

Name of the Issue: Brainbees Solutions Limited		Last updated on	15-Nov-24
1	Type of Issue Initial Public offer		
2	Offer Size (Rs. Mn) Fresh Issue (Rs Mn) Offer for Sale (Rs Mn) <i>*Source: Prospectus for the offer dated August 8, 2024</i>		
3	Grade of issue along with name of the rating agency Name Grade		
4	Subscription Level (Number of times) <i>* excluding Eligible employee and after removing multiple and duplicate bids and technical rejection cases</i> <i>Source: Post Offer Report dated August 16, 2024</i>		
5	QIB Holding (as a %age of Outstanding Capital) as disclosed to the stock exchanges		
Particulars		%	
(i) On Allotment in the offer <sup>(1)</sup>		22.97%	
(ii) at the end of the 1st Quarter immediately after the listing of the issue (period ended September 30, 2024) <sup>(1)</sup>		25.90%	
(iii) at the end of 1st FY (March 31, 2025)*		Not Available	
(iv) at the end of 2nd FY (March 31, 2026)*		Not Available	
(v) at the end of 3rd FY (March 31, 2027)*		Not Available	
<i>*QIB Holding not disclosed as reporting for the relevant period/fiscal year has not been completed.</i>			
<i>(1) Source: Reporting with the BSE. Represents holding of Institutions category</i>			
6	Financials of the issuer		
Parameters		(Rs. in Mn)	
1st FY (March 31, 2025)*		2nd FY (March 31, 2026)*	
3rd FY (March 31, 2027)*			
Income from operations		Not Available	
Net Profit for the period		Not Available	
Paid-up equity share capital		Not Available	
Reserves excluding revaluation reserves		Not Available	
<i>*Financials not available as reporting for the relevant years has not been completed.</i>			
7	Trading Status		
The equity shares of Brainbees Solutions Limited are listed on both the BSE Limited ("BSE") and the National Stock Exchange of India Limited ("NSE") (and together with BSE the "Stock Exchanges")			
The equity shares have not been suspended or delisted.			
Particulars		Status	
(i) at the end of 1st FY (March 31, 2025)*		Not Available	
(ii) at the end of 2nd FY (March 31, 2026)*		Not Available	
(iii) at the end of 3rd FY (March 31, 2027)*		Not Available	
<i>* Trading status not disclosed as the relevant fiscal years have not been completed.</i>			
8	Change in Directors of Issuer from the disclosures in the offer document		
Particulars		Name of Director	
(i) at the end of 1st FY (March 31, 2025)*		Mr. Paul Alexander Davison	
(ii) at the end of 2nd FY (March 31, 2026)*		NA	
(iii) at the end of 3rd FY (March 31, 2027)*		NA	
<i>* Relevant fiscal years have not been completed.</i>			
9	Status of implementation of project/ commencement of commercial production		
(i) as disclosed in the offer document		Not applicable*	
(ii) Actual implementation		Not applicable*	
(iii) Reasons for delay in implementation, if any		Not applicable*	
<i>* Company did not undertake any implementation of project hence the same is not applicable</i>			

