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PLEASE FILL IN BLOCK LETTERS

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COMMON BID CUM  
APPLICATION FORM

To,  
The Board of Directors  
**CRAYONS ADVERTISING LIMITED**

**CRAYONS ADVERTISING LIMITED - INITIAL PUBLIC ISSUE-NR**  
Registered Office: NSIC Complex, Maa Anandmayee Marg, Okhla Industrial Estate, Phase- III New Delhi 110020  
Tel: +91 - 9654993221; E-mail: [cs@thecrayonsnetwork.com](mailto:cs@thecrayonsnetwork.com); Website: [www.thecrayonsnetwork.com](http://www.thecrayonsnetwork.com)  
Contact Person: Mr. Gagan Mahajan, Company Secretary and Compliance Officer; CIN: U52109DL1986PLC024711

FOR NON-RESIDENTS, INCLUDING ELIGIBLE  
NRIs, FPIs, FVCI and REGISTERED MULTI-  
LATERAL AND BILATERAL DEVELOPMENT  
FINANCIAL INSTITUTIONS ETC. APPLYING ON A  
REPATRIATION BASIS

**100% BOOK BUILT ISSUE**  
ISIN: INE00FK01019

**Bid cum  
Application  
Form No.**

|   |  |  |
|---|--|--|
| MEMBERS OF THE SYNDICATE STAMP & CODE   | SUB-SYNDICATE MEMBER/ REGISTERED BROKER<br>SCSB/CDP/RTA STAMP & CODE | <b>1. NAME &amp; CONTACT DETAILS OF SOLE / FIRST BIDDER</b><br>Mr./Ms./M/s. _____<br>_____<br>Address _____<br>_____<br>Email _____<br>Tel. No. (with STD code) / Mobile _____ |
| SUB-BROKER'S / SUB-AGENT'S STAMP & CODE | SCSB BRANCH STAMP & CODE   |  |
| BANK BRANCH SERIAL NO.                  | SCSB SERIAL NO.  |  |
|   |  | <b>2. PAN OF SOLE / FIRST BIDDER</b><br>_____  |

**3. BIDDER'S DEPOSITORY ACCOUNT DETAILS** ☐ NSDL ☐ 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)<br>(Bids must be in multiples of 2,000 Equity Shares) |   |   |   |   |   |   |   | Price per Equity Share (₹) / "Cut-off"<br>(Price in multiples of ₹ 1 only) (In Figures only) |   |   |   |                 |   |   |             | "Cut-off"<br>(Please tick) | <input type="checkbox"/> Retail Individual Bidder<br><br><input type="checkbox"/> Non-Institutional Bidder<br><br><input type="checkbox"/> QIB | <input type="checkbox"/> Non-Resident Indian(s)<br>(Repatriation basis) - NRI<br><br><input type="checkbox"/> Registered Bilateral and Multilateral<br>Development Financial Institutions - RBM<br><br><input type="checkbox"/> Foreign Venture Capital Investor - FVCI<br><br><input type="checkbox"/> Foreign Portfolio Investor - FPI<br><br><input type="checkbox"/> All entities other than QIBs,<br>Bodies Corporate and Individuals - NOH<br><br><input type="checkbox"/> Other - 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   |   |   |   |   |   |   |   |   |  |   |   |   |                 |   |   |             |                            |  |  |           |  |  |  |
| (OR) Option 2  |   |   |   |   |   |   |   |   |  |   |   |   |                 |   |   |             |                            |  |  |           |  |  |  |
| (OR) Option 3  |   |   |   |   |   |   |   |   |  |   |   |   |                 |   |   |             |                            |  |  |           |  |  |  |

Please note that applications must be made in minimum of 2,000 Equity Shares and further multiples of 2,000 Equity Shares accordingly.

