

COMMON BID CUM
APPLICATION FORM

AFFLE (INDIA) LIMITED - INITIAL PUBLIC OFFER - NR
 Registered Office: 312, B-Wing, Kanakia Wallstreet, Andheri Kurla Road, Andheri (East), Mumbai 400 093
 Corporate Office: 601-612, 6th Floor, Tower C, JMD Megapolis, Sohna Road, Sector 48, Gurgaon 122 018
 Contact Person: Parmita Choudhury, Company Secretary and Compliance Officer; Tel.: +91 124 4992 914; Fax: +91 124 2213 847
 E-mail: compliance@affle.com; Website: www.affle.com; CIN: U65990MH1994PLC080451

FOR NON-RESIDENT, INDIAN BIDDERS, INCLUDING
 ELIGIBLE NRIs, FVCI, FPIs AND REGISTERED BILATERAL
 AND MULTI LATERAL AND DEVELOPMENT FINANCIAL
 INSTITUTIONS APPLYING ON A REPATRIATION BASIS

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To,
 The Board of Directors
 AFFLE (INDIA) LIMITED

100% BOOK BUILDING OFFER
 ISIN: INE00WC01019

Bid cum
 Application
 Form No.

SYNDICATE MEMBER'S STAMP & CODE	REGISTERED BROKER / SCSB / CDP / CRTA STAMP & CODE	1. NAME & CONTACT DETAILS OF SOLE / FIRST BIDDER
		Mr./Ms./M/s. _____

SUB-BROKER'S / SUB-AGENT'S STAMP & CODE	SCSB BRANCH STAMP & CODE	Address _____

		Email _____
BANK BRANCH SERIAL NO.	SCSB SERIAL NO.	Tel. No. (with STD code) / Mobile _____
		2. PAN OF SOLE / FIRST BIDDER

3. BIDDER'S DEPOSITORY ACCOUNT DETAILS	<input type="checkbox"/> NSDL <input type="checkbox"/> CDSL

For NSDL enter 8 digit DP ID followed by 8 digit Client ID / For CDSL enter 16 digit Client ID	

4. BID OPTIONS (ONLY RETAIL INDIVIDUAL BIDDERS CAN BID AT "CUT-OFF")						5. CATEGORY	6. INVESTOR STATUS	
Bid Options	No. of Equity Shares Bid (In Figures) (Bids must be in multiples of Bid Lot as advertised)	Price per Equity Share (₹) / "Cut-off" (Price in multiples of ₹ 1/- only) (In Figures only)				"Cut-off" (Please tick)	<input type="checkbox"/> Retail Individual Bidder <input type="checkbox"/> Non-Institutional Bidder <input type="checkbox"/> QIB	<input type="checkbox"/> Non-Resident Indian(s) (Repatriation basis) - NRI <input type="checkbox"/> Foreign Portfolio Investor - FPI <input type="checkbox"/> Foreign Venture Capital Investor - FVCI <input type="checkbox"/> Registered Bilateral and Multilateral Institutions - RBMI <input type="checkbox"/> Others (Please Specify) - OTH
		Bid Price	Retail Discount	Net Price				
		8 7 6 5 4 3 2 1	3 2 1	3 2 1	3 2 1			
Option 1						<input type="checkbox"/>		
(OR) Option 2						<input type="checkbox"/>		
(OR) Option 3						<input type="checkbox"/>		

7. PAYMENT DETAILS [IN CAPITAL LETTERS]	PAYMENT OPTION : FULL PAYMENT <input checked="" type="checkbox"/>
Amount Blocked (₹ in figures) _____ (₹ in words) _____	
ASBA Bank A/c No. _____	
Bank Name & Branch _____	
OR _____	
UPI Id (Maximum 45 characters) _____	

I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THIS BID CUM APPLICATION FORM, THE ATTACHED ABRIDGED PROSPECTUS, THE GENERAL INFORMATION DOCUMENT FOR INVESTING IN PUBLIC ISSUES ("GID") AND HEREBY AGREE AND CONFIRM THE 'BIDDERS UNDERTAKING' AS GIVEN OVERLEAF. I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THE BID CUM APPLICATION FORM GIVEN OVERLEAF.

8A. SIGNATURE OF SOLE / FIRST BIDDER	8B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S) (AS PER BANK RECORDS)	SYNDICATE MEMBER / REGISTERED BROKER / SCSB / CDP / CRTA STAMP (Acknowledging upload of Bid in Stock Exchange system)
Date : _____, 2019	I/We authorise the SCSB to do all acts as are necessary to make the application in the Offer.	
	1) _____	
	2) _____	
	3) _____	

TEAR HERE

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AFFLE (INDIA) LIMITED
 INITIAL PUBLIC OFFER - NR

Acknowledgement Slip for Syndicate
 Member / Sub-Syndicate Member /
 Registered Broker / SCSB / CDP / CRTA

PAN of Sole / First Bidder

DPID / CLID	_____	_____
Amount Blocked (₹ in figures)	ASBA Bank A/c No./UPI Id	Stamp & Signature of SCSB Branch
Bank Name & Branch		
Received from Mr./Ms./M/s.		
Telephone / Mobile	Email	

TEAR HERE

AFFLE (INDIA) LIMITED - INITIAL PUBLIC OFFER - NR	Option 1	Option 2	Option 3	Stamp & Signature of Syndicate Member / Sub-Syndicate Member / Registered Broker / SCSB / CDP / CRTA	Name of Sole / First Bidder
	No. of Equity Shares				
	Bid Price				
	Amount Blocked (₹)				
	ASBA Bank A/c No./UPI Id				
Bank Name & Branch					
Important Note : Application made using third party UPI Id Or ASBA Bank A/c are liable to be rejected.					

Bid cum
 Application
 Form No.

AFFLE (INDIA) LIMITED

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**IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES
OF THE RED HERRING PROSPECTUS DATED JULY 19, 2019. YOU ARE ENCOURAGED TO READ GREATER DETAILS AVAILABLE IN THE RHP.**

BIDDER'S UNDERTAKING AND CONFIRMATION FOR BID CUM APPLICATION FORM

(IN CASE OF A JOINT BID, THE CONFIRMATIONS, AUTHORISATIONS, UNDERTAKINGS AND REPRESENTATIONS MADE BY THE FIRST BIDDER WILL BE DEEMED TO HAVE BEEN MADE ON BEHALF OF ALL JOINT BIDDERS. THE FIRST BIDDER SHALL BE LIABLE FOR ALL THE OBLIGATIONS ARISING OUT OF THE OFFER OF EQUITY SHARES.)

The Equity Shares have not been and will not be registered, listed or otherwise qualified in any other jurisdiction outside India and may not be offered or sold, and Bids may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction. On the basis of the red herring prospectus dated July 19, 2019 (the "RHP") filed with the Registrar of Companies, Maharashtra (the "RoC") (if I am/we are in India) or the preliminary international wrap dated July 19, 2019 and the RHP (together, the "Preliminary Offering Memorandum") (if I am/we are outside India), General Information Document for Investing in Public Issues ("GID") and having studied the attached details as per the Abridged Prospectus, I/we hereby apply for Allotment to me/us of the Equity Shares in the Offer upto my/our Bids for maximum number of Equity Shares at or above the Offer Price, to be discovered through the Book Building Process. I/we hereby confirm that I am/we are eligible person(s) to invest in the Offer in accordance with applicable laws. The amount payable on Bidding has been blocked with the relevant SCSEB or the bank account linked with the UPI ID as mentioned in the Bid Cum Application Form, as the case may be. I/we agree to accept the Equity Shares Bid for, or such lesser number may be Allotted to me/us subject to the terms of the RHP, Abridged Prospectus, the GID, the Bid cum Application Form and other applicable laws. I/we undertake that I/we will sign all such other documents and do all such acts, if any, necessary on my/our part to enable me/us to be registered as the holder(s) of the Equity Shares which may be Allotted and to register my/our address as given in the Depository records and to place my/our name on the name of the Beneficiary of the Company. I/we note that in case of QIB Bidders, only the (i) SCSEBs (for Bids other than the Bids by Anchor Investors) and (ii) the members of the Syndicate (only in the Specified Locations) have the right to reject Bids (including on technical grounds) at the time of acceptance of Bid cum Application Form provided that the reasons for rejecting the same shall be provided to such Bidder in writing, whereas it has a right to reject it from Non-Institutional Bidders and Retail Individual Bidders based only on technical grounds and/or as specified in the Abridged Prospectus, GID and the RHP. I/we authorise the Company to make the necessary changes in this Bid cum Application Form and the RHP for registration of the Prospectus with the RoC without intimation to me/us and use this Bid cum application form as the Application Form for the purpose of the Offer. I/we represent, warrant, acknowledge and agree with the Company, the Promoter Selling Shareholder and the BRLMs as follows: (A) I/we have received a copy of the RHP (if we are in India) or the Preliminary Offering Memorandum (if we are outside India) and have read it and my/our investment decision is based solely on the RHP or the Preliminary Offering Memorandum, as applicable; (B) I/we have read and agree to the representations, warranties, acknowledgements and agreements contained in the section "Offer Procedure" and either (1) the sections "Terms of the Offer" and "Other Regulatory and Statutory Disclosures" of the RHP if I am/we are in India or (2) the sections "Selling Restrictions" and "Transfer Restrictions" of the Preliminary Offering Memorandum if I am/we are outside India; (C) I/we understand that the Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "U.S. Securities Act"), or under the securities laws of any state of the United States and may not be offered or sold in the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable state securities laws and, accordingly, the Equity Shares are being offered and sold only outside the United States in reliance on Regulation S under the U.S. Securities Act; (D) I was/were outside of the United States at the time the offer of the Equity Shares was made to me/us and I am/we are outside the United States at the time I/we signed this Common Bid cum Application Form; (E) I am/we are not an affiliate of the Company or a person acting on behalf of such affiliate; (F) I/we agree to the terms and conditions in (1) this Bid cum Application Form and (2) the RHP if I am/we are in India or the Preliminary Offering Memorandum if I am/we are outside India; (G) I/we hereby confirm that I am/we are eligible person(s) to invest in the Offer in accordance with applicable laws; (H) if I/we are making an application to acquire any of the Equity Shares as fiduciary or agent for one or more investor accounts, I/we have sole investment discretion with respect to each such managed account and I/we have full power to make the foregoing representations, warranties, acknowledgements and agreements on behalf of each such account; and (I) if I/we are making an application to acquire any of the Equity Shares for one or more managed accounts, I am/we are authorized in writing by each such managed account to subscribe to the Equity Shares for each such managed account and to make (and I/we hereby make) the representations, warranties, acknowledgements and agreements herein for and on behalf of each such account, reading the reference to "I/we" to include such accounts.

