THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT AND DOES NOT CONSTITUTE AN INVITATION OR TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA.

Initial Public Offer of equity shares on the Emerge Platform of National Stock Exchange of India Limited ("NSE Emerge" or "NSE") in compliance with Chapter IX of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations").

(Please scan this QR code to view the Prospectus)

PROPSHOP EVENTS AND EXHIBITIONS LIMITED

Our Company was incorporated as 'Propshop Events and Exhibitions Private Limited' as a private limited company under the provisions of the Companies Act, 2013, pursuant to Certificate of Incorporation dated August 22, 2019, issued by Asst. Registrar of Companies, Central Registration Centre. Our Company was then converted into a public limited company under the Companies Act, 2013, and consequently, the name of our Company was changed to 'Propshop Events and Exhibitions Limited', and a fresh Certificate of Incorporation dated February 10, 2025 was issued by Assistant Registrar of Companies/ Deputy Registrar of Companies/ Registrar of Companies, Central Processing Centre. The CIN of the Company is U92490MH2019PLC329470. For details of incorporation, change of name and registered office of our Company, please refer to chapter titled "General Information" and "History and Certain Corporate Matters" beginning on page 78 and 220 respectively of the Prospectus.

Registered office: 18E AC Shed, Plot No. 837, TPS 3, Mori Road, Mahim West, Mahim, Mumbai - 400016, Maharashtra, India
Contact Person: Saloni Priyank Doshi, Company Secretary & Compliance Officer
Tel: +91 022-24440237; **E-mail:** secretarialcompliance@thepropshop.co.in; **Website:** www.thepropshopindia.com, **Corporate Identity Number:** U92490MH2019PLC329470

OUR PROMOTERS: PRATHAMESH SHANTARAM PUSALKAR AND AARTI PRATHAMESH PUSALKAR

THE OFFER IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF NSE ("EMERGE PLATFORM OF NSE" or "NSE")

Our Company has filed the Prospectus dated Thursday, July 30, 2026, with the Registrar of Companies and thereafter with SEBI and Stock Exchange. The Equity Shares are proposed to be listed on the Emerge Platform of National Stock Exchange of India Limited ("NSE EMERGE" or "NSE") and the trading is expected to commence on Monday, August 03, 2026

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFERING OF 41,40,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH ("EQUITY SHARES") OF PROPSHOP EVENTS AND EXHIBITIONS LIMITED ("COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ 69/- PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 59/- PER EQUITY SHARE) ("OFFER PRICE") AGGREGATING TO ₹ 2,856.60 LAKHS COMPRISING A FRESH ISSUE OF 33,40,000 EQUITY SHARES AGGREGATING TO ₹ 2,304.60 LAKHS BY OUR COMPANY ("FRESH ISSUE") AND AN OFFER FOR SALE OF 8,00,000 EQUITY SHARES AGGREGATING TO ₹ 552.00 LAKHS (THE "OFFERED SHARES") COMPRISING 5,00,000 EQUITY SHARES BY PRATHAMESH SHANTARAM PUSALKAR AGGREGATING TO ₹ 345.00 LAKHS AND 3,00,000 EQUITY SHARES BY AARTI PRATHAMESH PUSALKAR AGGREGATING TO ₹ 207.00 LAKHS (THE "SELLING SHAREHOLDERS" AND SUCH OFFER, THE "OFFER FOR SALE") (THE "OFFER FOR SALE" AND TOGETHER WITH THE FRESH ISSUE, THE "OFFER") OF WHICH 2,16,000 EQUITY SHARES AGGREGATING TO ₹ 149.04 LAKHS RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE OFFER, LESS MARKET MAKER RESERVATION, I.E. NET OFFER 39,24,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH AT PRICE OF ₹ 69/- PER EQUITY SHARE AGGREGATING TO ₹ 2,707.56 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER CONSTITUTES 28.30% AND 26.82% RESPECTIVELY OF THE FULLYDILUTED POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. THE FACE VALUE OF EQUITY SHARES IS ₹ 10/- EACH. THE OFFER PRICE IS 6.9 TIMES THE FACE VALUE OF THE EQUITY SHARES.

THE OFFER IS BEING MADE IN ACCORDANCE WITH REGULATION 229(2) OF THE SEBI ICDR REGULATIONS
OFFER PRICE: ₹ 69/- PER EQUITY SHARE OF FACE VALUE OF ₹ 10/- EACH
THE OFFER PRICE IS 6.9 TIMES THE FACE VALUE OF THE EQUITY SHARES

Our Company: Our company is engaged in the business of trade show and exhibition booth solutions, offering both custom-built and modular exhibition options.