**7. PAYMENT DETAILS [IN CAPITAL LETTERS]** **PAYMENT OPTION : FULL PAYMENT** ☒

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 COMMON BID CUM APPLICATION FORM, THE ATTACHED ABRIDGED PROSPECTUS AND THE GENERAL INFORMATION DOCUMENT FOR INVESTING IN PUBLIC ISSUES ("GID") AND HEREBY AGREE AND CONFIRM THE BIDDER'S UNDERTAKING AS GIVEN OVER LEAF. 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 OVER LEAF.

|   |  |  |  |
|---|--|--|--|
| <b>8A. SIGNATURE OF SOLE/ FIRST BIDDER</b><br><br>_____<br><br>Date : _____, 2023 | <b>8B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S)<br/>(AS PER BANK RECORDS)</b><br>I/We authorise the SCSB to do all acts as are necessary to make the application in the Offer. |  | <b>MEMBERS OF THE SYNDICATE / SUB- SYNDICATE<br/>MEMBER / REGISTERED BROKER / SCSB / CDP /<br/>RTA / AGENT STAMP (Acknowledging upload of<br/>Bid in Stock Exchange system)</b><br><br>_____ |
|   | 1) _____   |  |  |
|   | 2) _____   |  |  |
|   | 3) _____   |  |  |

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**CRAYONS ADVERTISING  
LIMITED**  
**INITIAL PUBLIC ISSUE - NR**

**Acknowledgement Slip for  
Members of the Syndicate / Sub-Syndicate  
Member / Registered Broker /  
SCSB / CDP / RTA / Agent**

**Bid cum  
Application  
Form No.**

DP ID / CL ID \_\_\_\_\_

PAN of Sole / First Bidder \_\_\_\_\_

Amount blocked (₹ in figures) \_\_\_\_\_ ASBA Bank A/c No./UPI ID \_\_\_\_\_

Bank Name & Branch \_\_\_\_\_

Received from Mr./Ms./M/s. \_\_\_\_\_

Telephone / Mobile \_\_\_\_\_ Email \_\_\_\_\_

Stamp & Signature of SCSB Branch \_\_\_\_\_

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|  |                               |          |          |   |   |
|--|-------------------------------|----------|----------|---|---|
| <b>CRAYONS ADVERTISING<br/>LIMITED INITIAL PUBLIC<br/>ISSUE-NR</b> | Option 1                      | Option 2 | Option 3 | Stamp & Signature of Members of the Syndicate / Sub-Syndicate<br>Member / Registered Broker / SCSB / CDP / RTA / Agent<br><br>_____ | <b>Name of Sole / First Bidder</b><br>_____<br>_____  |
|  | No. of Equity Shares          |          |          |   |   |
|  | Bid Price (₹)                 |          |          |   |   |
|  | Amount Blocked (₹ in figures) |          |          |   |   |
| ASBA Bank A/c No./UPI ID _____<br>Bank Name & Branch _____         |                               |          |          |   | <b>Acknowledgement Slip for Bidder</b><br><br><b>Bid cum<br/>Application<br/>Form No.</b> _____ |

Important Note : Application made using third party UPI ID or ASBA Bank A/c are liable to be rejected.

**CRAYONS ADVERTISING LIMITED**

**IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS DATED MAY 08, 2023 (THE "RHP"). 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 ISSUE 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 RHP filed with the Registrar of Companies, Delhi and Haryana (the "RoC") (if I am/we are in India) or the preliminary international wrap May 08, 2023, together with the RHP (the "Preliminary Offering Memorandum") (if I am/we are outside India), the General Information Document for Investing in Public Offers ("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 Issue upto my/ our Bids for maximum number of Equity Shares at or above the Issue 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 Issue in accordance with applicable laws. The amount payable on Bidding has been blocked in the ASBA Account with the relevant SCSB or the bank account linked with the UPI ID (in case of UPI Bidders using UPI Mechanism) as mentioned in this Bid cum Application Form, as the case may be. I/we agree to accept the Equity Shares Bid for, or such lesser number as may be Allotted to me/us subject to the terms of the RHP (if I am/we are in India), Preliminary Offering Memorandum (if I am/we are outside India), 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 register of members of the Company. I/we acknowledge that in case of QIB Bidders, only the SCSBs (for Bids other than the Bids by Anchor Investors), and the BRLM and their affiliated Syndicate Member (if 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 or the Preliminary Offering Memorandum, as applicable. I/we authorise the Company to make the necessary changes in this Bid cum Application Form and the RHP for filing 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 confirm that I/we have read the RHP (if I am/we are in India) or the Preliminary Offering Memorandum (if I am/we are outside India). My/our investment decision is solely based on the RHP or the Preliminary Offering Memorandum, as applicable and the Prospectus or the Final Offering Memorandum, as applicable.