FOR QIB BIDDERS: I/we confirm that the Bid size/maximum Equity Shares applied for by me/us do not exceed the relevant regulatory approvals/limits. I am/we are not prohibited from accessing capital markets under any order/ruling/judgement of any regulatory, judicial or any other authority, including Securities and Exchange Board of India ("SEBI") or under the provisions of any law, regulation or statute.

Further: (1) In accordance with ASBA process provided in the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009, as amended, to the extent applicable and the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI (CDR Regulations, 2018)") and as disclosed in the RHP, I/we authorise (a) the members of the Syndicate (in Specified Locations only) or the Registered Brokers (at Broker Centers) or the SCSEBs or the RTAs (at the Designated RTA Locations) or the CDPs (at Designated CDP Locations), as the case may be, to do all such acts as are necessary to make the application in the Offer, including uploading my/our Bid, blocking or unblocking of funds in the bank account of the Applicant maintained with the SCSEB as specified in the Bid cum Application Form or in the bank account of the Applicant linked with the UPI ID provided in the Bid cum Application Form, as the case may be, transfer of funds to the Public Offer Account on receipt of instruction from Registrar to the Offer or the Sponsor Bank, as the case may be, after finalisation of Bids of Allotment; and (b) the Registrar to the Offer or Sponsor Bank, as the case may be, to issue instruction to the SCSEBs to unblock the funds in the specified bank account upon finalisation of the Basis of Allotment. (2) In case the amount available in the specified bank account is insufficient even per the highest Bid option, the SCSEB shall reject the application. (3) I/we hereby authorise the members of the Syndicate (in Specified Locations only) or the Registered Brokers (at Broker Centers) or the SCSEBs or CDPs (at Designated CDP locations) or the RTAs (at Designated RTA locations), as the case may be, to make relevant revisions as may be required to be done in the Bid, in the event of a revision of the Price Band. As per existing policy of the Government of India, OCBs cannot participate in this Offer. For further details, see "Offer Procedure" and "Offer Procedure - Part B - General Information Document for Investing in Public Issues - Category of Investors Eligible to Participate in an Issue" on pages 499 and 520 of the RHP, respectively.

INSTRUCTIONS FOR FILLING UP THE BID CUM APPLICATION FORM

- Name of sole/ first Bidder should be exactly the same as it appears in the Depository records. In case of joint Bids, only the name of the first Bidder (which should also be the first name in which the beneficiary account is held) should be provided in the Bid cum Application Form. The Bid means 'Indication to make an Offer' and not 'an Offer'.
- The first Bidder, should mention his/ her PAN allotted under the Income Tax Act, 1961, DP ID, Client ID and UPI ID (as applicable). Except for Bids by or on behalf of the Central or State Government and the officials appointed by the courts and by persons who are exempt from the requirement of obtaining/ specifying their PAN for transacting in the securities market and by persons residing in the state of Sikkim, the Bidders, or in the case of Bid in joint names, the first Bidder (the first name under which the beneficiary account is held), should mention his/ her PAN allotted under the Income Tax Act. Any Bid cum Application Form without the PAN is liable to be rejected.
- Based on the PAN, DP ID and Client ID provided by the Bidders, the Registrar to the Offer will obtain Demographic Details registered with Depository Participants to be used, among other things, for Allotment, technical rejections or unblocking ASBA Account. Hence, Bidders are advised to immediately update any change in their Demographic Details as appearing on the records of the Depository Participant to ensure accuracy of records. Please note that failure to do so could result in failure in Allotment of Equity Shares, delays in unblocking of ASBA Account at the Bidders' sole risk and neither the Members of the Syndicate nor the Registered Brokers nor the Registrar to the Offer or CRTAs/CDPs or the SCSEBs nor the Company nor the Selling Shareholder shall have any responsibility and undertake any liability for the same.
- Bid Lot and Price Band:** The face value of Equity Shares is ₹10 each. The Price Band shall be decided by the Company in consultation with the Promoter Selling Shareholder and the BRLMs, the minimum Bid Lot and shall be advertised in all editions of Business Standard, an English daily newspaper, all editions of Business Standard, a Hindi daily newspaper and Mumbai edition of Tarun Bharat, a Marathi daily newspaper (Marathi being the regional language in the state where our Registered Office is located), each with wide circulation, respectively, at least two Working Days prior to the Bid Offer Opening Date, with the relevant financial ratios calculated at the Floor Price and at the Cap Price and shall be made available to the Stock Exchanges for the purpose of uploading on their website. In case of revision of the Price Band, the Bid Offer Period will be extended for at least three additional Working Days after revision of Price Band subject to the Bid/ Offer Period not exceeding a total of 10 Working Days. Any revision in the Price Band and the revised Bid/ Offer Period, if applicable, will be widely disseminated by notification to the Stock Exchanges, by issuing a press release and also by indicating the changes on the websites of the BRLMs and on the terminals of the Syndicate Members.
- Maximum and Minimum Bid Size:** In case of Retail Individual Bidders, such number of Equity Shares in Multiples of minimum Bid Lot such that the Bid Amount does not exceed ₹ 200,000/- Bids at the Cut-Off Price indicate their agreement to purchase the Equity Shares at the Offer Price, as determined at the completion of the Book Building Process. In case of Non-Institutional Bidders and QIB Bidders, the minimum Bid size shall be such number of Equity Shares in Multiples of minimum Bid Lot such that Bid Amount exceeds ₹ 200,000/-. The maximum Bid by any investor should not exceed the investment limits prescribed for them by applicable laws and under RHP.
- Please tick category as applicable to ensure proper upload of Bid in Stock Exchange system.
- Please tick investor status as applicable. Please ensure investor status is updated in your Depository records.
- Cheques/Demand Draft/Cash/stock invest/money orders/postal orders will not be accepted.** Eligible NRIs applying on a repatriation basis by using the Non-Resident Bid cum Application Form are required to authorise their SCSEBs or confirm or accept the UPI Mandate Request (in case of Retail Individual Investors Bidding through the UPI Mechanism) to block their Non-Resident External ("NRE") accounts, or Foreign Currency Non-Resident ("FCNR") accounts, for the full Bid amount, at the time of submission of the Bid cum Application Form. All Bidders can obtain the Bid cum Application Form from the Company's Registered Office and Corporate Office or from any of the members of the Syndicate or CDPs or CRTAs or Registered Brokers from their offices. In accordance with applicable law and UPI circulars, Bidders please ensure that your Bank has notified Designated SCSEB Branch in the city where the Bid cum Application Form is being submitted.
- Please note that application made using third party UPI Id or third party ASBA Bank A/c. are liable to be rejected.
 - QIB, Non-Institutional Investors cannot use UPI mechanism to apply.
 - For Retail Individual Investors applying using UPI.**
 - Please ensure that your Bank is offering UPI facility for Public Issues.
 - Please mention UPI Id clearly in CAPITAL LETTERS only.
 - UPI Id cannot exceed 45 characters.
 - Please ensure that you are using your UPI ID only and not the UPI ID of any third party.
 - Retail Individual Investors Bidding using the UPI Mechanism shall ensure that details of the Bid are reviewed and verified by opening the attachment in the UPI Mandate Request and then proceed to authorise the UPI Mandate Request using his/her UPI PIN. For further details, see "Offer Procedure" on page 499 of the RHP.
- Only the first Bidder is required to sign the Bid cum Application Form/ Bid Revision Form. Thumb impressions and signatures other than in the languages specified in the Eighth Schedule to the Constitution of India must be attested by a Magistrate or a Notary Public or a Special Executive Magistrate under official seal. Signature of ASBA Account holder is mandatory. If the first Bidder is not the account holder, ensure that the Bid cum Application Form is signed by the account holder. Necessary revisions in the Bidders' undertaking and institution will be required depending upon the jurisdiction in which the sale of shares is proposed.
- Other Instructions:** (a) A Bid must be made only in the prescribed Bid cum Application Form. (b) Bids must be completed in full, in BLOCK LETTERS in ENGLISH. Bidders should note that the members of the Syndicate, Registered Broker, CDPs, CRTAs, and/or SCSEBs will not be liable for errors in data entry due to incomplete or illegible Bid cum Application Forms. (c) Ensure that all applicable documents in support of the Bid are attached with the Bid cum Application Form.
- The Bidders may note that in case the DP ID, Client ID and PAN mentioned in the Bid cum Application Form and entered into the electronic bidding systems of the Stock Exchanges do not match with the DP ID, Client ID and PAN available in the Depository database, the Bid cum Application Form is liable to be rejected.
- You will be sent the RHP (if you are in India) or the Preliminary Offering Memorandum (if you are outside India) either in physical form or electronic form or both. You may not distribute or forward these documents and these documents are subject to the disclaimers and restrictions contained in or accompanying them.
- The Equity Shares have not been and will not be registered under the U.S. Securities Act or the laws of any state of the United States and may not be offered or sold in the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable state securities laws. The Equity Shares are being offered and sold only outside the United States in reliance on Regulation S under the U.S. Securities Act.

