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BASILIC FLY STUDIO LIMITED



Corporate Identity Number: U92100TN2016PLC103861

Our Company was incorporated as a private limited company under the name of "Basilic Fly Studio Private Limited" under the Companies Act, 2013 vide certificate of incorporation dated January 28, 2016, issued by the Registrar of Companies, Chennai, bearing Corporate Identification Number (CIN) U92100TN2016PTC103861. Subsequently, our Company was converted into a Public Limited Company pursuant to the special resolution passed by the Shareholders of our Company on December 29, 2022. Consequent upon conversion of our Company into public limited, the name of company was changed from "Basilic Fly Studio Private Limited" to "Basilic Fly Studio Limited" and a fresh Certificate of Incorporation dated May 19, 2023, was issued by the Registrar of Companies, Chennai. The CIN of the Company changed to U92100TN2016PLC103861. For further Details of Incorporation and Change in Registered Office of our Company, please refer to section titled 'Our History and Certain Other Corporate Matters' beginning on page 114 of this Red Herring Prospectus.

Registered Office: Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India **Contact Person:** Mr. Nikhil Midha, Company Secretary & Compliance Officer; Telephone: + 91 94164 22201; E-mail: cs@basilicfly.com; Website: www.basilicflystudio.com;

OUR PROMOTERS: MR. BALAKRISHNAN AND MS. YOGALAKSHMI S

THE ISSUE

INITIAL PUBLIC OFFER OF UP TO 68,40,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF BASILIC FLY STUDIO LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [-] PER EQUITY (THE "OFFER PRICE") AGGREGATING TO ₹ [-] LAKH ("THE OFFER") COMPRISING OF A FRESH OFFER OF UP TO 62,40,000 EQUITY SHARES AGGREGATING TO ₹ [-] LAKH (THE "FRESH OFFER") AND AN OFFER FOR SALE OF 6,00,000 EQUITY SHARES BY THE SELLING SHAREHOLDERS ("OFFER FOR SALE") AGGREGATING TO ₹ [-] LAKH OF WHICH UP TO 10,26,000 EQUITY SHARES AGGREGATING TO ₹ [-] LAKH WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. NET OFFER OF UP TO 58,14,000 EQUITY SHARES AGGREGATING TO ₹ [-] LAKH (THE "NET OFFER"). THE OFFER AND THE NET OFFER WILL CONSTITUTE 29.43% AND 25.02 % RESPECTIVELY OF THE POST OFFER PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

- QIB PORTION: NOT MORE THAN 50.00% OF THE NET ISSUE
- RETAIL PORTION: NOT LESS THAN 35.00% OF THE NET ISSUE
- NON-INSTITUTIONAL PORTION: NOT LESS THAN 15.00% OF THE NET ISSUE
- MARKET MAKER PORTION: UP TO 10,26,000 EQUITY SHARES OR 15% OF THE ISSUE

PRICE BAND: RS. 92 TO RS. 97 PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH.

THE FLOOR PRICE IS 9.7 TIMES OF THE FACE VALUE AND

THE CAP PRICE IS 9.2 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

BIDS CAN BE MADE FOR A MINIMUM OF 1,200 EQUITY SHARES AND IN MULTIPLES OF 1,200 EQUITY SHARES THEREAFTER.

Risks to Investors:

- Our Company operates in the constantly evolving VFX market, which is subject to rapidly changing clients' behaviour and tastes, and depends on audience acceptance of content for which the Company provides VFX services and the long-term popularity of the brands.
- The Merchant Banker associated with the Issue has handled 15 public issues in the past two years out of which no issues closed below the Issue Price on Listing date
- Average cost of acquisition of Equity Shares held by the Promoter Mr. Balakrishnan and Ms. Yogalakshmi S is Rs. 0.60 and Nil respectively per Equity Share and the Issue Price at the upper end of the Price Band is Rs. 97 per Equity Share.
- The Price/ Earnings ratio based on Diluted EPS for year ended March 2023 for the company at the upper end of the Price Band is 5.94%
- Weighted Average Return on Net worth for Fiscals 2023, 2022 and, 2021 is 53.30%

BID/ ISSUE PROGRAM

ANCHOR INVESTOR BIDDING DATE⁽¹⁾: THURSDAY 31, 2023

BID/ ISSUE OPENS ON FRIDAY, SEPTEMBER 01, 2023

BID/ ISSUE CLOSES ON: TUESDAY, SEPTEMBER 05, 2023

⁽¹⁾Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid / Issue Opening Date in accordance with the SEBI ICDR Regulations.