**I/WE CONFIRM THAT:** EITHER I am/we are Indian national(s) resident in India and I am/we are not applying for the said Equity Shares as nominees of any person resident outside India or foreign nationals or I am/we are Indian national(s) resident in India and I am/we are applying for the said Equity Shares as power of attorney holder(s) of non-resident Indian(s) as mentioned on non-repatriation basis OR I am/we are Indian national(s) resident outside India and I am/we are applying for the said Equity Shares on my/our own behalf through NRO account on non-repatriation basis. I/we represent, warrant, acknowledge and agree with the Company and the BRLM as follows: (A) I/we have read the RHP (if I am/we are in India) or the Preliminary Offering Memorandum (if I am/we are outside India) and that 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 and agreements contained the section "Other Regulatory and Statutory Disclosures-Disclaimer in respect of Jurisdiction" in the RHP (if I am/we are in India) or in the sections "Transfer Restrictions" and "Distribution and Solicitation Restrictions" of the Preliminary Offering Memorandum (if I am/we are outside India); (C) the Equity Shares offered in the Issue have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or 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 Securities Act and applicable U.S. state securities laws and that the Equity Shares are being offered and sold only outside the United States in accordance with Regulation S under the 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 Bid cum Application Form; (E) 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; (F) I am/we are purchasing the Equity Shares pursuant to the laws of the jurisdictions applicable to me/us; (G) I am/we are not an affiliate of the Company or a person acting on behalf of such affiliate; (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 account and I/we have full power to make the foregoing representations, warranties, acknowledgments 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, acknowledgments and agreements herein for and on behalf of each such account, reading the reference to "I/we" to include such accounts.

**FOR QIB BIDDERS:** We confirm that the Bid size/maximum Equity Shares applied for by us does not exceed the relevant regulatory approvals/limits. We are not prohibited from accessing capital markets under any order/ruling/judgment 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, 2018, as amended ("SEBI ICDR Regulations") and as disclosed in the RHP or the Preliminary Offering Memorandum, as applicable, I/we authorise (a) the Members of the Syndicate (in Specified Locations only) or the Registered Brokers (at Broker Centers) or the SCSBs (at Designated SCSBs Branches) or the RTAs (at Designated RTA Locations) or the CDPs (at Designated CDP Locations), as the case may be, to do all acts as are necessary to make the application in the Offer, including uploading our Bid, blocking, unblocking of funds in the bank account of the applicant maintained with the SCSB 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 Issue Account on receipt of instruction from Registrar to the Issue or the Sponsor Bank, as the case may be, after finalisation of Basis of Allotment; and (b) the Registrar to the Issue or Sponsor Bank, as the case may be, to issue instruction to the SCSBs 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 as per the highest Bid option, the SCSB/Registrar to the Issue 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 SCSBs (at Designated SCSBs Branches) 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.

I/we hereby provide our consent to the Stock Exchanges / Sponsor Bank / NPCI / Registrar to the Issue for collecting, storing and usage validating our PAN details from the bank account where my / our amount is blocked by the relevant SCSBs.

I/we acknowledge that as per existing policy of the Government of India, OCBs cannot participate in the Offer. I am/we are not an OCB. For further details, see "Issue Procedure" and "Restriction on Foreign Ownership of Indian Securities" beginning on page 234 and 263, respectively of the RHP.