10 Status of utilization of issue proceeds

(i) As disclosed in the offer document

(in Rs. Million)					
Particulars	Amount proposed to be funded from Net Proceeds	Estimated Deployment (Financial Year 2025)	Estimated Deployment (Financial Year 2026)	Estimated Deployment (Financial Year 2027)	
<b>Expenditure by the Company for:</b>	<b>1,081.00</b>	<b>176.00</b>	<b>431.00</b>	<b>474.00</b>	
(a) Setting up new modern stores under the 'BabyHug' brand	939.00	176.00	431.00	332.00	
(b) Setting up a warehouse	142.00	0.00	0.00	142.00	
Lease payments for existing identified modern stores owned and operated by the Company in India	931.00	226.00	470.00	235.00	
<b>Investment in Subsidiary Digital Age for:</b>	<b>2,996.00</b>	<b>674.00</b>	<b>1397.00</b>	<b>925.00</b>	
(a) Setting up new modern stores under the FirstCry brand and other home brands of the Company	1,690.00	359.00	748.00	583.00	
(b) Lease payments for existing identified modern stores owned and controlled by Digital Age in India	1,306.00	315.00	649.00	342.00	
<b>Investment in Subsidiary FirstCry Trading for overseas expansion by:</b>	<b>1,556.00</b>	<b>503.00</b>	<b>514.00</b>	<b>539.00</b>	
(a) Setting up new modern stores	726.00	230.00	242.00	254.00	
(b) Setting up warehouses	830.00	273.00	272.00	285.00	
Investment in Subsidiary Globalbees Brands towards acquisition of additional stake in step-down Subsidiaries	1,690.00	974.00	282.00	434.00	
<b>Sales and marketing initiatives</b>	<b>2,000.00</b>	<b>660.00</b>	<b>670.00</b>	<b>670.00</b>	
<b>Technology and data science cost including cloud and server hosting related costs</b>	<b>576.00</b>	<b>192.00</b>	<b>192.00</b>	<b>192.00</b>	
Funding inorganic growth through acquisition and other strategic initiatives and general corporate purposes	5,187.35	1720.00	1720.00	1747.35	
<b>Total Net Proceeds</b>	<b>16,017.35</b>	<b>5,125.00</b>	<b>5,676.00</b>	<b>5,216.35</b>	

Source: Prospectus dated August 8, 2024

(ii) Actual utilization

(in Rs. Million)			
Particulars	Amount proposed to be funded from Net Proceeds	Amount Deployed/Utilized as at Sept 30, 2024*	Amount Unutilized as at Sept 30, 2024*
<b>Expenditure by the Company for:</b>	<b>1,081.00</b>	<b>49.92</b>	<b>1,031.08</b>
(a) Setting up new modern stores under the 'BabyHug' brand	939.00	6.29	932.71
(b) Setting up a warehouse	142.00	43.63	98.37
Lease payments for existing identified modern stores owned and operated by the Company in India	931.00	41.27	889.73
<b>Investment in Subsidiary Digital Age for:</b>	<b>2,996.00</b>	<b>84.59</b>	<b>2,911.41</b>
(a) Setting up new modern stores under the FirstCry brand and other home brands of the Company	1,690.00	25.01	1,664.99
(b) Lease payments for existing identified modern stores owned and controlled by Digital Age in India	1,306.00	59.58	1,246.42
<b>Investment in Subsidiary FirstCry Trading for overseas expansion by:</b>	<b>1,556.00</b>	<b>-</b>	<b>1,556.00</b>
(a) Setting up new modern stores	726.00	-	726.00
(b) Setting up warehouses	830.00	-	830.00
Investment in Subsidiary Globalbees Brands towards acquisition of additional stake in step-down Subsidiaries	1,690.00	848.85	841.15
<b>Sales and marketing initiatives</b>	<b>2,000.00</b>	<b>169.54</b>	<b>1,830.46</b>
<b>Technology and data science cost including cloud and server hosting related costs</b>	<b>576.00</b>	<b>5.13</b>	<b>570.87</b>
Funding inorganic growth through acquisition and other strategic initiatives and general corporate purposes	5,187.35	1,197.40	3,989.95
<b>Total Net Proceeds</b>	<b>16,017.35</b>	<b>2,396.70</b>	<b>13,620.65</b>

\* Report issued by Monitoring agent dated September 30, 2024

(iii) Reasons for deviation, if any - Not Applicable

11 Comments of monitoring agency, if applicable

(i) Comments on use of funds	NIL*
(ii) Comments on deviations, if any, in the use of proceeds of the Issue from the objects stated in the	
(iii) Any other reservations expressed by the monitoring agency about the end use of funds	