In case of any revisions in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our 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 Exchange, by issuing a press release, and also by indicating the change on the website of the Book Running Lead Managers and the terminals of the members of the Syndicate and Sub-Syndicate and by intimation to SCSBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI ICDR Regulations, as amended, wherein not more than 50 % of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Manager, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third 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-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Issue 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. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Offer Procedure" beginning on page 195 of this Red Herring Prospectus.

Bidders/ Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/ Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/ Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Corporate Structure" on page 119 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 266 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The Liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs. 25,00,00,000/- (Rupees Twenty Five Crores only) divided into 2,50,00,000 (Two Crore Fifty Lakh) Equity Shares of Rs.10/- (Rupees Ten only) each. For details of the Capital Structure, see "Capital Structure" on the page 53 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company: Balakrishnan - 37,500 Equity Shares and D. Pinto Sasikumar - 12,500 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 119 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 53 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE EMERGE (SME Platform of NSE). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter dated August 23, 2023. For the purpose of the Issue, the Designated Stock Exchange shall be NSE Limited (NSE). A signed copy of the Red Herring Prospectus has been delivered for registration to the ROC on August 24, 2023 and Prospectus shall be delivered for filing to the RoC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 266 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire SEBI Disclaimer Clause beginning on page 172 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE ("SME Platform of NSE") should not in any way be deemed or construed that the contents of the Prospectus or the price at which the equity shares are offered has been cleared, solicited or approved by NSE, nor does it certify the correctness, accuracy or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Prospectus for the full text of the Disclaimer clause pertaining to NSE.

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 22 of the Red Herring Prospectus.

ASBA*	Simple, Safe, Smart way of Application-Make use of it !!!	*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below. Mandatory in Public Issues from January 01, 2016. No Cheque will be accepted
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UPI UNIFIED PAYMENTS INTERFACE	UPI-Now available in ASBA for Retail Individual Investors (RII)** Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI - Now available in ASBA for RIBs applying through Registered Brokers, DPs & RTAs. RIBs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account.
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Investors have to apply through the ASBA process. *ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Offer Procedure" beginning on page 195 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI"), the Stock Exchanges and in the General Information Document.

*ASBA forms can be downloaded from the website of NSE ("NSE Emerge")

**List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. AXIS Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll free number-18001201740 and Mail Id- ipo.upi@npci.org.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. For issue related grievance investors may contact: GYR Capital Advisors Private Limited - Mr. Mohit Baid (+91 87775 64648) (Email Id: info@gyrcapitaladvisors.com)

BOOK RUNNING LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
 GYR CAPITAL ADVISORS PRIVATE LIMITED (Formerly known as Alpha Numero Services Private Limited) 428, Gala Empire, Near JB Tower, Drive in Road, Thalaj, Ahmedabad -380 054, Gujarat, India. Telephone: +91 87775 64648 Fax: N.A. E-mail: info@gyrcapitaladvisors.com Website: www.gyrcapitaladvisors.com Investor grievance: investors@gyrcapitaladvisors.com Contact Person: Mohit Baid SEBI Registration Number: INM000012810	 PURVA SHAREREGISTRY (INDIA) PRIVATE LIMITED 9 Shiv Shakti Industrial Estate, J.R Boricha Marg, Lower Parel (East), Mumbai- 400011, Maharashtra Tel: +91-022-4961-4132, 022-3199-8810 Email: support@purvashare.com Website: https://www.purvashare.com/ Investor Grievance Email: support@purvashare.com Contact Person: Ms. Deepali Dhuri SEBI Registration Number: INR000001112	 Mr. Nikhil Midha BASILIC FLY STUDIO LIMITED Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India Telephone No.: + 91 94164 22201 Website: www.basilicflystudio.com Email: cs@basilicfly.com CIN: U24224GJ2002PLC041119 Investors can contact the Company Secretary and Compliance Officer or the BRLM or the Registrar to the Issue in case of any pre-issue or post-issue related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in, website of the Company at www.basilicflystudio.com, the website of the BRLM to the Issue at www.gyrcapitaladvisors.com, the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm, respectively.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India. Telephone: + 91 94164 22201; BRLM: GYR Capital Advisors Private Limited, Telephone: +91 87775 64648 and the **Syndicate Member: Giriraj Stock Broking Private Limited**, Telephone: 91-22-67341600, Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application Forms will also be available on the website of NSE EMERGE and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

ESCROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: HDFC BANK Limited.