**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 an "indication to make an offer" during the Bid/Issue period by a Bidder 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 investors 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, 1961. Any Bid cum Application Form without the PAN is liable to be rejected other than as specified above. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with Central Board of Direct Taxes ("CBDT") notification dated February 13, 2020 and press release dated June 25, 2021.
- Based on the PAN, DP ID and Client ID provided by the Bidders, the Registrar to the Issue 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 and 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 Issue nor RTAs/CDPs nor the SCSBs nor the Company 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 and the minimum Bid Lot size has been decided by the Company in consultation with the BRLM and the minimum Bid Lot size has been decided by the Company in consultation with the BRLM. The Price Band and Minimum Bid Lot size have been advertised in all editions of the English national newspaper Financial Express, all editions of Hindi national newspaper Jansatta and the registered office of our company is situated in Delhi, therefore Hindi being regional language of Delhi [i.e., each with wide circulation at least two (2) Working Days prior to the Bid/Issue Opening Date, with the relevant financial ratios calculated at the Floor Price and at the Cap Price and have been made available to the National Stock Exchange of India Limited ("NSE EMERGE") for the purpose of uploading on their websites in accordance with SEBI ICDR Regulations. In case of revision of the Price Band, the Bid/Issue Period will be extended for at least three (3) additional Working Days after revision of Price Band subject to the Bid/Issue Period not exceeding a total of ten (10) Working Days. In case of force majeure, banking strike or similar circumstances, the Company may, for reasons to be recorded in writing, extend the Bid/Issue Period for a minimum of three Working Days, subject to the Bid/Issue Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/Issue 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 BRLM, and on the terminals of the Members of the Syndicate and by intimation to Designated Intermediaries and the Sponsor Bank as applicable.
- Maximum and Minimum Bid Size:** In case of Retail Individual Bidders, such number of Equity Shares in multiples of the 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 Issue 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 the 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 mentioned in the RHP or Preliminary Offering Memorandum, as applicable.
- 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 bidding on a non-repatriation basis by using the Resident Bid cum Application Form are required to authorise their SCSB to confirm or accept the UPI Mandate Request (in case of UPI Bidders Bidding through the UPI Mechanism), block their Non-Resident Ordinary (NRO) Accounts for the full Bid Amount, at the time of the submission of the Bid cum Application Form. All Bidders including the Eligible NRIs Bidding on a non-repatriation basis can obtain the Bid cum Application Form from the Registered and Corporate Office of the Company or from any of the Members of the Syndicate or CDPs or RTAs or Registered Brokers from the Bidding Centers. In accordance with applicable law and SEBI UPI Circulars, Bidders to please ensure that SCSB where the ASBA Account is maintained has notified at least one branch in the location where Bid cum Application Forms will be deposited by Designated Intermediaries.
- Please note that application made using third party UPI ID or third party ASBA Bank Account are liable to be rejected.
  - QIBs cannot use UPI Mechanism to apply. UPI Bidders applying up to Rs. 500,000 shall apply through UPI mode as per NPCI vide circular reference no. NPCI/UI/OC No. 127/2021-22 dated December 09, 2021 read with SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2022/45 dated April 5, 2022.
  - UPI Bidders using UPI Mechanism:**
    - Please ensure that your bank is offering UPI facility for public offers.
    - Please mention UPI ID clearly in CAPITAL LETTERS only.
    - Ensure that the: (a) bank where the bank account linked to their UPI ID is maintained; and (b) Bidders Bidding using the UPI Mechanism may apply through the SCSBs and mobile applications whose names appears on the website of the SEBI (<https://www.sebi.gov.in/sebiweb/OtherAction.do?doRecognisedFpi=yes&intmId=40>) and (<https://www.sebi.gov.in/sebiweb/OtherAction.do?doRecognisedFpi=yes&intmId=43>) respectively, as updated from time to time.
    - Eligible NRIs applying in the Issue through the UPI Mechanism, are advised to ensure with the relevant bank where their account is UPI linked prior to submitting their Bid cum Application Form.
    - 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.
    - UPI Bidders 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 "Issue Procedure" on page 234 of the RHP.

- Only the First Bidder is required to sign the Bid cum Application Form/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 instructions will be required depending upon the jurisdiction in which the sale of shares is proposed.
  - Other Instructions:** a. Bids 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, RTAs, and/or SCSBs 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. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with CBDT notification dated February 13, 2020 and press release dated June 25, 2021.  
You may send the RHP and the Prospectus (if you are in India) or the Preliminary Offering Memorandum and the Final Offering Memorandum (if you are outside India) either in physical form or electronic form or both. You shall not distribute or forward this documents and these documents are subject to the disclaimers and restrictions contained in or accompanying in it.
  - The Equity Shares have not been and will not be registered under the Securities Act or any state securities laws in the United States, and unless so registered, and may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold outside the United States in offshore transactions in reliance on Regulation S and the applicable laws of each jurisdictions where such offers and sales are made.
  - This Bid cum Application Form is being offered to you on the basis that you (i) confirm that the representations, warranties, agreements and acknowledgement set out in "Other Regulatory and Statutory Disclosures" and "Issue Procedure" on pages 212 and 234 respectively of the RHP and (ii) agree to abide by (1) this Bid cum Application Form and (2) the RHP (if you are in India) or the Preliminary Offering Memorandum (if you are outside India) together with the terms and conditions contained therein.
- Note:** Terms used but not defined herein shall have the meaning assigned to such terms in the RHP or the Preliminary Offering Memorandum, as applicable. For detailed instructions for filling the various fields of this Bid cum Application Form, please refer to the GID, which is also available on the respective websites of the BRLM and the Stock Exchanges.