\* Report issued by Monitoring agent dated September 30, 2024

Pricing Data		NSE
Designated Stock Exchange		465.00
Offer Price (Rs.)		13-Aug-24
Listing Date		

Price parameters	At close of listing day- August 13, 2024	Close of 30th calendar day from listing day <sup>(2)</sup> (September 11, 2024)	Close of 90th calendar day from listing day <sup>(3)</sup> (November 10, 2024)	As at the end of the 1st FY after the listing of the issue (31st March, 2025) <sup>(1)(4)</sup>		
				Closing price	High (during the FY)	Low (during the FY)
Market Price on NSE <sup>(5)</sup>	679.10	641.40	564.90	Not Available	Not Available	Not Available
Nifty <sup>(5)</sup>	24,139.00	24,918.45	24,148.20	Not Available	Not Available	Not Available
Sectoral Index <sup>(6)</sup>	Not comparable to any of the available sectoral indices			Not comparable to any of the available sectoral indices		
Price parameters	As at the end of the 2nd FY after the listing of the issue (31st March, 2026) <sup>(1)(4)</sup>			As at the end of the 3rd FY after the listing of the issue (31st March, 2027) <sup>(1)(4)</sup>		
	Closing price	High (during the FY)	Low (during the FY)	Closing price	High (during the FY)	Low (during the FY)
Market Price on NSE <sup>(5)</sup>	NA	NA	NA	NA	NA	NA
Nifty <sup>(5)</sup>	NA	NA	NA	NA	NA	NA
Sectoral Index <sup>(6)</sup>	Not comparable to any of the available sectoral indices			Not comparable to any of the available sectoral indices		

\*Source: NSE website

(1) The pricing data is not disclosed as the relevant fiscal years have not been completed

(2) 30th calendar day is taken as listing date plus 29 calendar days

(3) 90th calendar day is taken as listing date plus 89 calendar days

(4) High and Low based on intra day prices

(5) In case of reporting dates falling on a trading holiday, values for the trading day immediately preceding the trading holiday have been considered.

(6) Comparable Sectoral index is not available

13 Basis for Issue Price

Accounting ratio	Face Value per share (Rs.)	As disclosed in offer document*	At the end of 1st FY (March 31, 2025)**	At the end of 2nd FY (March 31, 2026)**	At the end of 3rd FY (March 31, 2027)**
EPS (Basic)	Issuer:				
	Company	2	-6.20	Not Available	Not Available
	Industry Average - Peer Group #		Not Available	Not Available	Not Available
P/E	Issuer:				
	Company	2	NA ***	Not Available	Not Available
	Industry Average - Peer Group #		Not Available	Not Available	Not Available
RoNW %	Issuer:				
	Company	2	-8.65%	Not Available	Not Available
	Industry Average - Peer Group #		Not Available	Not Available	Not Available
NAV per share	Issuer:				
	Company	2	71.65	Not Available	Not Available
	Industry Average - Peer Group #		Not Available	Not Available	Not Available

Notes

\* Source: Prospectus for the offer dated August 8, 2024.

^ Financial information of Brainbees Solutions Limited as at or for the financial year ended March 31, 2024.

\*\*Not available as the relevant fiscal years have not been completed/information not disclosed

\*\*\* Since the Company has incurred loss in the Financial Year 2024, the basic EPS is negative and hence, the Price to Earnings ratio is not ascertainable

# There are no listed companies that engage in a business similar to that of the Company or are of a comparable size to that of the Company. Accordingly, it is not possible to provide an industry comparison in relation to the Company.