RISKS TO INVESTORS

- The average cost of acquisition per Equity Share by our Promoters is set forth in the table below:

Sr. No.	Name of Promoters	No. of equity shares held	Average cost of acquisition (in ₹ per equity share)*
1.	Prathamesh Shantaram Pusalkar	84,68,154	0.03
2.	Aarti Prathamesh Pusalkar	22,07,842	7.03

** As certified by M/s HRJ & Associates, Chartered Accountants, by way of their certificate dated July 13, 2026.*

- The Weighted Average Cost of Acquisition for all Equity Shares transacted in one year, eighteen months and three years preceding the date of the Prospectus by all the shareholders is set forth in the table below:

Period	*Weighted Average Cost of Acquisition (in ₹)#*	*Upper end of the Price band (₹ 69) is 'X' times the Weighted Average Cost of Acquisition*	*Range of acquisition price: Lowest Price - Highest Price (in ₹ 65-₹ 69)*
Last 1 year	*Nil*	*Nil*	*Nil*
Last 18 months	*Nil*	*Nil*	*Nil*
Last 3 years	*1.69*	*40.83*	*0-12*

 # As certified by Statutory Auditors pursuant to a certificate dated July 21, 2026.

- The Price/Earnings ratio based on diluted EPS for Fiscal 2025 for our Company at the upper end of the Price Band is 11.33 times.
- Weighted Average Return on Net Worth for Fiscals 2025, 2024 and 2023 is 60.84%.
- The Weighted average cost of acquisition compared to floor price and cap price.

Past Transactions	Weighted average cost of acquisition (₹)	Floor Price ₹ 65/-	Cap Price ₹ 69/-
WACA of Equity Shares that were issued by our Company	NA	NA	NA
WACA of Equity Shares that were acquired or sold by way of secondary transactions	NA	NA	NA
Since there were no Primary Transactions or Secondary Transactions to report under points (a) and (b) above, during the 18 months preceding the date of filing of this Prospectus, the information has been disclosed for price per share of our Company based on the last five primary or secondary transactions not older than three years prior to the date of this Prospectus irrespective of the size of the transaction			
Based on Primary Transactions	0.91	71.42	75.82
Based on Secondary Transactions	0.82	79.27	84.15

- The majority of our sales is concentrated in the states of Gujarat, Maharashtra and Karnataka. Any adverse developments affecting our operations in these states could have an adverse impact on our business, financial condition, results of operations and cash flows.
- We are dependent on third-party outsourced subcontractors for providing our services.
- Our Registered Office and Godown Facilities are located on leased premises. There may or may not be assurance that we will be able to retain or renew such leases on the same or similar terms, or that we will find alternate locations for the existing offices on terms favorable to us, or at all.
- Our funding requirements and the proposed deployment of the Net Proceeds of the Offer have not been appraised by any bank or financial institution are based on management estimates and may be subject to change based on various factors, some of which are beyond our control.
- We have witnessed negative cash flow from operating activities in the past. Any negative cash flows in the future would adversely affect our cash flow requirements, which may adversely affect our ability to operate our business and our financial condition.

Investors should read the Prospectus carefully, including the "Risk Factors" on page 26 of the Prospectus before making any investment decision.

BID/OFFER PROGRAMME

BID/OFFER OPENED ON: MONDAY, JULY 27, 2026
BID/OFFER CLOSED ON: WEDNESDAY, JULY 29, 2026

This Offer was made through the Book Building Process, in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 229 of the SEBI ICDR Regulations and in compliance with Regulation 253 of the SEBI ICDR Regulations wherein not more than 30.12% of the Net Offer was made available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"). Further, 5% of the Net QIB Portion was made available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion was made available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received 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 was added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 30.73% of the Net Offer was made available for allocation on a proportionate basis to Non-Institutional Investors out of which (a) one-third of such portion was reserved for applicants with application size of more than ₹ 2.00 lakhs and up to ₹ 10.00 lakhs; and (b) two third of such portion was reserved for applicants with application size of more than ₹ 10.00 lakhs, provided that the unsubscribed portion in either of such sub-categories may be allocated to applicants in the other sub-category of Non-Institutional Investors and not less than 39.15% of the Net Offer was made available for allocation to Retail Individual Investors in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price. All Potential Bidders was required to participate in the Offer by mandatorily utilising the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Accounts and UPI ID in case of UPI Bidders, if applicable, in which the corresponding Bid Amounts was blocked by the Self Certified Syndicate Banks ("SCSBs") or by the Sponsor Bank(s) under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. For details, see *"Offer Procedure"* on page 331 of the Prospectus. Provided further that for the purpose of public offer by an issuer to be listed /listed on SME exchange made in accordance with Chapter IX of these regulations, the words "retail individual investors" shall be read as words "individual investors who applies for minimum application size".