**TEAR HERE**

|  | COMPANY CONTACT DETAILS   | REGISTRAR TO THE ISSUE CONTACT DETAILS   |
|--|---|--|
| <ul style="list-style-type: none"><li>In case of queries related to Allotment/ credit of Allotted Equity Shares, the Bidders should contact Registrar to the Issue.</li><li>In case of Bids submitted to the SCSBs, the Bidders should contact the relevant SCSB.</li><li>In case of queries related to upload of Bids submitted to the relevant Members of the Syndicate / RTAs / Registered Brokers / CDPs, as applicable, the Bidders should contact the relevant Designated Intermediary.</li><li>For UPI related queries, investors can contact NPCI at the toll free number- 18001201740 and Mail Id- ipo_upi@npci.org.in and the Registrar to the Issue at Tel.: +91-11-40450193-97; and E-mail: ipo@skylinerta.com</li><li>In case of ASBA Bidders (other than 3-in-1 Bids) for a bid above INR 5,00,000, ensure that the bid is uploaded only by the SCSBs</li><li>Ensure that you have accepted the UPI Mandate Request received from the Sponsor Bank prior to 5:00 p.m. of the Bid/ Issue Closing Date</li></ul> | <p><b>CRAYONS ADVERTISING LIMITED</b></p> <p>Registered Office: NSIC Complex, Maa Anandmayee Marg, Okhla Industrial Estate, Phase- III New Delhi 110020</p> <p>Tel: +91 - 9654993221</p> <p>E-mail: cs@thecrayonsnetwork.com</p> <p>Website: www.thecrayonsnetwork.com</p> <p>Contact Person: Mr. Gagan Mahajan,<br/>Company Secretary and Compliance Officer</p> | <p><b>SKYLINE FINANCIAL SERVICES PRIVATE LIMITED</b></p> <p>D-153 A, 1ST Floor, Okhla Industrial Area, Phase- I, New Delhi- 110020</p> <p>Tel No.: +91 -11 - 40450193-197; Fax No.: +91 - 11- 26812683</p> <p>E-mail: ipo@skylinerta.com</p> <p>Investor Grievances Email id- grievances@skylinerta.com</p> <p>Website: www.skylinerta.com</p> <p>SEBI Registration No.: INR000003241</p> <p>Contact Person: Mr. Anuj Rana</p> |

# IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS (RHP)

## BIDDER'S UNDERTAKING AND CONFIRMATION FOR BID REVISION FORM

I/We (on behalf of joint Bidders, if any) confirm that the Acknowledgement Slip for my/our Bids is 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 Bid 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 BID REVISION FORM

- Name of sole/ First Bidder should be exactly the same as it appears in the Depository records. In case of joint Bids, 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 Bid means an "indication to make an offer" and not "an offer".
- Please ensure that the Bid options provided are in the same order as that provided in the Bid cum Application Form submitted earlier.
- 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".
- 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. Bidders, please ensure that your bank has notified an SCSB Branch in the city where the Bid cum Application Form is being submitted.
- Revision of Bids in case of Revision of Price Band:** In case of an upward revision in the Price Band, 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/RTA/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 or the Preliminary Offering Memorandum, as applicable. If, however, the Bidder does not either revise the Bid or make additional payment and the Issue 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, UPI Bidders who have 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.
- Only the First Bidder is required to sign the Bid cum Application Form/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. If the First Bidder is not the account holder, ensure that the Bid cum Application Form is signed by the ASBA Account holder. Signature of the ASBA Account holder is mandatory.
- Please note that application made using third party UPI ID or third party ASBA Bank A/c are liable to be rejected.
  - QIBs cannot use UPI Mechanism to apply. Non-Institutional Bidders applying up to Rs. 500,000 can apply through UPI mode as per NPCI vide circular reference no. NPCI/UI/OC No. 127/2021-22 dated December 09, 2021 read with SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2022/45 dated April 5, 2022.
  - UPI Bidders using UPI Mechanism:**
    - Please ensure that your bank is offering UPI facility for public offers.
    - Please mention UPI ID clearly in CAPITAL LETTERS only.
    - Ensure that the: (a) bank where the bank account linked to their UPI ID is maintained; and (b) Bidders Bidding using the UPI Mechanism may apply through the SCSBs and mobile applications whose names appears on the website of the SEBI (<https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmlid=40>) and (<https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmlid=43>) respectively, as updated from time to time.
    - Eligible NRIs applying in the Issue through the UPI Mechanism, are advised to enquire with the relevant bank where their account is UPI linked prior to submitting their Bid cum Application Form.
    - 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.
    - UPI Bidders 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 "Issue Procedure" on page 234 of the RHP.
- 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 Member of the Syndicate/ SCSBs/Registered Brokers/RTA/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.
- 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. Investors must ensure that their PAN is linked with Aadhaar card and are in compliance with the CBDT notification dated February 13, 2020 and press release dated June 25, 2021.