UPI: Retail Individual Bidders can also Bid through UPI Mechanism.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus.

Place: Chennai
Date: August 26, 2023

On behalf of Board of Directors
For BASILIC FLY STUDIO LIMITED
Sd/-
Mr. Nikhil Midha
Company Secretary & Compliance Officer

Disclaimer: Basilic Fly Studio Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed the RHP with the Registrar of Companies, Chennai on August 24, 2023 and thereafter with SEBI and the Stock Exchange. The RHP is available on the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm and is available on the websites of the BRLM at www.gyrcapitaladvisors.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the RHP including the section titled "Risk Factors" beginning on page 22 of the Red Herring Prospectus.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended or any state securities laws in the United States, and unless so registered, and may not be issued 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, 1933 and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act, 1933 and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

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LIABILITY OF MEMBERS AS PER MOA: The Liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs. 25,00,00,000/- (Rupees Twenty Five Crores only) divided into 2,50,00,000 (Two Crore Fifty Lakh) Equity Shares of Rs.10/- (Rupees Ten only) each. For details of the Capital Structure, see "Capital Structure" on the page 53 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company: Balakrishnan - 37,500 Equity Shares and D. Pinto Sasikumar - 12,500 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 119 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 53 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE EMERGE (SME Platform of NSE). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter dated August 23, 2023. For the purpose of the Issue, the Designated Stock Exchange shall be NSE Limited (NSE). A signed copy of the Red Herring Prospectus has been delivered for registration to the ROC on August 24, 2023 and Prospectus shall be delivered for filing to the RoC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 266 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire SEBI Disclaimer Clause beginning on page 172 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE ("SME Platform of NSE") should not in any way be deemed or construed that the contents of the Prospectus or the price at which the equity shares are offered has been cleared, solicited or approved by NSE, nor does it certify the correctness, accuracy or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Prospectus for the full text of the Disclaimer clause pertaining to NSE.

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 22 of the Red Herring Prospectus.

ASBA*	Simple, Safe, Smart way of Application- Make use of it !!!	*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below. Mandatory in Public Issues from January 01, 2016. No Cheque will be accepted
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UPI UNIFIED PAYMENTS INTERFACE	UPI-Now available in ASBA for Retail Individual Investors (RII)** Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI - Now available in ASBA for RBIs applying through Registered Brokers, DPs & RTAs. RBIs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account.
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Investors have to apply through the ASBA process. *ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Offer Procedure" beginning on page 195 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI"), the Stock Exchanges and in the General Information Document.

*ASBA forms can be downloaded from the website of NSE ("NSE Emerge")

**List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. AXIS Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll free number-18001201740 and Mail Id- ipo.upi@npci.org.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. For issue related grievance investors may contact: GYR Capital Advisors Private Limited - Mr. Mohit Baid (+91 87775 64648) (Email Id: info@gyrcapitaladvisors.com)

BOOK RUNNING LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
<p>GYR CAPITAL ADVISORS PRIVATE LIMITED (Formerly known as Alpha Numero Services Private Limited) 428, Gala Empire, Near JB Tower, Drive in Road, Thalaj, Ahmedabad -380 054, Gujarat, India. Telephone: +91 87775 64648 Fax: N.A. E-mail: info@gyrcapitaladvisors.com Website: www.gyrcapitaladvisors.com Investor grievance: investors@gyrcapitaladvisors.com Contact Person: Mohit Baid SEBI Registration Number: INM000012810</p>	<p>PURVA SHAREREGISTRY (INDIA) PRIVATE LIMITED 9 Shiv Shakti Industrial Estate, J.R Boricha Marg, Lower Parel (East), Mumbai- 400011, Maharashtra Tel: +91-022-4961-4132, 022-3199-8810 Email: support@purvashare.com Website: https://www.purvashare.com/ Investor Grievance Email: support@purvashare.com Contact Person: Ms. Deepali Dhuri SEBI Registration Number: INR000001112</p>	<p>BASILIC FLY MR. NIKHIL MIDHA BASILIC FLY STUDIO LIMITED Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India Telephone No.: + 91 94164 22201 Website: www.basilicflystudio.com Email: cs@basilicfly.com CIN: U24224GJ2002PLC041119</p> <p>Investors can contact the Company Secretary and Compliance Officer or the BRLM or the Registrar to the Issue in case of any pre-issue or post-issue related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc.</p>

AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in, website of the Company at www.basilicflystudio.com, the website of the BRLM to the Issue at www.gyrcapitaladvisors.com, the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm, respectively.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India. Telephone: + 91 94164 22201; BRLM: GYR Capital Advisors Private Limited, Telephone: +91 87775 64648 and the **Syndicate Member: Giriraj Stock Broking Private Limited**, Telephone: 91-22-67341600, Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application Forms will also be available on the website of NSE EMERGE and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

ESCROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: HDFC BANK Limited.

UPI: Retail Individual Bidders can also Bid through UPI Mechanism.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus.

Place: Chennai
Date: August 26, 2023

On behalf of Board of Directors
For BASILIC FLY STUDIO LIMITED
Sd/-
Mr. Nikhil Midha
Company Secretary & Compliance Officer

Disclaimer: Basilic Fly Studio Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed the RHP with the Registrar of Companies, Chennai on August 24, 2023 and thereafter with SEBI and the Stock Exchange. The RHP is available on the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm and is available on the websites of the BRLM at www.gyrcapitaladvisors.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the RHP including the section titled "Risk Factors" beginning on page 22 of the Red Herring Prospectus.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended or any state securities laws in the United States, and unless so registered, and may not be issued 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, 1933 and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act, 1933 and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

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



BASILIC FLY STUDIO LIMITED

Corporate Identity Number: U92100TN2016PLC103861

Our Company was incorporated as a private limited company under the name of "Basilic Fly Studio Private Limited" under the Companies Act, 2013 vide certificate of incorporation dated January 28, 2016, issued by the Registrar of Companies, Chennai, bearing Corporate Identification Number (CIN) U92100TN2016PTC103861. Subsequently, our Company was converted into a Public Limited Company pursuant to the special resolution passed by the Shareholders of our Company on December 29, 2022. Consequently upon conversion of our Company into public limited, the name of company was changed from "Basilic Fly Studio Private Limited" to "Basilic Fly Studio Limited" and a fresh Certificate of Incorporation dated May 19, 2023, was issued by the Registrar of Companies, Chennai. The CIN of the Company changed to U92100TN2016PLC103861. For further Details of Incorporation and Change in Registered Office of our Company, please refer to section titled 'Our History and Certain Other Corporate Matters' beginning on page 114 of this Red Herring Prospectus.

Registered Office: Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India Contact Person: Mr. Nikhil Midha, Company Secretary & Compliance Officer;
Telephone: + 91 94164 22201; E-mail: cs@basilicfly.com; Website: www.basilicflystudio.com;

OUR PROMOTERS: MR. BALAKRISHNAN AND MS. YOGALAKSHMI S

THE ISSUE

INITIAL PUBLIC OFFER OF UP TO 68,40,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF BASILIC FLY STUDIO LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [•] PER EQUITY (THE "OFFER PRICE") AGGREGATING TO ₹ [•] LAKH ("THE OFFER") COMPRISING OF A FRESH OFFER OF UP TO 62,40,000 EQUITY SHARES AGGREGATING TO ₹ [•] LAKH (THE "FRESH OFFER") AND AN OFFER FOR SALE OF 6,00,000 EQUITY SHARES BY THE SELLING SHAREHOLDERS ("OFFER FOR SALE") AGGREGATING TO ₹ [•] LAKH OF WHICH UP TO 10,26,000 EQUITY SHARES AGGREGATING TO ₹ [•] LAKH WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. NET OFFER OF UP TO 58,14,000 EQUITY SHARES AGGREGATING TO ₹ [•] LAKH (THE "NET OFFER"). THE OFFER AND THE NET OFFER WILL CONSTITUTE 29.43% AND 25.02% RESPECTIVELY OF THE POST OFFER PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

- QIB PORTION: NOT MORE THAN 50.00% OF THE NET ISSUE
- RETAIL PORTION: NOT LESS THAN 35.00% OF THE NET ISSUE
- NON-INSTITUTIONAL PORTION: NOT LESS THAN 15.00% OF THE NET ISSUE
- MARKET MAKER PORTION: UP TO 10,26,000 EQUITY SHARES OR 15% OF THE ISSUE

PRICE BAND: RS. 92 TO RS. 97 PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH.