Note : Terms used but not defined herein shall have the meaning assigned to such terms in the RHP. For detailed instructions for filling the various fields of this Bid cum Application Form, please refer to the GID, which is available on the websites of the BRLMs and Stock Exchanges.

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	COMPANY CONTACT DETAILS	REGISTRAR TO THE OFFER CONTACT DETAILS
<ul style="list-style-type: none">In case of queries related to Allotment/ credit of Allotted Equity Shares, the Bidders should contact Registrar to the Offer.In case of Bids submitted to the SCSEBs, the Bidders should contact the relevant SCSEB.In case of queries related to upload of Bids submitted to the Syndicate Members /RTAs/Registered Brokers/CDPs, as applicable, the Bidders should contact the relevant Designated Intermediary.	<p>AFFLE (INDIA) LIMITED</p> <p>Registered Office: 312, B-Wing, Kanakia Wallstreet, Andheri Kurla Road, Andheri (East), Mumbai 400 093;</p> <p>Corporate Office: 601-612, 6th Floor, Tower C, JMD Megapolis, Sohna Road, Sector 48, Gurgaon 122 018;</p> <p>Contact Person: Parmita Choudhury, Company Secretary and Compliance Officer; Tel.: +91 124 4992 914;</p> <p>Fax: +91 124 2213 847; E-mail: compliance@affle.com;</p> <p>Website: www.affle.com; CIN: U65990MH1994PLC080451</p>	<p>KARVY FINTECH PRIVATE LIMITED</p> <p>Karvy Selenium Tower B Plot 31-32, Gachibowli, Financial District, Nanakramguda, Hyderabad 500 032, India; Tel: +91 40 6716 2222; Fax: +91 40 2343 1551;</p> <p>E-mail: einward.ris@karvy.com</p> <p>Investor Grievance E-mail: affletechnology.ipo@karvy.com; Website: https://karisma.karvy.com;</p> <p>Contact Person: Murali Krishna</p> <p>SEBI Registration No.: INR000000221</p>

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS

This is an abridged prospectus containing salient features of the red herring prospectus dated July 19, 2019 (the “RHP” or the “Red Herring Prospectus”). You are encouraged to read greater details available in the RHP.

THE DOCUMENT CONSISTS OF FOUR PAGES OF BID CUM APPLICATION FORM ALONG WITH INSTRUCTIONS AND SIX PAGES OF THE ABRIDGED PROSPECTUS. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.

Please ensure that you have read the RHP, this abridged prospectus and the general information document for investing in public issues (“GID”) undertaken through the Book Building Process before applying in the Offer (as defined below). You may obtain a physical copy of the Bid cum Application Form and the RHP from Stock Exchanges (as defined below), Registered Brokers, Collecting Depository Participants (“CDPs”), Registrar to the Offer, Registrar and Share Transfer Agents (“RTAs”), Bankers to the Offer, Investors’ associations or Self Certified Syndicate Banks (“SCSBs”). You may also download the RHP from the websites of Securities and Exchange Board of India (“SEBI”), the Book Running Lead Managers (“BRLMs”), BSE Limited (“BSE”) and National Stock Exchange of India Limited (“NSE”) (BSE and NSE shall collectively be called the “Stock Exchanges”) where the Equity Shares are proposed to be listed, i.e. www.sebi.gov.in, www.icicisecurities.com, www.nomuraholdings.com/company/group/asia/india/index.html, www.bseindia.com and www.nseindia.com, respectively. Unless otherwise specified all capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the RHP. Investors are advised to retain a copy of the RHP/abridged prospectus for their future reference.

**AFFLE (INDIA) LIMITED**

Registered Office: 312, B-Wing, Kanakia Wallstreet, Andheri Kurla Road, Andheri (East), Mumbai 400 093

Corporate Office: 601-612, 6th Floor, Tower C, JMD Megapolis, Sohna Road, Sector 48, Gurgaon 122 018

Contact Person: Parmita Choudhury, Company Secretary and Compliance Officer; **Tel.:** +91 124 4992 914; **Fax:** +91 124 2213 847

E-mail: compliance@affle.com; **Website:** www.affle.com; **CIN:** U65990MH1994PLC080451

OUR PROMOTERS: ANUJ KHANNA SOHUM AND AFFLE HOLDINGS PTE. LTD.

OFFER DETAILS, LISTING AND PROCEDURE

INITIAL PUBLIC OFFERING OF UP TO [●] EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH (“EQUITY SHARES”) OF AFFLE (INDIA) LIMITED (OUR “COMPANY” OR THE “ISSUER”) FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE (THE “OFFER PRICE”), AGGREGATING UP TO ₹ [●] MILLION (THE “OFFER”) COMPRISING A FRESH ISSUE OF UP TO [●] EQUITY SHARES BY OUR COMPANY AGGREGATING UP TO ₹ 900 MILLION (THE “FRESH ISSUE”) AND AN OFFER FOR SALE OF UP TO 4,953,020 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY AFFLE HOLDINGS PTE. LTD. THE OFFER SHALL CONSTITUTE [●]% OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THE FACE VALUE OF THE EQUITY SHARE IS ₹ 10 EACH. THE OFFER PRICE IS [●] TIMES THE FACE VALUE OF THE EQUITY SHARES. THE PRICE BAND AND MINIMUM BID LOT SIZE WILL BE DECIDED BY OUR COMPANY AND THE PROMOTER SELLING SHAREHOLDER IN CONSULTATION WITH THE BOOK RUNNING LEAD MANAGERS AND WILL BE ADVERTISED IN ALL EDITIONS OF BUSINESS STANDARD, AN ENGLISH DAILY NEWSPAPER, ALL EDITIONS OF BUSINESS STANDARD, A HINDI DAILY NEWSPAPER AND MUMBAI EDITION OF TARUN BHARAT, A MARATHI DAILY NEWSPAPER (MARATHI BEING THE REGIONAL LANGUAGE IN THE STATE WHERE OUR REGISTERED OFFICE IS LOCATED), EACH WITH WIDE CIRCULATION, AT LEAST TWO WORKING DAYS PRIOR TO THE BID/OFFER OPENING DATE AND SHALL BE MADE AVAILABLE TO BSE LIMITED (“BSE”) AND NATIONAL STOCK EXCHANGE OF INDIA LIMITED (“NSE”), AND TOGETHER WITH BSE, THE “STOCK EXCHANGES”) FOR UPLOADING ON THEIR RESPECTIVE WEBSITES.

The Equity Shares offered through the Red Herring Prospectus are proposed to be listed on the BSE and NSE. We have received in-principle approvals from BSE and NSE for listing of the Equity Shares pursuant to their letters dated August 2, 2018 and August 7, 2018, respectively. For the purpose of this Offer, BSE is the Designated Stock Exchange.