The investors are advised to refer to the Prospectus for the full text of the Disclaimer clause pertaining to NSE. For the purpose of the Offer, the Designated Stock Exchange will be the NSE. The trading is proposed to be commenced on Monday, August 03, 2026*.

**Subject to the receipt of listing and trading approval from NSE Emerge Platform.*

The Offer received 858 Applications for 62,18,000 Equity Shares (before rejections) resulting in **1.50 times** subscription *(including reserved portion of market maker)*.

Details of applications received in the Offer from Individual Investors, Non-Institutional Investors and QIBs are as under (before rejections):

Sr. No.	Category	Number of Applications Received	Number of Shares Bid for	Equity shares reserved as per Prospectus	No. of times subscribed	Amount of total bids (₹)
1	Qualified Institutional Bidders	5	13,98,000	11,82,000	1.18	9,64,62,000.00
2	Non-Institutional Investors (More than 2 lakh upto 10 lakh)	108	6,72,000	4,02,000	1.67	4,63,68,000.00
3	Non-Institutional Investors (More than 10 lakh)	55	11,76,000	8,04,000	1.46	8,11,44,000.00
4	Individual Investors	689	27,56,000	15,36,000	1.79	18,99,96,000.00
5	Market Maker	1	2,16,000	2,16,000	1.00	1,49,04,000.00
	Total	**858**	**62,18,000**	**41,40,000**	**1.50**	**42,88,74,000.00**

Final Demand:

A Summary of the final demand as per NSE as on Bid/Offer closing date at different Bid Price is as under:

Sr. No.	Rate	Bids	Shares applied	Amount applied (₹)
1	65	1,36,000	0.93	1,36,000
2	66	20,000	0.14	1,56,000
3	67	30,000	0.21	1,86,000
4	68	24,000	0.16	2,10,000
5	69	1,43,48,000	98.56	1,45,58,000
Total	**-**	**1,45,58,000**	**100.00**	

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange-NSE on Thursday, July 30, 2026.

A. Allotment to Individual Investors (After Rejection) (including ASBA application):

The Basis of Allotment to the Individual Investor Bidders, who have bid at cut-off or at the Offer Price of ₹ 69/- per Equity, was finalized in consultation with NSE. This category has been subscribed to the extent of 1.72 times. The total number of Equity Shares allotted in Individual Investors Bidders category is 15,36,000 Equity Shares to 384 successful applicants.

The category-wise details of the Basis of Allotment are as under:

No. of Shares applied for (Category wise)	Number of applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Ratio of allottees to applicants		Total No. of shares allocated/allotted
4,000	662	100.00	26,48,000	100.00	4,000	18	31	15,36,000
Grand Total	**662**	**100.00**	**26,48,000**	**100.00**				**15,36,000**

B. Allotment to Non-Institutional upto ₹ 10 lakhs (After Rejection) (including ASBA application):

The Basis of Allotment to the Non-Institutional Bidders, who have bid at cut-off or at the Offer Price of ₹ 69/- per Equity, was finalized in consultation with NSE. This category has been subscribed to the extent of 1.67 times. The total number of Equity Shares allotted in Non-Institutional Bidders category is 4,02,000 Equity Shares to 67 successful applicants.

The category-wise details of the Basis of Allotment are as under:

No. of Shares applied for (Category wise)	Number of applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Ratio of allottees to applicants		Total No. of shares allocated/allotted
6,000	104	96.30	6,24,000	92.86	6,000	65	104	3,90,000
14,000	2	1.85	28,000	4.17	6,000	1	2	6,000
8,000	1	0.93	8,000	1.19	6,000	0	1	0
12,000	1	0.93	12,000	1.79	6,000	0	1	0
0	All applicants from Serial no 3 to 4 for 1 (one) lot of 6000 shares				6,000	1	2	6,000
Grand Total	**108**	**100.00**	**6,72,000**	**100.00**				**4,02,000**

C. Allotment to Non-Institutional above ₹ 10 lakhs (After Rejection) (including ASBA application):

The Basis of Allotment to the Non-Institutional Bidders, who have bid at cut-off or at the Offer Price of ₹ 69/- per Equity, was finalized in consultation with NSE. This category has been subscribed to the extent of 1.46 times. The total number of Equity Shares allotted in Non-Institutional Bidders category is 8,04,000 Equity Shares to 55 successful applicants.