THE FLOOR PRICE IS 9.7 TIMES OF THE FACE VALUE AND

THE CAP PRICE IS 9.2 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

BIDS CAN BE MADE FOR A MINIMUM OF 1,200 EQUITY SHARES AND IN MULTIPLES OF 1,200 EQUITY SHARES THEREAFTER.

Risks to Investors:

- Our Company operates in the constantly evolving VFX market, which is subject to rapidly changing clients' behaviour and tastes, and depends on audience acceptance of content for which the Company provides VFX services and the long-term popularity of the brands.
- The Merchant Banker associated with the Issue has handled 15 public issues in the past two years out of which no issues closed below the Issue Price on Listing date
- Average cost of acquisition of Equity Shares held by the Promoter Mr. Balakrishnan and Ms. Yogalakshmi S is Rs. 0.60 and Nil respectively per Equity Share and the Issue Price at the upper end of the Price Band is Rs. 97 per Equity Share.
- The Price/ Earnings ratio based on Diluted EPS for year ended March 2023 for the company at the upper end of the Price Band is 5.94%
- Weighted Average Return on Net worth for Fiscals 2023, 2022 and, 2021 is 53.30%

BASIS FOR ISSUE PRICE

The Issue Price will be determined by our Company in consultation with the Book Running Lead Manager on the basis of the assessment of market demand for the Equity Shares through the Book Building Process and on the basis of quantitative and Equity Qualitative factors as described below. The face value of the Equity Shares is Rs. 10 each and the Issue Price is 9.5 times the face value at the lower end of the Price Band and 10 times the face value at the higher end of the Price Band. Investors should also refer to "Our Business", "Risk Factors", "Financial Information of the Company" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" beginning on pages 98, 22, 145 and 146, respectively of the Red Herring Prospectus, to have an informed view before making an investment decision.

QUALITATIVE FACTORS

Some of the qualitative factors which form the basis for computing the Issue Price are:

- > New Age Business
- > Cordial relations with our customers;
- > National and International Cliental Portfolio;
- > Leveraging the experience of our Promoters; and
- > Young, dynamic and motivated creative team

For further details, please refer chapters titled "Risk Factors" and "Our Business" beginning on Page Nos. 22 and 98, respectively.

QUANTITATIVE FACTORS

The information presented below relating to our Company has been derived from the Restated Financial Statements of our Company. For further details, see "Financial Information of the Company" beginning on page 145 of the Red Herring Prospectus.

Some of the quantitative factors which may form the basis for calculating the Issue Price are as follows:

1. Basic & Diluted Earnings per share (EPS) (Face value of ₹ 10 each):

As per the Restated Consolidated Financial Statements:

Sr. No.	Period	Basic EPS (₹)	Diluted EPS (₹)	Weights
1	Financial Year 2020-2021 (Standalone)	3.36	3.36	1
2	Financial Year 2021-2022 (Consolidated)	9.01	9.01	2
3	Financial Year 2022-2023 (Consolidated)	16.32	16.32	3
4	Weighted Average	11.72	11.72	

Note:

1. The ratios have been computed as below:

Basic Earnings per Share (₹) = Net profit/ (loss) as restated, attributable to Equity Shareholders/
Weighted average number of Equity Shares outstanding during the year/period

Diluted Earnings per Share (₹) = Net profit/ (loss) as restated, attributable to Equity Shareholders/
Weighted average number of Diluted Equity Shares outstanding during the year/period

2. Price Earning (P/E) Ratio in relation to the Price Band of ₹ 92 to ₹ 97 per Equity Share of Face Value of ₹ 10/- each fully paid up:

Particulars	(P/E) Ratio at the Floor Price	(P/E) Ratio at the Cap Price
P/E ratio based on Basic and Diluted EPS as at March 31, 2023	27.38	28.87
P/E ratio based on Basic and Diluted EPS as at March 31, 2022	10.21	10.77
P/E ratio based on Basic and Diluted EPS as at March 31, 2021	5.64	5.94
P/E ratio based on Weighted Average EPS	7.85	8.28

3. Industry Peer Group P/E ratio

Particulars	Industry P/E
Highest	9.59
Lowest	9.29
Average	9.44

4. Average Return on Return on Net worth (RoNW)*

Sr. No.	Period	RoNW (%)	Weights
1	FY 2020-21 (Standalone)	11.31	1
2	FY 2021-22 (Consolidated)	22.86	2
3	FY 2022-23 (Consolidated)	87.59	3
4	Weighted Average	53.30	

Note: Note: Return on Net worth has been calculated as per the following formula:

RoNW = Net profit/loss after tax, as restated/
Net worth excluding revaluation reserve

Networth is computed as the sum of the aggregate of paid up equity share capital, all reserves created out of the profits, securities premium account received in respect of equity shares and debit or credit balance of profit and loss account. It may be noted that equity component of financial instruments is excluded while calculating Networth of the Company.