## ISSUE STRUCTURE

| ISSUE STRUCTURE                                   |  |  |   |  |
|---|--|--|---|--|
| Particulars of the Offer <sup>(2)</sup>           | Market Maker Reservation Portion   | QIBs <sup>(1)</sup>  | Non Institutional Applicants  | Retail Individual Investors  |
| Number of Equity Shares available for allocation  | Not less than 3,22,000 Equity Shares   | Not more than 30,52,000 Equity Shares  | Not less than 9,18,000 Equity Shares  | Not less than 21,38,000 Equity Shares  |
| Percentage of offer Size available for Allocation | 5% of the offer Size   | Not more than 50% of the Net Offer being available for allocation to QIB Bidders. However, up to 5% of the Net QIB Portion will be available for allocation proportionately to Mutual Funds only. Mutual Funds participating in the Mutual Fund Portion will also be eligible for allocation in the remaining QIB Portion. The unsubscribed portion in the Mutual Fund Portion will be added to the Net QIB Portion  | Not less than 15% of the Net Issue  | Not less than 35% of the Net Issue   |
| Basis of Allotment <sup>(3)</sup>                 | Firm Allotment   | Proportionate as follows (excluding the Anchor Investor Anchor Investor Portion):<br>(a) Up to [•] Equity Shares shall be available for allocation on a proportionate basis to Mutual Funds only; and<br>(b) Up to [•] Equity Shares shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds receiving allocation as per (a) above. Up to [•] Equity Shares) may be allocated on a discretionary basis to Anchor Investors of which one-third shall be available for allocation to Domestic Mutual funds only, subject to valid Bid received from Mutual Funds at or above the Anchor Investor Allocation Price | Proportionate   | Allotment to each Retail Individual Bidder 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 details see, “Issue Procedure” on page 234 of the RHP. |
| Mode of Bid                                       | Only through the ASBA process.   | ASBA Process only (excluding Anchor Investors)   | Only through the ASBA process   | Through ASBA Process Through Banks or by using UPI ID for payment  |
| Mode of allotment                                 | Compulsorily in dematerialized form  |  |   |  |
| Minimum Bid Size                                  | 3,22,000 Equity Shares in multiple of [•] Equity shares  | Such number of Equity Shares and in multiples of 2,000 Equity Shares that the Bid Amount exceeds   | Such number of Equity shares in multiple of 2,000 Equity shares that Bid size exceeds Rs 2,00,000   | 2,000 Equity Shares  |
| Maximum Bid Size                                  | 3,22,000 Equity Shares   | Such number of Equity Shares in multiples of 2,000 Equity Shares not exceeding the size of the Net Offer, subject to applicable limits.  | Such number of Equity Shares in multiples of 2,000 Equity Shares not Exceeding the size of the offer (excluding the QIB portion), subject to limits as applicable to the Bidder | Such number of Equity Shares in multiples of 2,000 Equity Shares so that the Bid Amount does not exceed Rs. 2,00,000/-   |
| Trading Lot                                       | 2,000 Equity Shares, however the Market Maker may accept odd lots if any in the market as required under the SEBI ICDR Regulations   | [•]Equity Shares and in multiples thereof  |   |  |
| Terms of Payment                                  | Full Bid Amount shall be blocked by the SCSBs in the bank account of the ASBA Bidder (other than Anchor Investors) or by the Sponsor Bank through the UPI Mechanism, that is specified in the ASBA Form at the time of submission of the ASBA Form. In case of Anchor Investors: Full Bid Amount shall be payable by the Anchor Investors at the time of submission of their Bids <sup>(4)</sup> |  |   |  |

This Offer is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, as amended from time to time. For further details, please refer to "Issue Structure" on page 231 of the DRHP.