PROCEDURE

If you wish to know about processes and procedures applicable to public offers, you may request for a copy of the General Information Document (“GID”) from the Book Running Lead Managers or download it from the websites of the Stock Exchanges at www.bseindia.com, www.nseindia.com and the BRLMs at www.icicisecurities.com, and www.nomuraholdings.com/company/group/asia/india/index.html.

ELIGIBILITY FOR THE OFFER – REGULATION 26(2) OF SEBI ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS REGULATIONS, 2009 (“SEBI ICDR REGULATIONS”)

Whether our Company is compulsorily required to allot at least 75% of the net offer to public, to qualified institutional buyers – Yes

INDICATIVE TIMELINE

Bid/Offer Opening Date*	July 29, 2019	Unblocking of Funds from ASBA Accounts	On Or About August 6, 2019
Bid/Offer Closing Date	July 31, 2019	Credit of Equity Shares to Depository Accounts of Allottees	On Or About August 7, 2019
Finalisation of Basis of Allotment with the Designated Stock Exchange	On Or About August 5, 2019	Commencement of Trading of Equity Shares on the Stock Exchanges	On Or About August 8, 2019

* Our Company and the Promoter Selling Shareholder may, in consultation with the BRLMs, allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis, in accordance with the SEBI ICDR Regulations. Anchor Investors shall Bid on the Anchor Investor Bidding Date.

This timetable, is indicative in nature and does not constitute any obligation or liability on the Company, the Promoters Selling Shareholder or the BRLMs. While the Company will use best efforts to ensure that listing and trading of the Equity Shares on the Stock Exchanges commences within six Working Days of the Bid/Offer Closing Date or such other period as may be prescribed by SEBI, the timetable may be subject to change for various reasons, including extension of Bid/Offer Period by our Company, due to revision of the Price Band and any delays in receipt of final listing and trading approvals from the Stock Exchanges. The commencement of trading of the Equity Shares will be entirely at the discretion of the Stock Exchanges in accordance with applicable law.

GENERAL RISKS

Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Offer unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before making an investment decision in this Offer. For making an investment decision, investors must rely on their own examination of our Company and the Offer, including the risks involved. The Equity Shares have not been recommended or approved by the SEBI, nor does SEBI guarantee the accuracy or adequacy of the contents of the RHP. Specific attention of the investors is invited to “Risk Factors” on page 20 of the RHP and on page 7 of this Abridged Prospectus respectively.

PRICE INFORMATION OF PAST ISSUES HANDLED BY THE BRLMS

Sr No.	Issue Name	Name of the Merchant Banker	+/- % change in closing price, +/- % change in closing benchmark		
			30th calendar days from listing	90th calendar days from listing	180th calendar days from listing
1.	IndiaMart InterMesh Ltd ⁽¹⁾	ICICI Securities	NA*	NA *	NA *
2.	Aavas Financiers Ltd	ICICI Securities	-19.32%, [+1.76%]	+2.39%, [+4.09%]	+38.82%, [+12.74%]
3.	Creditaccess Grameen Limited	ICICI Securities	-21.16%, [-3.80%]	-14.90%, [-8.00%]	-5.71%, [-8.13%]
4.	HDFC Asset Management Company Limited	ICICI Securities/ Nomura	+58.04%, [+1.17%]	+29.60%, [-7.58%]	+23.78%, [-4.33%]
5.	Sandhar Technologies Limited	ICICI Securities	+19.59%, [+4.96%]	+15.41%, [+4.36%]	-4.20%, [+7.04%]
6.	Aster DM Healthcare Limited	ICICI Securities	-13.66%, [-3.77%]	-5.39%, [+1.00%]	-8.16%, [+9.21%]
7.	Galaxy Surfactants Limited	ICICI Securities	+1.14%, [-3.31%]	-0.85%, [+1.33%]	-14.68%, [+7.66%]
8.	Newgen Software Technologies Limited	ICICI Securities	-0.20%, [-5.18%]	+2.51%, [-3.51%]	-2.00%, [+1.33%]
9.	Indostar Capital Finance Limited	Nomura	-0.96% [+1.84%]	-15.87% [+9.84%]	-38.57% [+2.35%]
10.	Future Supply Chain Solutions Limited	Nomura	+3.50% [+3.00%]	+6.27% [-2.83%]	-5.20% [+4.13%]
11.	HDFC Standard Life Insurance Company Limited	Nomura	+30.16% [+1.02%]	+48.93% [+2.11%]	+74.66% [+5.04%]
12.	The New India Assurance Company Limited ⁽²⁾	Nomura	-27.91% [+0.15%]	-7.81% [+3.08%]	-13.06% [+5.69%]
13.	Reliance Nippon Life Asset Management Limited	Nomura	+3.61% [-3.19%]	+8.12% [+2.05%]	-4.21% [+1.59%]
14.	Central Depository Services (India) Limited	Nomura	+127.92% [+5.84%]	+128.86%, [+2.26%]	146.71%, [+10.61%]

Source: www.nseindia.com, www.bseindia.com

(1) Discount of ₹ 97 per equity share offered to Eligible Employees. All calculations are based on Issue Price of ₹ 973.00 per equity share.

(2) Price for retail individual investors and Eligible Employees bidding in the Employee Reservation Portion was INR 770.00 per equity share.

Notes:

(a) The NIFTY has been considered as the Benchmark Index; (b) 30th, 90th, 180th calendar day from listed day have been taken as listing day plus 29, 89 and 179 calendar days, except wherever 30th, 90th, 180th calendar day is a holiday, in which case we have considered the closing data of the next trading day; (c) Price on NSE is considered for all of the above calculations; (d) *Not applicable – Period not completed.

For further details, please refer to “Price information of past issues handled by the BRLMS” starting on page 481 of the RHP.

Notice to Investors:

The Equity Shares offered in the Offer have not been and will not be registered, listed or otherwise qualified in any other jurisdiction outside India and may not be offered or sold, and Bids may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction. In particular, the Equity Shares offered in the Offer have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “U.S. Securities Act”) or the laws of any state of the United States and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable state securities laws. The Equity Shares offered in the Offer are being offered and sold only outside the United States pursuant to Regulation S under the U.S. Securities Act.

BOOK RUNNING LEAD MANAGERS

ICICI Securities Limited Tel: +91 22 2288 2460; Email: affle.ipo@icicisecurities.com Investor Grievance E-mail: customercare@icicisecurities.com	Nomura Financial Advisory and Securities (India) Private Limited Tel: +91 22 4037 4037; E-mail: affleipo@nomura.com Investor Grievance E-mail: investorgrievances-in@nomura.com
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Registrar to the Offer	Karvy Fintech Private Limited Tel: +91 40 6716 2222; Email: einward.ris@karvy.com Investor Grievance e-mail: affletechnology.ipo@karvy.com
Statutory Auditor to the Company	S. R. Batliboi & Associates LLP, Chartered Accountants
Self Certified Syndicate Banks	The banks registered with SEBI, offering services (i) in relation to ASBA (other than through UPI Mechanism), a list of which is available on the website of SEBI at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=34 or https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=35 , as applicable, or such other website as updated from time to time, and (ii) in relation to ASBA (through UPI Mechanism), a list of which is available on the website of SEBI at https://sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=40 or such other website as updated from time to time.
Registered Brokers	You can submit Bid cum Application Forms in the Offer to Registered Brokers at the Broker Centres. For further details, see section titled “Offer Procedure” on page 499 of the RHP.

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS

Details regarding website address(es)/link(s) from which the investor can obtain a list of RTAs, CDPs and stock brokers who can accept applications from investors, as applicable	The list of the Registered Brokers is provided on the websites of BSE and NSE at www.bseindia.com and www.nseindia.com respectively, or such other website as updated from time to time. The list of the RTAs is provided on the websites of BSE and NSE at http://www.bseindia.com/Static/Markets/PublicIssues/RtaDp.aspx?expandable=6 and http://www.nseindia.com/products/content/equities/ipos/asba_procedures.htm , respectively, or such other website as updated from time to time. The list of the CDPs is provided on the websites of BSE and NSE at http://www.bseindia.com/Static/Markets/PublicIssues/RtaDp.aspx?expandable=6 and http://www.nseindia.com/products/content/equities/ipos/asba_procedures.htm , respectively, or such other website as updated from time to time. For further details, see section “Offer Procedure” on page 499 of the RHP.
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PROMOTERS OF OUR COMPANY

Anuj Khanna Sohum: He is the individual Promoter, and the Chairman, Managing Director and Chief Executive Officer of our Company. He completed a bachelor’s degree in computer engineering from the National University of Singapore (“NUS”) on a full scholarship by SIA & NOL Scholarships for Undergraduate Studies in Singapore. He has also completed the Stanford Executive Program from Graduate School of Business, Stanford University and the Owner/President Management Program from Harvard Business School. He also received a full scholarship for a Ph.D-MBA program at NUS, which he did not complete. While at NUS, he co-founded Anitus Technologies Pte. Ltd. and Seclore Technology Private Limited. He is a technopreneur with over 18 years of experience in leading technology products/ platforms-based businesses. He received the “Mobile Advertising Person of the Year (Gold)” at the MOBEXX 2018 Awards. He has been associated with our Company since January 25, 2006.