Key ratios for the Company for the three fiscal years stated above are/shall be calculated as follows:

(i) Basic and diluted earnings per equity share: Basic and diluted earnings per equity share are computed in accordance with Indian Accounting Standard 33 notified under the Companies (Indian Accounting Standards) Rules, 2015, as amended. Basic EPS amounts are calculated by dividing the profit/(loss) for the year attributable to equity holders of the Holding Company by the weighted average number of equity shares outstanding during the year. Diluted EPS amounts are calculated by dividing the profit/(loss) attributable to equity holders of the Holding Company by the weighted average number of equity shares outstanding during the year plus the weighted average number of equity shares that would be issued on conversion of all the dilutive potential equity shares into equity shares. Potential equity shares have not been considered in the calculation of diluted loss per share for the year ended March 31, 2024, March 31, 2023, March 31, 2022, since these would decrease the loss per share, hence considered "anti-dilutive"

(ii) P/E - Closing Market Price as of relevant fiscal year end on NSE / Basic EPS for year ended.

(iii) RoNW - Return on net worth (%) is profit/(loss) for the period attributable to equity holders of our Company divided by total equity attributable to equity holders of the parent.

(iv) Net asset value per equity share =Net worth divided by weighted average numbers of equity shares outstanding during the year for basic and diluted EPS.

14 Any other material information	
Date	Announcement
13-Aug-24	Listing of Equity Shares of Brainbees Solutions Ltd - Trading Members of the Exchange are hereby informed that effective from August 13, 2024, the equity shares of Brainbees Solutions Ltd (Scrip Code: 544226) are listed and admitted to dealings on the Exchange in the list of "B" Group Securities. For further details please refer to the notice no. 20240812- dated August 12, 2024.
13-Aug-24	Closure of Trading Window
13-Aug-24	Disclosure Under Regulation 30(5) Of The SEBI (Listing Obligations And Disclosure Requirements) Regulations, 2015 - The details of Key Managerial Personnel authorised pursuant to regulation 30(5) of the SEBI (Listing
16-Aug-24	The Exchange has received the disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 for PI Opportunities Fund I
23-Aug-24	Brainbees Solutions Ltd has informed BSE that the meeting of the Board of Directors of the Company is scheduled on 30/08/2024 ,inter alia, to consider and approve Inter alia, to consider and approve Unaudited Financial Results (Standalone and Consolidated) of the Company for the quarter ended June 30, 2024.
23-Aug-24	Intimation under Regulation 30 read with Para B of Part A of Schedule III of the SEBI (LODR) Regulations, 2015
26-Aug-24	The Exchange has received the disclosure under Regulation 29(1) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 for SBI Mutual Fund
26-Aug-24	This is to inform that the Earnings Call to discuss the Company's results and performance outlook post the declaration of its Q1 FY25 results has been scheduled on Friday, August 30, 2024 at 06.00 P.M. IST.
27-Aug-24	Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.
27-Aug-24	Intimation under Regulation 8(2) of the Securities Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015
30-Aug-24	Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015
30-Aug-24	The Board of Directors of the Company has inter alia considered and approved the un-audited (standalone & consolidated) financial results of the Company for the quarter ended June 30, 2024
30-Aug-24	Un-audited Financial Results of the Company for the quarter ended June 30, 2024.
30-Aug-24	Investor Presentation
30-Aug-24	Intimation under Regulation 30 - Acquisition
30-Aug-24	Intimation under Regulation 30 - Amendments to Articles of Association of the Company.
31-Aug-24	Intimation under regulation 30
31-Aug-24	Publication of financial results of the Company in the newspapers
31-Aug-24	Outcome of Investor/Analyst meet