- Our Company in consultation with the Book Running Lead Manager, 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 price Anchor Investor Allocation Price.
- In terms of Rule 19(2) of the SCRR read with Regulation 252 of the SEBI (ICDR) Regulations, 2018 this is an Offer for at least 25% of the post offer paid-up Equity share capital of the Company. This Offer is being made through Book Building Process, wherein allocation to the public shall be as per Regulation 253 of the SEBI (ICDR) Regulations.
- Subject to valid Bids being received at or above the Issue Price, undersubscription, if any, in any category, except in the QIB Portion, would be allowed to be met with spill-over from any other category or combination of categories of Bidders at the discretion of our Company in consultation with the Book Running Lead Manager and the Designated Stock Exchange, subject to applicable laws.
- Full Bid Amount shall be payable by the Anchor Investors at the time of submission of the Anchor Investor Application Forms 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 indicated in the CAN.

**COMMON BID  
REVISION FORM**



To,  
The Board of Directors  
**CRAYONS ADVERTISING LIMITED**

**CRAYONS ADVERTISING LIMITED - INITIAL PUBLIC ISSUE-NR**

Registered Office: NSIC Complex, Maa Anandmayee Marg, Okhla Industrial Estate, Phase- III New Delhi 110020  
Tel: +91 - 9654993221; E-mail: cs@thecrayonsnetwork.com; Website: www.thecrayonsnetwork.com  
Contact Person: Mr. Gagan Mahajan, Company Secretary and Compliance Officer; CIN: U52109DL1986PLC024711

FOR NON-RESIDENTS, INCLUDING ELIGIBLE NRIs,  
FPIs, FVCI AND REGISTERED MULTI LATERAL AND  
BILATERAL DEVELOPMENT FINANCIAL INSTITUTIONS  
ETC. APPLYING ON A REPATRIATION BASIS

**100% BOOK BUILT ISSUE**  
ISIN: INE00FK01019

**Bid cum  
Application  
Form No.**

|   |  |
|---|--|
| MEMBERS OF THE SYNDICATE STAMP & CODE   | SUB-SYNDICATE MEMBER/ REGISTERED BROKER<br>SCSB/CDP/RTA STAMP & CODE |
| SUB-BROKER'S / SUB-AGENT'S STAMP & CODE | SCSB BRANCH STAMP & CODE   |
| BANK BRANCH SERIAL NO.                  | SCSB SERIAL NO.  |

|   |
|---|
| <b>1. NAME &amp; CONTACT DETAILS OF SOLE / FIRST BIDDER</b><br>Mr. /Ms./M/s. _____<br>Address _____<br>_____<br>Email _____<br>Tel. No. (with STD code) / Mobile _____                                      |
| <b>2. PAN OF SOLE / FIRST BIDDER</b><br>_____   |
| <b>3. BIDDER'S DEPOSITORY ACCOUNT DETAILS</b> <input type="checkbox"/> NSDL <input type="checkbox"/> CDSL<br>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 (In Figures)<br>(Bids must be in multiples of 2,000 Equity Shares) |   |   |   |   |   |   |   | Price per Equity Share (₹) / "Cut-off" (Price in multiples of ₹ 1/- only) |                 |           |                              |   |   |                          |
|   | (In Figures)  |   |   |   |   |   |   |   | (In Figures Only)   |                 |           |                              |   |   |                          |
|   | 8   | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Bid Price   | Retail Discount | Net Price | "Cut-off"<br>(Please ✓ tick) |   |   |                          |
| Option 1  |   |   |   |   |   |   |   |   | 3   | 2               | 1         | 3                            | 2 | 1 |                          |
| (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 (In Figures)<br>(Bids must be in multiples of 2,000 Equity Shares) |   |   |   |   |   |   |   | Price per Equity Share (₹) / "Cut-off" (Price in multiples of ₹ 1/- only) |                 |           |                              |   |   |                          |
|   | (In Figures)  |   |   |   |   |   |   |   | (In Figures Only)   |                 |           |                              |   |   |                          |
|   | 8   | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Bid Price   | Retail Discount | Net Price | "Cut-off"<br>(Please ✓ tick) |   |   |                          |
| Option 1  |   |   |   |   |   |   |   |   | 3   | 2               | 1         | 3                            | 2 | 1 |                          |
| (OR) Option 2   |   |   |   |   |   |   |   |   |   |                 |           |                              |   |   | <input type="checkbox"/> |
| (OR) Option 3   |   |   |   |   |   |   |   |   |   |                 |           |                              |   |   | <input type="checkbox"/> |