Affle Holdings Pte. Ltd.: Affle Holdings was incorporated on July 16, 2008 under the Companies Act, Chapter 50 of Singapore with the Singapore Registrar of Companies. Its Unique Entity Number is 200813948D and its registered office is situated at 100 Pasir Panjang Road #06-07, Singapore 118 518. Affle Holdings has 31,095,093 ordinary shares. It is engaged, through its subsidiaries, in the business of research and experimental development on IT & product development for mobile software & technology.

Our Promoter and Promoter Group hold 92.17% of our Equity Share Capital.

BUSINESS MODEL / BUSINESS OVERVIEW AND STRATEGY

We are a global technology business. We have two business segments: our Consumer Platform; and our Enterprise Platform. Our Consumer Platform primarily provides the following services: (1) new consumer conversions (acquisitions, engagements and transactions) through relevant mobile advertising; (2) retargeting existing consumers to complete transactions for e-commerce companies through relevant mobile advertising; and (3) an online to offline (“O2O”) platform that converts online consumer engagement into in-store walk-ins. Our Enterprise Platform primarily provides end-to-end solutions for enterprises to enhance their engagement with mobile users.

Our competitive strengths: 1) Our Consumer Platform has a leading position in India; a high growth market with substantial barriers to entry; 2) Proven international track record; 3) Profitable, low-cost business model built on an asset light, automated and scalable platform; 4) As at March 31, 2019, our Affle Consumer Platform had approximately 2.02 billion consumer profiles. For Fiscal 2019, our Affle Consumer Platform accumulated over 300 billion data points. This gives us a deep data-driven understanding of consumer intent and behaviour; 5) Growth driven, global customer base; 6) Addressing digital fraud and data safety issues that are prevalent in the industry; 7) Our Vizury Commerce Business and RevX Platform expand our engagement with e-commerce companies to include retargeting services and our Vizury Commerce Business expands our reach in the Middle East and Africa and 8) Experienced and dedicated Key Management Personnel, who are ably supported by our other employees.

Our strategies: 1) Enhance our Affle Consumer Platform’s revenue from existing and new customers in India and acquire new consumer profiles beyond Tier 1 cities; 2) Expand our international business through local business development efforts and through referrals from our existing customers; 3) Drive further penetration in our top customers and deliver more converted users for large e-commerce companies; 4) Continue to invest in and develop our technological capabilities; 5) Continue to develop our award-winning fraudulent data detection and prevention platform; 6) Continue to selectively pursue acquisitions; and 7) Cross-sell our solutions

BOARD OF DIRECTORS

Sr. No.	Name	Designation	Experience including current / past position held in other firms
1	Anuj Khanna Sohum	Chairman, Managing Director and Chief Executive Officer	For details, refer to “Promoters of our Company” on page 5 of this Abridged Prospectus.
2	Anuj Kumar	Director and Chief Revenue & Operating Officer	He holds a bachelor’s degree in arts from St. Stephen’s College at University of Delhi and a post-graduate diploma in communications from Mudra Institute of Communications, Ahmedabad. He has over 17 years of experience in advertising and technology platforms-based business roles.
3	Kapil Mohan Bhutani	Director and Chief Financial & Operations Officer	He holds a bachelor’s degree in commerce from University of Delhi and has completed a certificate programme in production technology from National Institute of Fashion Technology. He has been admitted as a fellow of Institute of Chartered Accountants of India.
4	Charles Yong Jien Foong	Director	He has been associated with Affle Global since 2008 as the Director Online Services and with Affle International since July 1, 2018. He holds a degree of bachelor of science and bachelor of engineering (with honours) from Monash University.
5	Mei Theng Leong	Non-Executive Director	She has been associated with Affle Global since March 2017, as the Group Finance Director. She holds a degree of bachelor of commerce, from Curtin University of Technology and a masters of business administration from The University of Hong Kong.
6	Bijynath	Non-Executive Independent Director	He is admitted to practice as advocate and solicitor in Singapore. He was the Managing Director of Camford Law Corporation (“Camford”) from August 2014 to February 2017 during which time Camford was the Singapore member firm of PricewaterhouseCoopers International Limited.

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS

BOARD OF DIRECTORS

Sr. No.	Name	Designation	Experience including current / past position held in other firms
7	Naresh Chand Gupta	Non- Executive Independent Director	He holds a degree of bachelor of technology in computer science and engineering from Indian Institute of Technology Kanpur. He also holds the degree of master of science and the degree of doctor of philosophy from University of Maryland.
8	Sudhir Jatia	Non- Executive Independent Director	He completed the course S.Y.B.Com. at H.R. College of Commerce & Economics from University of Bombay and completed the Owner/ President Management Program from Harvard Business School. He has over 29 years of experience in luggage and travel products industry.
9	Sumit Mamak Chadha	Non- Executive Independent Director	She holds a bachelor's degree from St. Stephen's College at University of Delhi and two master's degree in arts, from Delhi School of Economics and the University of California. She has over 27 years of experience in banking and financial services.
10	Vivek Narayan Gour	Non- Executive Independent Director	He holds a bachelor's degree in commerce from University of Bombay and a master's degree in business administration from Faculty of Management Studies, University of Delhi.

OBJECTS OF THE OFFER

The Offer consists of the Fresh Issue and the Offer for Sale.

The object of the Offer for Sale is to allow Affle Holdings to sell up to 4,953,020 Equity Shares held by it, aggregating up to ₹ [●] million. Our Company will not receive any proceeds from the Offer for Sale. For further details, see "The Offer" on page 81 of the RHP.

The details of the proceeds of the Fresh Issue are summarized below:

(in ₹ million)

S. No.	Particulars	Amount
1.	Gross Proceeds of the Fresh Issue	900.00
2.	(Less) Offer related expenses in relation to the Fresh Issue*	[●]
	Net Proceeds	[●]

* To be finalised upon determination of the Offer Price and will be updated in the Prospectus prior to filing with RoC.

Means of Finance

The working capital requirements under our Objects will be met through the Net Proceeds to the extent of ₹ 689.35 million, internal accruals and bank finance. Accordingly, we confirm that we are in compliance with the requirement to make firm arrangements of finance under Regulation 4(2) (g) of the SEBI ICDR Regulations through verifiable means towards at least 75% of the stated means of finance, excluding the amount to be raised through the Net Proceeds.

Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilisation of issue proceeds of past public issues / rights issues, if any, of the Company in the preceding 10 years: Not Applicable

Terms of Issuance of Convertible Security, if any: Not Applicable

Name of Monitoring Agency: Since the proceeds from the Fresh Issue are less than ₹ 1,000 million, in terms of the SEBI ICDR Regulations, our Company is not required to appoint a monitoring agency for the purposes of this Offer.

Shareholding Pattern as on the date of RHP:

Category	Category of Shareholders	No. of shareholders	Pre-Offer number of Equity Shares held of face value of 10 each	% holding of pre-Offer Equity Share capital
(A)	Promoter & Promoter Group	3 ⁽¹⁾	22,386,882	92.17%
(B)	Public	4 ⁽²⁾	1,901,432	7.83%
	Total	7	24,288,314	100.00%

⁽¹⁾ Includes 31 Equity Shares held by Anuj Khanna Sohum, in relation to which Affle Holdings is the beneficial owner and one Equity Share held by Anuj Khanna Sohum, in relation to which Affle Global is the beneficial owner.

⁽²⁾ One Equity Share each is held by Anuj Kumar and three Equity Shares held by Kapil Mohan Bhutani, in relation to which Affle Global is the beneficial owner.