5. Net Asset Value (NAV) per Equity Share:

Sr. No.	Particulars	NAV per Share (₹)
1	As on March 31, 2021	29.75
2	As on March 31, 2022	39.42
3	As on March 31, 2023	18.63
4	Net Asset Value per Equity Share after the Issue	[•]
5	Issue price per equity shares	[•]

Note:

a) Net Asset Value has been calculated as per the following formula:

b) NAV = Net worth excluding preference share capital and revaluation reserve/
Outstanding number of Equity shares at the end of the year/period

c) Networth is computed as the sum of the aggregate of paid up equity share capital, all reserves created out of the profits, securities premium account received in respect of equity shares and debit or credit balance of profit and loss account. It may be noted that equity component of financial instruments is excluded while calculating Networth of the Company.

6. Comparison of Accounting Ratios with Industry Peers:

The following peer group has been determined on the basis of companies listed on Indian stock exchanges, whose business profile is comparable to our businesses:

Name of the Company	CMP*	EPS (₹)	Face Value (₹)	P/E Ratio*	RoNW (%)	NAV Per Share	Total Income (₹ in Lakhs)
Peer Group							
Prime Focus Limited	90.55	8.50	1.00	9.29	584.87	5.24	464424.85
Phantom Digital Effects Limited	561.20	15.97	10.00	9.59	36.63	37.98	5873.86
Our Company**	[•]	16.32	10.00	[•]	87.59	18.63	7051.13

*Source: All the financial information for listed industry peers mentioned above is on consolidated basis, sourced from the filings made with stock exchanges, available on www.bseindia.com as at March 31, 2023. The current market price and related figures are as on August 25th, 2023.

7. Key Performance Indicators:

Particulars	As of and for the year/period ended		
	Fiscal 2023	Fiscal 2022	Fiscal 2021
Revenue from Operations(1)	7,866.74	2,515.84	1,727.07
EBITDA(2)	3846.47	156.92	111.39
EBITDA Margin(3)	48.72%	6.21%	6.44%
Profit After Tax (PAT)	2,774.02	90.10	33.65
PAT Margin(4)	35.14%	3.56%	1.94%
Net Worth(5)	3,166.98	394.16	297.94
ROE(6)	155.63%	23.54%	11.99%
ROCE(7)	104.73%	15.78%	1.34%

*Not Annualized

Notes:

(1) Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements.

(2) EBITDA is calculated as Profit before tax + Depreciation + Interest Cost - Other Income

(3) EBITDA Margin is calculated as EBITDA divided by Revenue from Operations

(4) PAT Margin is calculated as PAT for the period/year divided by revenue from operations.

(5) Net worth means the aggregate value of the paid-up share capital and reserves and surplus of the company.

(6) Return on Equity is ratio of Profit after Tax and Shareholder Equity

(7) Return on Capital Employed is calculated as EBIT divided by capital employed, which is defined as shareholders' equity plus total borrowings (current & non-current).

8. Comparison of the Key Performance indicators with our listed peers:

Particulars	Basilic Fly Studio Limited			Prime Focus Limited			Phantom Digital Effects Limited		
	Fiscal 2023	Fiscal 2022	Fiscal 2021	Fiscal 2023	Fiscal 2022	Fiscal 2021	Fiscal 2023	Fiscal 2022	Fiscal 2021
Revenue from Operations(1)	7,866.74	2,515.84	1,727.07	462,810.71	336,915.31	253,000.10	5,789.43	2,233.27	676.44
Growth in Revenue from Operations	212.69%	45.67%	(6.78%)	37.37%	33.17%	(12.39%)	159.24%	230.15%	(47.74%)
EBITDA(2)	3846.47	156.92	111.39	115374.29	70812.3	63461.82	2370.88	771.88	92.02
EBITDA Margin(3)	48.72%	6.21%	6.44%	23.43%	20.36%	24.31%	40.36%	34.51%	12.86%
Profit After Tax (PAT)	2,774.02	90.10	33.65	19,449.09	(17,389.30)	(5,614.48)	1619.56	490.33	7.51
PAT Margin(4)	35.14%	3.56%	1.94%	3.95%	(5.00%)	(2.15%)	27.57%	21.92%	1.05%
Net Worth(5)	3,166.98	394.16	297.94	15,706.54	19,172.32	34,648.02	4420.92	525.65	35.32

