 112,201 | 3.79% | 459.00 |
| 14 | SUNDARAM FINANCIAL SERVICES | 34,858 | 1.18% | 459.00 |



Regd. Office :

6, Ground Floor, Narayan Chambers,

B/h Patang Hotel, Ashram Road, Ahmedabad-380 009.

CIN : U65910GJ1995PLC026064

+ 91(0) 79 3001 6500

+ 91(0) 79 3001 6597, + 91 (0) 79 3001 6561

www.mas.co.in

mfs@mas.co.in



The Power of Distribution

MAS FINANCIAL SERVICES LIMITED

| | OPPORTUNITIES FUND | | | |
|----|--------------------------|------------------|---------------|--------|
| 15 | IDFC DYNAMIC EQUITY FUND | 73,529 | 2.48% | 459.00 |
| 16 | IDFC EQUITY FUND | 73,530 | 2.48% | 459.00 |
| | Total | 1,862,750 | 62.91% | |

As per the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009, as amended, in case the Issue Price discovered through the 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 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, MAS Financial Services Limited

Nirav P. Patel

Nirav Patel
Company Secretary & Compliance Officer
ACS: 32979



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
Maharashtra, India

Regd. Office :

6, Ground Floor, Narayan Chambers,

B/h Patang Hotel, Ashram Road, Ahmedabad-380 009. www.mas.co.in

CIN : U65910GJ1995PLC026064

+ 91(O) 79 3001 6500

+ 91(O) 79 3001 6597, + 91 (O) 79 3001 6561

mfsl@mas.co.in