Number of Equity Shares proposed to be sold by Promoter Selling Shareholder: 4,953,020 Equity Shares

RESTATED FINANCIAL INFORMATION

RESTATED UNCONSOLIDATED AUDITED FINANCIAL STATEMENTS

(All amounts in ₹ million except for share data percentages or as otherwise stated)

Particulars	For the year ended 31st March, 2019 (Ind AS)	For the year ended 31st March, 2018 (Ind AS)	For the year ended 31st March, 2017 (Ind AS)	For the year ended 31st March, 2016 (Indian GAAP)	For the year ended 31st March, 2015 (Indian GAAP)
Revenue from operations	1,177.94	837.56	656.29	724.31	393.27
Profit (loss) before tax	235.42	135.96	8.00	48.55	17.27
Profit(loss) for the year	166.61	88.23	6.43	50.08	22.54
Share Capital	242.88	242.88	242.88	158.24	158.24
Other equity / Reserves and surplus	219.80	58.77	(32.57)	(26.58)	(76.66)

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS

Particulars	For the year ended 31st March, 2019 (Ind AS)	For the year ended 31st March, 2018 (Ind AS)	For the year ended 31st March, 2017 (Ind AS)	For the year ended 31st March, 2016 (Indian GAAP)	For the year ended 31st March, 2015 (Indian GAAP)
Total equity / Shareholder's Fund	462.68	301.65	210.31	131.66	81.58
Basic earnings per share (EPS)	6.87	3.64	0.14	3.16	1.43
Diluted earnings per share (EPS)	6.87	3.64	0.14	3.16	1.43
Return on net worth (%)	36.05	29.28	1.57	38.04	27.63
Net asset value per share (₹) (considering face value of ₹ 10) (NAV)	19.05	12.42	8.66	8.32	5.16

RESTATED CONSOLIDATED AUDITED FINANCIAL STATEMENTS

(All amounts in ₹ million except for share data percentages or as otherwise stated)

Particulars	For the year ended 31st March, 2019 (Ind AS)*	For the year ended 31st March, 2018 (Ind AS)*	For the year ended 31st March, 2017 (Ind AS)*	For the year ended 31st March, 2016 (Indian GAAP)*	For the year ended 31st March, 2015 (Indian GAAP)*
Revenue from operations	2,493.96	-	-	-	-
Profit (loss) before tax	598.00	-	-	-	-
Profit (loss) for the year	484.92	-	-	-	-
Share Capital	242.88	-	-	-	-
Other equity / Reserves and surplus	481.17	-	-	-	-
Non-controlling interests/ Minority interest	-	-	-	-	-
Total equity /Shareholder's Fund	724.05	-	-	-	-
Basic earnings per share (EPS)	20.10	-	-	-	-
Diluted earnings per share (EPS)	20.10	-	-	-	-
Return on net worth (%)	67.43	-	-	-	-
Net asset value per share (₹) (considering face value of ₹ 10) (NAV)	29.81	-	-	-	-

*Company had no subsidiaries prior to April 01, 2018 and hence no consolidated financials are available.

INTERNAL RISK FACTORS
Below mentioned risks are the top 10 risk factors as per the RHP:

1. There are outstanding litigations against our Company, our corporate Promoter, our individual Promoter and certain of our Directors and any adverse outcome in any of these litigations could have an adverse impact on our business, results of operations, cash flows and financial condition.
2. We had negative cash flow generated from investing activities for Fiscal 2019 on a consolidated basis. We had negative cash flow generated from investing and financing activities for Fiscal 2019, 2018 and 2017 on an unconsolidated basis and we may experience negative cash flows in the future.
3. We do not own any of the properties from which we operate. If we are unable to renew our current leases or if we renew them on terms which are detrimental to our Company, we may suffer a disruption in our operations or increased relocating costs, or both, which could adversely affect our business, results of operations, cash flows and financial condition.
4. Our Statutory Auditors have included an emphasis of matter and certain modifications to the information required to be disclosed pursuant to the Companies (Auditor's Report) Order, 2015, as applicable, on the financial statements as at and for the year ended March 31, 2015 and Companies (Auditor's Report) Order, 2016, as applicable, on the financial statements as at and for the years ended March 31, 2019, 2018, 2017 and 2016 in their reports on our Company's audited financial statements for the year ended March 31, 2019 and certain previous fiscal years.
5. If our ability to collect significant amounts of data from various sources is restricted by consumer choice, restrictions imposed by customers, publishers and browsers or other software developers, or changes in technology it may have a material adverse effect on our business, results of operations, cash flows and financial condition.
6. Regulatory, legislative or self-regulatory developments regarding data protection could adversely affect our ability to conduct our business.
7. If we fail to predict an engagement by consumers with mobile ads with a sufficient degree of accuracy, it could have a material adverse effect on business, results of operations, cash flows and financial condition.
8. The market in which we participate is intensely competitive and we may not be able to compete successfully with our current or future competitors.
9. If we are unable to protect our proprietary information or other intellectual property, our business, results of operations, cash flows and financial condition could be adversely affected.
10. Our business may suffer if it is alleged or determined that our technology or another aspect of our business infringes the intellectual property rights of others.

SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

A. Total number of outstanding litigations against our Company and amount involved

Litigation against the Company

Nature of the cases	No. of cases outstanding	Amount involved (in ₹ million)
Direct tax matters	3	6.5
Indirect tax matters	1	2.6
Other matters exceeding ₹ 8.32 million or other material litigation	1	17.50
Pending actions by statutory or regulatory authorities	1	-

B. Brief details of top 5 material outstanding litigations against our Company and amount involved

Sr. No.	Particulars	Litigation filed by	Current Status	Amount Involved
Against our Company				
1.	Five Dots Digital Private Limited (“ Five Dots ”) filed a petition before the High Court of Delhi (“ High Court ”) against Appstudioz Technologies Private Limited, which subsequently merged into our Company with effect from February 7, 2017, and, Affle AppStudioz Pte. Ltd., alleging non-performance of the application development agreement in a time bound manner. Arbitration proceedings were initiated before a sole arbitrator. Our Company filed a statement of defense denying all allegations and filed an application to place additional evidence and documents, which was accepted. For more details, see page 466 of the RHP.	Five Dots Digital Private Limited	Outstanding	₹ 17.50 million
2.	The Enforcement Officer, Employees Provident Fund Organisation, Ministry of Labour and Employment, Regional Office Gurgaon issued a notice to AD2C India Private Limited, which merged into our Company with effect from February 7, 2017, directing production of certain records for verification purposes. On receiving the notice, our Company submitted the documents before the Enforcement Officer. Another notice was received directing the production of certain records for verification purposes by another Enforcement Officer. Subsequently, an observation letter advising to deposit difference of provident fund dues was issued to our Company, to which our Company has responded. For further details, see page 466 of the RHP.	The Enforcement Officer, Employees Provident Fund Organisation, Ministry of Labour and Employment, Regional Office Gurgaon	Outstanding	-

There are only two material outstanding litigations against the Company.

C. Regulatory Action, if any- disciplinary action taken by SEBI or stock exchanges against the Promoters / Group Company in last 5 financial years including outstanding action, if any.

There are no disciplinary actions taken by SEBI or the stock exchanges against the Promoters or Group Company in the last 5 financial years, including outstanding actions.

D. Brief details of outstanding criminal proceedings against Promoters.

Affle Holdings Pte. Ltd. (“**Claimant**”) had entered into a share purchase agreement with Saurabh Singh (“**Respondent No. 1**”), Snigdha Singh (“**Respondent No. 2**”), Abhinav Singh (“**Respondent No. 3**”) and Preeti Singh (“**Respondent No. 4**”) (collectively, the “**Respondents**”) *inter-alia* for the purchase of certain shares of Appstudioz Technologies Private Limited (“**ATPL**”) for a consideration.

In relation to the above, the Respondent No.1 filed a complaint case before the Additional Chief Judicial Magistrate - II against Anuj Khanna Sohum, Anuj Kumar and Kapil Bhutani (“**Accused**”). Summons were issued to the Accused. Post applications filed by the Accused before the Allahabad High Court, a complete stay on proceedings was granted.

Subsequently, a FIR was filed against the Accused at the behest of Respondent No.1 for commission of offences under Sections 420, 406, 120B, 392, 393 and 506 of the IPC. A final report has been filed in the matter by the investigating officer.

Additionally, a FIR was filed against Anuj Khanna Sohum and Anuj Kumar at the behest of Respondent No. 1 for commission of offences under Sections 34, 419, 420, 467, 468, 471 and 120B of the IPC. A reply contesting the allegations made in the FIR was filed.

All the above mentioned matters are currently pending.

For further details, see page 469, 470 and 471 of the RHP.

DECLARATION BY THE COMPANY

We hereby declare that all relevant provisions of the Companies Act, 1956, the Companies Act, 2013 and the rules, or guidelines, or regulations issued by the Government of India or the guidelines, or regulations issued by the Securities and Exchange Board of India, as the case may be, have been complied with and no statement made in the Red Herring Prospectus is contrary to the provisions of the Companies Act, 1956, the Companies Act, 2013, the Securities Contracts (Regulation) Act, 1956, the Securities and Exchange Board of India Act, 1992 or rules, guidelines or regulations issued thereunder, as the case may be. We further certify that all statements in the Red Herring Prospectus are true and correct.

DECLARATION BY THE SELLING SHAREHOLDER

Affle Holdings Pte. Ltd. confirms that all statements and undertakings made or confirmed by it in the Red Herring Prospectus specifically in relation to itself, as the Promoter Selling Shareholder, and the Equity Shares which are being offered by it by way of the Offer for Sale pursuant to the Offer, are true and correct.