The category-wise details of the Basis of Allotment are as under:

No. of Shares applied for (Category wise)	Number of applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Ratio of allottees to applicants		Total No. of shares allocated/allotted
16,000	51	92.73	8,16,000	69.39	10,000	1	1	5,10,000
16,000	1 Additional Lot of 2,000 for Category 16,000			0.00	2,000	41	51	82,000
18,000	1	1.82	18,000	1.53	12,000	1	1	12,000
26,000	2	3.64	52,000	4.42	16,000	1	1	32,000
26,000	1 Additional Lot of 2,000 for Category 26,000			0.00	2,000	1	2	2,000
2,90,000	1	1.82	2,90,000	24.66	1,66,000	1	1	1,66,000
Grand Total	**55**	**100.00**	**11,76,000**	**100.00**				**8,04,000**

D. Allotment to Market Maker:

The Registrar informed that in this category 1 valid application for 2,16,000 Shares was received against 2,16,000 Equity Shares reserved for this category resulting in subscription of 1 time.

No. of Shares applied for (Category wise)	Number of applications received	% to total	Total No. of Shares applied in each category	% to total	Proportionate shares available	Ratio of allottees to applicants		Total No. of shares allocated/allotted
2,16,000	1	100.00	2,16,000	100.00	2,16,000	1	1	2,16,000
Grand Total	**1**	**100.00**	**2,16,000**	**100.00**	**2,16,000**			**2,16,000**

E. Allotment to Qualified Institutional Buyers (QIBs) (After Rejection):

Allotment to QIBs, who have bid at the Offer Price of ₹ 69/- per Equity Share or above, has been done on a proportionate basis in consultation with NSE. This category has been subscribed to the extent of 1.18 times of QIB portion. The total number of Equity Shares allotted in the QIB category is 11,82,000 Equity Shares, which were allotted to 5 successful Applicants.

Category	FI'S/BANK'S	MF'S	IC'S	NBFC'S	AIF	FPC	VCF	TOTAL
Allotment	-	-	-	-	5,70,000	6,12,000	-	**11,82,000**

The Board Meeting of our Company on Thursday, July 30, 2026 has taken on record the Basis of Allotment of Equity Shares approved by the Designated Stock Exchange, being NSE and has allotted Equity Shares to various successful Bidders. The Allotment Advice-cum- refund intimation is being dispatched to the address of the investors as registered with the depositories. Further, the instructions to the Self Certified Syndicate Banks for unblocking of funds transfer to Public Offer Account has been issued on Thursday, July 30, 2026,. In case the same is not received within four days, investors may contact the Registrar to the Offer at the address given below. The Equity Shares allotted to the successful Allottees is being credit on Friday, July 31, 2026 to the respective beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is in the process of obtaining the listing and trading approval from NSE, and the trading is expected to commence on Monday, August 03, 2026*.

**Subject to the receipt of listing and trading approval from NSE Emerge Platform.*

Note: All capitalised terms used and not specifically defined herein shall have the same meaning as ascribed to them in the Prospectus.

INVESTORS PLEASE NOTE

The details of the Allotment made have been hosted on the website of Registrar to the Offer, **MUFG Intime India Private Limited (Formerly Link intime India Private Limited)** at www.in.mpms.mufg.com. All future correspondence in this regard may kindly be addressed to the Registrar to the Offer quoting full name of the First/ Sole applicant. Serial number of the ASBA form, number of Equity Shares bid for, name of the Member of the Syndicate, place where the bid was submitted and payment details at the address given below:

MUFG Intime

MUFG Intime India Private Limited
(Formerly Link intime India Private Limited)
C-101, 247 Park, 1st Floor, L B S Marg, Vikhroli (West), Mumbai 400083, (Maharashtra), India
Telephone: +91 810 811 4949**; Email:** propshopevents.smeipo@in.mpms.mufg.com
Website: www.in.mpms.mufg.com**; Investor grievance email:** propshopevents.smeipo@in.mpms.mufg.com
Contact Person: Shanti Gopalkrishnan; **SEBI registration number:** INR000004058**; CIN:** U67190MH1999PTC118368

For Propshop Events and Exhibitions Limited
On Behalf of the Board of Directors
Sd/-
Prathamesh Shantaram Pusalkar
Managing Director

Place: Mumbai
Date: August 01, 2026

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES ON LISTING OR THE BUSINESS PROSPECTS OF PROPSHOP EVENTS AND EXHIBITIONS LIMITED

Propshop Events and Exhibitions Limited has filed the Prospectus dated Thursday, July 30, 2026 with Registrar of Companies and thereafter with SEBI and Stock Exchange. The Prospectus shall be available on the website of the SEBI at www.sebi.gov.in, the website of the BRLM to the Offer at www.unistonecapital.com and website of NSE at www.nseindia.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see section titled "Risk Factors" beginning on page 26 of the Prospectus.

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 **"Securities Act"**) or any state securities laws in the United States, and unless so registered, 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 any applicable U.S. state securities laws. There will be no public offering in the United States and the securities being offered in this announcement are not being offered or sold in the United States.