03-Sep-24	Intimation under Regulation 30 - Acquisition
06-Sep-24	Disclosure under Regulation 30 - Earnings Call Transcript
09-Sep-24	Disclosure under Regulation 30 of SEBI (LODR) Regulations, 2015.
12-Sep-24	Intimation Under Regulation 30 Read With Para A Of Part A Of Schedule III Of The Securities And Exchange Board Of India (Listing Obligations And Disclosure Requirements) Regulations, 2015
13-Sep-24	Reporting of inadvertent trade by a designated person
20-Sep-24	Disclosure under Regulation 30 of SEBI (LODR) Regulations, 2015
20-Sep-24	Disclosure under Regulation 30 of SEBI (LODR) Regulations, 2015
21-Sep-24	Disclosure under Regulation 30 of SEBI (LODR) Regulations, 2015
27-Sep-24	Intimation of Closure of Trading Window
30-Sep-24	Disclosure under Regulation 30 of SEBI (LODR) Regulations, 2015
11-Oct-24	Disclosure under Regulation 30 of SEBI (LODR) Regulations, 2015
11-Oct-24	Scrutinizer's Report
11-Oct-24	Voting Results along with Scrutinizer's Report
18-Oct-24	Disclosure under Regulation 30 - Acquisition
19-Oct-24	Certificate under Reg. 74 (5)
21-Oct-24	Disclosure under regulation 30 - Acquisition
21-Oct-24	Intimation under Regulation 30 of SEBI (LODR) Regulations, 2015
22-Oct-24	Resignation of Mr. Paul Alexander Davison (DIN: 08457025), Non-Executive Director (Nominee of SoftBank)
24-Oct-24	Intimation Under Regulation 30 Read With Para A Of Part A Of Schedule III Of The Securities And Exchange Board Of India (Listing Obligations And Disclosure Requirements) Regulations, 2015
26-Oct-24	Intimation Under Regulation 30 Read With Para A Of Part A Of Schedule III Of The Securities And Exchange Board Of India (Listing Obligations And Disclosure Requirements) Regulations, 2015
29-Oct-24	Announcement under Regulation 30 (LODR)-Acquisition
07-Nov-24	Intimation Under Regulation 30 Read With Para A Of Part A Of Schedule III Of The Securities And Exchange Board Of India (Listing Obligations And Disclosure Requirements) Regulations, 2015
07-Nov-24	Board Meeting Intimation for Consideration Of The Unaudited Financial Results (Standalone And Consolidated) Of The Company For The Quarter And Half Year Ended September 30, 2024
08-Nov-24	Announcement under Regulation 30 (LODR)-Analyst / Investor Meet - Intimation
10-Nov-24	Intimation Under Regulation 30 Read With Para A Of Part A Of Schedule III Of The Securities And Exchange Board Of India (Listing Obligations And Disclosure Requirements) Regulations, 2015
14-Nov-24	Board Meeting Outcome for Outcome Of The Meeting Of The Board Of Directors (The 'Board') Of Brainbees Solutions Limited (The 'Company') Held On November 14, 2024
14-Nov-24	Unaudited Financial Results For The Quarter And Half Year Ended 30 September 2024
14-Nov-24	Announcement under Regulation 30 (LODR)-Investor Presentation
14-Nov-24	Announcement under Regulation 30 (LODR)-Monitoring Agency Report
14-Nov-24	Statement Of Deviation(S) Or Variation(S) For The Quarter Ended September 30, 2024 Under Regulation 32 Of Securities And Exchange Board Of India (Listing Obligations And Disclosure Requirements) Regulations, 2015 ('Listing Regulations')
15-Nov-24	Disclosure under regulation 30 - Investor meet outcome

*Note: The Company meets Investors/ Analysts/ Participants from time to time. Please refer to the website of the Stock Exchanges for the intimation of the schedule of such meetings and related details, as applicable. For further updates and information, please refer to the website of the Stock Exchanges i.e. [www.bseindia.com](http://www.bseindia.com) and / or [www.nseindia.com](http://www.nseindia.com)*

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This information is gathered, inter-alia, from the Prospectus of the Issuer, as amended, and from the filings made by the Issuer with the BSE Limited ("BSE") and / or the National Stock Exchange of India Limited ("NSE" and together with the BSE, the "Stock Exchanges") from time to time, price-volume data available on the website of the Stock Exchanges, other sources as disclosed herein and information / clarifications provided by the Issuer.

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