Source: Annual Reports of the respective companies and Financial Results

Notes:

(1) Revenue from Operations means the Revenue from Operations as appearing Annual Reports of the respected period

(2) Growth in Revenue from Operations (%) is calculated as Revenue from Operations of the relevant period minus Revenue from Operations of the preceding period divided by Revenue from Operations of the preceding period.

(3) EBITDA is calculated as Profit before tax + Depreciation + Interest

(4) EBITDA Margin is calculated as EBITDA divided by Revenue from Operations

(5) PAT Margin is calculated as PAT for the period/year divided by revenue from operations.

(6) Net worth means the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium

9. Past Transfer(s)/ Allotment(s)

There have been no secondary sales/acquisitions of Equity Shares or any convertible securities equivalent to or exceeding 5% of the fully diluted paid up share capital of the Company (calculated on the date of completion of the sales), whether in a single transaction or a group of transactions during the 18 months preceding the date of the Draft Red Herring Prospectus or the Red Herring Prospectus. The Company has not undertaken any primary/new issuance of Equity Shares or any convertible securities, whether in a single transaction or a group of transactions during the 18 months preceding the date of the Draft Red Herring Prospectus or the Red Herring Prospectus.

10. The Issue price is [•] times of the face value of the Equity Shares.

The Issue Price of ₹ [•] has been determined by our Company in consultation with the BRLM, on the basis of demand from investors for Equity Shares through the Book Building Process and, is justified in view of the above qualitative and quantitative parameters. Investors should read the above-mentioned information along with "Risk Factors", "Our Business", and "Financial Statements" on pages 22, 98 and 145, respectively of the Red Herring Prospectus, to have a more informed view. The trading price of the Equity Shares could decline due to the factors mentioned in the "Risk Factors" and you may lose all or part of your investments.

For further details, please see the chapter titled "Basis for Offer Price" beginning on page 84 of the RHP.

BID/ ISSUE PROGRAM

ANCHOR INVESTOR BIDDING DATE⁽¹⁾: THURSDAY 31, 2023

BID/ ISSUE OPENS ON FRIDAY, SEPTEMBER 01, 2023

BID/ ISSUE CLOSES ON: TUESDAY, SEPTEMBER 05, 2023

⁽¹⁾Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid / Issue Opening Date in accordance with the SEBI/ICDR Regulations.

Continued on next page...

Put checks in place to curb overconfidence



TRUTH BE TOLD
HARSH ROONGTA

It's Saturday evening and I am scrambling to finish this article before bedtime. I was confident I would finish it during working hours, but some last-minute calls and eleven-hour research ensured that this task got prolonged. This happens to me every time I have an important deadline. Despite repeated failures on this count, I somehow continue to remain confident about beating the deadline comfortably each time.

Humans, in general, are overconfident, excessively optimistic, and regard themselves as superior to others. Why do I say this? Ask anyone with a driving licence to rate their driving abilities, and most people will tell you they are above average. Something similar is observed when you ask people to assess their intelligence, attractiveness, or level of kindness.

Be aware of the overconfidence bias and implement checks in crucial areas like personal finances, say, by seeking expert advice or advice from a trusted source

This trait of overconfidence in humans is favoured by evolution. In his book, *The Folly of Fools*, the eminent but controversial evolutionary scientist Robert Trivers provides an intriguing explanation for this trait. Deceiving potential mates offered an initial evolutionary advantage to those who excelled at it. In turn, those who were better at detecting deception had an advantage, triggering an evolutionary arms race between deception and detection. Next, self-deception evolved to mask deception better: hiding the truth from oneself to hide it more deeply from others.