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IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS (RHP)	
BIDDER'S UNDERTAKING FOR BID REVISION FORM	
I/We (on behalf of joint Bidders, if any) confirm that the Acknowledgement Slip for my/our Bids are enclosed for the revisions which are being requested. I/We agree to be bound by all the terms & conditions mentioned in the Bid cum Application Form submitted earlier by me/us.	
I/We (on behalf of joint Bidders, if any) authorise you to reject this Revision Form, in case any of the details of my/our existing Bids as appearing on the electronic book building system do not tally with the details given in this Bid Revision Form.	
INSTRUCTIONS FOR FILLING UP THE REVISION FORM	
<div>1. Name of sole/ first Bidder should be exactly the same as it appears in the Depository records.</div> <div>2. Please ensure that the Bid Options provided are in the same order as that provided in the Bid cum Application Form submitted earlier.</div> <div>3. In case there is no change in the particular Bid Option, please write "NO CHANGE". In case you want to cancel the Bid Option, please write "CANCELLED".</div> <div>4. Total Bid Amount payable must be calculated for the highest of three options, at Bid Price. Total Bid Amount to be paid must be calculated net of total amount paid at the time of submission of Bid cum Application Form. In accordance with applicable law and UPI circulars, Bidders, please ensure that your Bank has notified an SCSB Branch in the city where Bid cum Application Form is being submitted.</div> <div>5. Revision of Bids in case of Revision of Price Band: In case of an upward revision in the Price Band, Retail Individual Bidders who had Bid at Cut-off Price could either (i) revise their Bid or (ii) shall make additional payment based on the cap of the revised Price Band (such that the total amount i.e., original Bid Amount plus additional payment does not exceed ₹ 200,000 if the Bidder wants to continue to Bid at Cut-off Price), with the SCSBs/ members of the Syndicate/Registered Brokers/CRTA/CDPs to whom the original Bid was submitted. In case the total amount (i.e., original Bid Amount plus additional payment) exceeds ₹ 200,000, the Bid will be considered for allocation under the Non-Institutional Portion in terms of the RHP. If, however, the Bidder does not either revise the Bid or make additional payment and the Offer Price is higher than the cap of the Price Band prior to revision, the number of Equity Shares Bid for, shall be adjusted downwards for the purpose of Allotment, such that no additional amount would be required to be blocked and the Bidder is deemed to have approved such revised Bid at Cut-off Price. In case of a downward revision in the Price Band, announced as above, Retail Individual Bidders who has bid at Cut-off Price, could either revise their Bid or the excess amount blocked at the time of bidding would be unblocked from the ASBA Account after the Allotment is finalised.</div> <div>6. Only the first Bidder is required to sign the Bid cum Application Form/ Bid Revision Form. Thumb impressions and signatures other than in the languages specified in the Eighth Schedule to the Constitution of India must be attested by a Magistrate or a Notary Public or a Special Executive Magistrate under official seal. Applicants should specify only his/her ASBA bank account or UPI ID linked with his/her own bank account in case of sole Bidder and ASBA bank account or UPI ID linked with the bank account of first Bidder in case of joint Bidder, in the application form.</div> <div>7. <div><div><div>• Please note that application made using third party UPI Id or third party ASBA Bank A/c, are liable to be rejected..</div><div>• QIB, Non-Institutional Investors cannot use UPI mechanism to apply.</div><div>• For Retail Individual Investors applying using UPI,<div><div>- Please ensure that your Bank is offering UPI facility for Public Issues.</div><div>- Please mention UPI Id clearly in CAPITAL LETTERS only.</div><div>- UPI Id cannot exceed 45 characters.</div><div>- Please ensure that you are using your UPI ID only and not the UPI ID of any third party.</div><div>- Retail Individual Investors Bidding using the UPI Mechanism shall ensure that details of the Bid are reviewed and verified by opening the attachment in the UPI Mandate Request and then proceed to authorise the UPI Mandate Request using his/her UPI PIN. For further details, see "Offer Procedure" on page 499 of the RHP.</div></div></div></div></div><div>8. Other Instructions: a. Revision to Bids must be made only in the prescribed Revision Form, as applicable; b. Revision Form must be completed in full, in BLOCK LETTERS in ENGLISH. Bidders should note that the Syndicate Member/ SCSBs/Registered Brokers/CRTA/CDPs will not be liable for errors in data entry due to incomplete or illegible Revision Forms; c. Ensure that Acknowledgment Slip for your Bid and any other applicable documents in support of the revision are attached with the Revision Form; and d. Bidders shall only be required to issue instruction to block the revised amount in excess of their original blocked amount based on the cap of the revised Price Band upon an upward revision of their Bid.</div><div>9. Revision(s) in the Bid, the Bidders/Applicants will have to use the services of the same Designated Intermediary through which such Bidder/Applicant had placed the original Bid. Bidders/Applicants are advised to retain copies of the blank Revision Form and the Bid(s) must be made only in such Revision Form or copies thereof.</div></div>	

OFFER STRUCTURE			
Particulars	QIBs ⁽¹⁾	Non-Institutional Bidders	Retail Individual Bidders
Number of Equity Shares available for Allotment/ allocation ⁽²⁾	At least [●] Equity Shares.	Not more than [●] Equity Shares or Offer less allocation to QIB Bidders and Retail Individual Bidders shall be available for allocation.	Not more than [●] Equity Shares or Offer less allocation to QIB Bidders and Non-Institutional Bidders shall be available for allocation.
Percentage of Offer size available for Allotment/ allocation	At least 75% of the Offer shall be Allotted to QIB Bidders. However, 5% of the Net QIB Portion shall be available for allocation proportionately to Mutual Funds only. Mutual Funds participating in the 5% reservation in the Net QIB Portion will also be eligible for allocation in the remaining QIB Portion. The unsubscribed portion in the Mutual Fund reservation will be available for allocation to QIBs.	Not more than 15% of the Offer or the Offer less allocation to QIB Bidders and Retail Individual Bidders shall be available for allocation.	Not more than 10% of the Offer or the Offer less allocation to QIB Bidders and Non-Institutional Bidders shall be available for allocation.
Basis of Allotment if respective category is oversubscribed ⁽³⁾	Proportionate as follows (excluding the Anchor Investor Portion): (a) up to [●] Equity Shares shall be available for allocation on a proportionate basis to Mutual Funds; and (b) [●] Equity Shares shall be Allotted on a proportionate basis to all QIBs including Mutual Funds receiving allocation as per (a) above. Our Company and the Promoter Selling Shareholder, in consultation with the BRLMs, may allocate up to 60% of the QIB Portion to Anchor Investors at the Anchor Investor Allocation Price on a discretionary basis, out of which at least one-third will be available for allocation to Mutual Funds only.	Proportionate.	Allotment to each Retail Individual Bidders shall not be less than the minimum Bid Lot, subject to availability of Equity Shares in the Retail Portion, and the remaining available Equity Shares, if any, shall be allotted on a proportionate basis. For further details, see "Offer Procedure – Part B – General Information Document for Investing in Public Issues – Allotment Procedure and Basis of Allotment – Allotment to RILs" on page 546 of the RHP.
Minimum Bid	Such number of Equity Shares in multiples of [●] Equity Shares so that the Bid Amount exceeds ₹ 200,000.	Such number of Equity Shares in multiples of [●] Equity Shares so that the Bid Amount exceeds ₹ 200,000.	[●] Equity Shares.
Maximum Bid	Such number of Equity Shares not exceeding the size of the Offer, subject to applicable limits.	Such number of Equity Shares not exceeding the size of the Offer, subject to applicable limits.	Such number of Equity Shares such that the Bid Amount does not exceed ₹ 200,000.
Mode of Allotment	Compulsorily in dematerialised form.		
Bid Lot	[●] Equity Shares and in multiples of [●] Equity Shares thereafter.	[●] Equity Shares and in multiples of [●] Equity Shares thereafter.	[●] Equity Shares and in multiples of [●] Equity Shares thereafter.
Allotment Lot	A minimum of [●] Equity Shares and thereafter in multiples of [●] Equity Shares.	A minimum of [●] Equity Shares and thereafter in multiples of [●] Equity Shares.	A minimum of [●] Equity Shares and thereafter in multiples of [●] Equity Share, subject to availability in the Retail Portion.
Trading Lot	One Equity Share.		
Who can Apply ⁽⁵⁾	Mutual Funds, Venture Capital Funds, AIFs, FVCIs, FPIs (other than Category III FPIs) public financial institution as defined in Section 2(72) of the Companies Act, 2013, a scheduled commercial bank, multilateral and bilateral development financial institution, state industrial development corporation, insurance company registered with the Insurance Regulatory and Development Authority, provident fund with minimum corpus of ₹ 250 million, pension fund with minimum corpus of ₹ 250 million, National Investment Fund, insurance funds set up and managed by army, navy or air force of the Union of India, insurance funds set up and managed by the Department of Posts, India and Systemically Important Non-Banking Financial Companies.	Eligible NRIs, Resident Indian individuals, HUFs (in the name of the Karta), companies, corporate bodies, scientific institutions, societies and trusts and Category III FPIs.	Resident Indian individuals, HUFs (in the name of the Karta) and Eligible NRIs.
Terms of Payment	The entire Bid Amount shall be payable at the time of submission of Anchor Investor Application Form by Anchor Investors ⁽⁴⁾ . In case of ASBA Bidders, the SCSB shall be authorised to block the Bid Amount mentioned in the ASBA Form.		
Mode of Bidding	Only through the ASBA process (except for Anchor Investors).	Only through the ASBA process.	Only through the ASBA process.