Please note that applications must be made in minimum of 2,000 Equity Shares and further multiples of 2,000 Equity Shares accordingly.

|   |  |
|---|--|
| <b>6. PAYMENT DETAILS [IN CAPITAL LETTERS]</b><br>Amount Blocked (₹ in figures) _____ (₹ in words) _____<br>ASBA Bank A/c No. _____<br>Bank Name & Branch _____<br>OR<br>UPI ID (Maximum 45 characters) _____ | <b>PAYMENT OPTION : FULL PAYMENT <input checked="" type="checkbox"/></b> |
|---|--|

|   |  |   |
|---|--|---|
| <b>7A. SIGNATURE OF SOLE/ FIRST BIDDER</b><br>_____<br>Date : _____, 2023 | <b>7B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S)<br/>(AS PER BANK RECORDS)</b><br>I/We authorise the SCSB to do all acts as are necessary to make the application in the Offer.<br>1) _____<br>2) _____<br>3) _____ | <b>MEMBERS OF THE SYNDICATE / SUB - SYNDICATE<br/>MEMBER / REGISTERED BROKER /<br/>SCSB / CDP / RTA / AGENT STAMP (Acknowledging<br/>upload of Bid in Stock Exchange system)</b><br>_____ |
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| <b>CRAYONS ADVERTISING LIMITED</b><br><b>BID REVISION FORM -<br/>INITIAL PUBLIC ISSUE - NR</b>   | <b>Acknowledgement Slip for<br/>Members of the Syndicate / Sub-Syndicate<br/>Member / Registered Broker / SCSB /<br/>CDP / RTA / Agent</b> | <b>Bid cum<br/>Application<br/>Form No.</b> |
| DP ID / CL ID _____<br>Additional Amount Blocked (₹ in figures) _____ ASBA Bank A/c No./UPI ID _____<br>Bank Name & Branch _____<br>Received from Mr./Ms./M/s. _____<br>Telephone / Mobile _____ Email _____ | Stamp & Signature of SCSB Branch _____   | PAN of Sole / First Bidder _____            |

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| <b>CRAYONS ADVERTISING LIMITED - BID REVISION FORM - INITIAL PUBLIC ISSUE - NR</b> | <table border="1"> <tr> <th></th> <th>Option 1</th> <th>Option 2</th> <th>Option 3</th> </tr> <tr> <td>No. of Equity Shares</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Bid Price (₹)</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Additional Amount Blocked (₹ in figures)</td> <td></td> <td></td> <td></td> </tr> </table> |   | Option 1 | Option 2 | Option 3 | No. of Equity Shares |  |  |  | Bid Price (₹) |  |  |  | Additional Amount Blocked (₹ in figures) |  |  |  | Stamp & Signature of Members of the Syndicate / Sub-Syndicate<br>Member / Registered Broker / SCSB / CDP / RTA / Agent<br>_____ | <b>Name of Sole / First Bidder</b><br>_____ |
|--|--|---|----------|----------|----------|----------------------|--|--|--|---------------|--|--|--|--|--|--|--|---|---|
|  | Option 1   | Option 2                                    | Option 3 |          |          |                      |  |  |  |               |  |  |  |  |  |  |  |   |   |
| No. of Equity Shares   |  |   |          |          |          |                      |  |  |  |               |  |  |  |  |  |  |  |   |   |
| Bid Price (₹)  |  |   |          |          |          |                      |  |  |  |               |  |  |  |  |  |  |  |   |   |
| Additional Amount Blocked (₹ in figures)   |  |   |          |          |          |                      |  |  |  |               |  |  |  |  |  |  |  |   |   |
| ASBA Bank A/c No. /UPI ID _____<br>Bank Name & Branch _____                        | <b>Acknowledgement Slip for Bidder</b>   | <b>Bid cum<br/>Application<br/>Form No.</b> |          |          |          |                      |  |  |  |               |  |  |  |  |  |  |  |   |   |

Important Note : Application made using third party UPI ID or ASBA Bank A/c are liable to be rejected.

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