⁽¹⁾ Our Company and the Promoter Selling Shareholder, in consultation with the BRLMs, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations. One-third of the Anchor Investor Portion 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-allotment in the Anchor Investor Portion, the balance Equity Shares in the Anchor Investor Portion shall be added to the Net QIB Portion. For details, see "Offer Procedure" beginning on page 499 of the RHP.

⁽²⁾ Subject to valid Bids being received at or above the Offer Price. This Offer is being made in terms of Rule 19(2)(b) of the SCRR read with Regulation 41 of the SEBI ICDR Regulations. The Offer is being made through the Book Building Process in accordance with Regulation 26(2) of the SEBI ICDR Regulations, wherein at least 75% of the Offer shall be Allotted on a proportionate basis to QIBs. Our Company and the Promoter Selling Shareholder, in consultation with the BRLMs, may allocate up to 60% of the QIB Portion to Anchor Investors at the Anchor Investor Allocation Price, on a discretionary basis, out of which at least one-third will 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. Such number of Equity Shares representing 5% of the Net QIB Portion (other than Anchor Investor Portion) shall be available for allocation on a proportionate basis to Mutual Funds only. The remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to QIBs (other than Anchor Investors), including Mutual Funds, subject to valid Bids being received from them at or above the Offer Price. However, if the aggregate demand from Mutual Funds is less than 5% 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. If at least 75% of the Offer cannot be Allotted to QIBs, all the application monies will be refunded/ unblocked forthwith. Further, not more than 15% of the Offer shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not more than 10% of the Offer shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price.

Subject to valid Bids being received at or above the Offer Price, under-subscription, if any, in the Non-Institutional Portion or the Retail Portion would be allowed to be met with spill-over from other categories or a combination of categories at the discretion of our Company, in consultation with the BRLMs, and the Designated Stock Exchange, on a proportionate basis. However, under-subscription, if any, in the QIB Portion will not be allowed to be met with spill-over from other categories or a combination of categories. In the event of under-subscription in the Offer, subject to receiving minimum subscription for 90% of the Fresh Issue and compliance with Rule 19(2)(b)(iii) of the SCRR read with Regulation 41 of the SEBI ICDR Regulations, Allotment will be first made towards the Fresh Issue from the valid Bids. For further details, please see "Terms of the Offer" on page 491 of the RHP.

⁽³⁾ In the event that a Bid is submitted in joint names, the relevant Bidders should ensure that the depository account is also held in the same joint names and the names are in the same sequence in which they appear in the Bid cum Application Form. The Bid cum Application Form should contain only the name of the First Bidder whose name should also appear as the first holder of the beneficiary account held in joint names. The signature of only such First Bidder would be required in the Bid cum Application Form and such First Bidder would be deemed to have signed on behalf of the joint holders.

⁽⁴⁾ Anchor Investors shall pay the entire Bid Amount at the time of submission of the Anchor Investor Application Form, provided that any difference between the Anchor Investor Allocation Price and the Anchor Investor Offer Price, shall be payable by the Anchor Investor Pay-in date as mentioned in the CAN.



To,
The Board of Directors
AFFLE (INDIA) LIMITED

100% BOOK BUILDING OFFER

ISIN: INE00WC01019

**Bid cum
Application
Form No.**

SYNDICATE MEMBER'S STAMP & CODE	REGISTERED BROKER /SCSB /CDP /CRTA STAMP & CODE	1. NAME & CONTACT DETAILS OF SOLE / FIRST BIDDER									
		Mr. / Ms./ M/s.									
		Address _____									
		_____ Email _____									
SUB-BROKER'S / SUB-AGENT'S STAMP & CODE	SCSB BRANCH STAMP & CODE	Tel. No. (with STD code) / Mobile									
		2. PAN OF SOLE / FIRST BIDDER									
BANK BRANCH SERIAL NO.	SCSB SERIAL NO.	3. BIDDER'S DEPOSITORY ACCOUNT DETAILS						<input type="checkbox"/> NSDL	<input type="checkbox"/> CDSL		
		For NSDL enter 8 digit DP ID followed by 8 digit Client ID / For CDSL enter 16 digit Client ID									

PLEASE CHANGE MY BID

4. FROM (AS PER LAST BID OR REVISION)

Bid Options	No. of Equity Shares Bid (Bids must be in multiples of Bid Lot as advertised)									Price per Equity Share (₹) “Cut-off” (Price in multiples of ₹ 1/- only)											
	(In Figures)									(In Figures only)											
	Bid Price									Retail Discount				Net Price				“Cut-off” (Please✓/tick)			
	8	7	6	5	4	3	2	1	3	2	1	3	2	1	3	2	1				
Option 1																		<input type="checkbox"/>			
(OR) Option 2																		<input type="checkbox"/>			
(OR) Option 3																		<input type="checkbox"/>			

5. TO (REVISED BID) (ONLY RETAIL INDIVIDUAL BIDDERS CAN BID AT “CUT-OFF”)

Bid Options	No. of Equity Shares Bid (Bids must be in multiples of Bid Lot as advertised)									Price per Equity Share (₹) / “Cut-off” (Price in multiples of ₹ 1/- only)											
	(In Figures)									(In Figures only)											
										Bid Price			Retail Discount			Net Price			“Cut-off” (Please✓/tick)		
	8	7	6	5	4	3	2	1	3	2	1	3	2	1	3	2	1				
Option 1																		<input type="checkbox"/>			
(OR) Option 2																		<input type="checkbox"/>			
(OR) Option 3																		<input type="checkbox"/>			

6. PAYMENT DETAILS [IN CAPITAL LETTERS]

Additional Amount Blocked (₹ in figures) <table border="1" style="display: inline-table; width: 150px; height: 20px; vertical-align: middle;"></table> (₹ in words) <table border="1" style="display: inline-table; width: 250px; height: 20px; vertical-align: middle;"></table>	
ASBA <table border="1" style="display: inline-table; width: 150px; height: 20px; vertical-align: middle;"></table> Bank A/c No. <table border="1" style="display: inline-table; width: 250px; height: 20px; vertical-align: middle;"></table> Bank Name & Branch <table border="1" style="display: inline-table; width: 250px; height: 20px; vertical-align: middle;"></table> OR UPI Id (Maximum 45 characters) <table border="1" style="display: inline-table; width: 250px; height: 20px; vertical-align: middle;"></table>	

I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THIS BID CUM APPLICATION FORM, THE ATTACHED ABRIDGED PROSPECTUS, THE GENERAL INFORMATION DOCUMENT FOR INVESTING IN PUBLIC ISSUES ("GID") AND HEREBY AGREE AND CONFIRM THE 'BIDDERS UNDERTAKING' AS GIVEN OVERLEAF I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THE BID CUM APPLICATION FORM GIVEN OVERLEAF

7A. SIGNATURE OF SOLE/ FIRST BIDDER

Date : _____, 2019

**7B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S)
(AS PER BANK RECORDS)**

I/We authorise the SCSB to do all acts as are necessary to make the application in the Offer.	
1)	-----
2)	-----
3)	-----

SYNDICATE MEMBER / REGISTERED BROKER
/ SCSB / CDP / CRTA STAMP (Acknowledging upload of
Bid in Stock Exchange system)

Bid in Stock Exchange system)

TEAR HERE



AFFLE (INDIA) LIMITED
REVISION FORM -INITIAL PUBLIC OFFER- NR

**Acknowledgement Slip for Syndicate
Member / Sub-Syndicate Member /
Registered Broker / SCSB / CDP / CRTA**

**Bid cum
Application
Form No.**

PAN of Sole / First Bidder																								
DPID / CLID																								
Additional Amount Blocked (₹)										ASBA Bank A/c No./UPI Id					Stamp & Signature of SCSB Branch									
Bank Name & Branch																								
Received from Mr./ Ms./ M/s. _____																								
Telephone / Mobile					Email																			

TEAR HERE

APFLE (INDIA) LIMITED - BID REVISION FORM - INITIAL PUBLIC OFFER - NR		Option 1	Option 2	Option 3	Stamp & Signature of Syndicate Member / Sub-Syndicate Member / Registered Broker / SCSB / CDP / CRTA	Name of Sole / First Bidder
	No. of Equity Shares					
	Bid Price					
	Additional Amount Blocked (₹)					
	ASBA Bank A/c No./UPI Id _____ Bank Name & Branch _____					
	Important Note : Application made using third party UPI Id Or ASBA Bank A/c are liable to be rejected.					Bid cum Application Form No.