Once overconfidence (or self-deception) becomes a favoured trait, it extends to all aspects of life. Fortunately, the overconfidence trait does not extend to life-threatening situations. None of our ancestors were overconfident about facing a sabre-toothed tiger with their bare hands. The world we inhabit is very different

from the one our ancestors lived in. In their world, a single individual's actions could not impact the entire globe. But in today's world, it boggles one's imagination to think of the damage that can be caused by overconfidence in people responsible for nuclear safety, air safety, international relations, war, and markets.

Overconfidence can be dangerous even among people who can't cause global damage. It can be dangerous for their families and for them. Individuals who trade in derivatives on the Indian stock markets are a good example. A study by the Securities and Exchange Board of India (Sebi) shows that more than 90 per cent of individuals dealing in derivatives incur losses. Nonetheless, many individuals persist in their overconfidence that they will be among the 10 per cent of minority investors who make money.

Similarly, many professionals neglect their retirement finances, secure in the belief that they will manage somehow in the future.

Is there something that can be done to mitigate the harmful impact of this trait?

Awareness of this bias is the first step. Institutional checks and balances are created to ensure that a powerful leader's overconfidence does not end up harming the entire organisation. Good leaders are aware of this bias and seek feedback and advice before making important decisions.

Similarly, individuals need to be aware of this bias and should apply checks and balances on themselves in crucial matters.

While managing their finances, for instance, individuals can make it a rule to seek advice from an expert or feedback from a trusted colleague or friend.

They should also diversify their investments, create a financial plan, or develop a long-term rule-based strategy to manage financial matters.

As for me, I have given up my overconfidence regarding article deadlines and reconciled myself to sending them just as the hard deadline nears. I would love to receive feedback on how overconfidence has affected your life.

The writer heads Fee-Only Investment Advisors LLP, a Sebi-registered investment advisor; Twitter: @harshroongta

Can children from invalid marriages inherit ancestral property?

While a Supreme Court judgment is awaited, emerging consensus indicates they have rights over parents' share in such property

BINDISHA SARANG

The Supreme Court of India on August 18 reserved its judgement on the inheritance rights of children born out of void, invalid, or voidable Hindu marriages. The case revolves around an amended provision, Section 16(3), in the Hindu Marriage Act, which deals with these children's rights to inherit property from their parents. The central issue in this case is whether these children are entitled to a share in the ancestral property or whether their rights are limited to their parents' self-acquired property.

Who is an illegitimate child?

Under Hindu law, a child is termed illegitimate when born of a void, annulled or voidable marriage; illicit relationship; or a marriage not valid for want of proper ceremonies. Says Siddharth Joshi, senior associate, SKV Law Offices: "Illegitimate children are those not born in lawful wedlock."

The background

In 2011, a Division Bench of the Supreme Court had argued in favour of the inheritance rights of children born out of invalid marriages. It had ruled that such children could inherit property belonging to their parents, whether it was self-acquired or ancestral. It had said: "A child born in such a relationship is innocent and is entitled to all the rights given to other children born in valid marriages. This is the crux of the amendment in Section 16 (3)."

Section 16 (3) states that while the children attain legitimacy irrespective of the nature of the marriage they are born in, their rights are limited to the property that belongs to, or is owned by, the parents. Says Ekta Rai, advocate, Delhi High Court: "The Act does not specify whether the property must be created by the parents. This raises the question: If the ancestral property devolves upon the parents and is legally owned by them, will it not also be owned by the child once the

MARRIAGE AND SUCCESSION LINGO DECODED



- A valid marriage is legally recognised and fulfils the conditions required by Section 5 of the Hindu Marriage Act, 1955; an invalid marriage doesn't meet those criteria
- A void marriage is unlawful from the start, like a union between close relatives
- A voidable marriage is legal but can be annulled through a

- decree if challenged (say, because one party was forced)
- Inherited property is one that has descended from a parent to a child (male or female)
- Property inherited from four or more generations of male ancestors, which is unpartitioned and unsold is ancestral property; once divided, it becomes inherited property

parents are deceased?"

The case was escalated to a larger three-judge Bench. While hearing the case on August 18, Chief Justice D Y Chandrachud, who is heading the Bench, seemed to agree with the Division Bench's findings. Says Rai: "Now the Supreme Court has also ratified this, and rightly so, as it is in tandem with the basic essence of the law, which is to protect children's interests."

The chief justice, however, raised a point: When exactly does an ancestral property become the property of a parent of such a child for the purpose of inheritance under Section 16(3)? Wasim Beg, partner, Luthra and Luthra Law Offices, says that we are waiting for the Supreme Court to clear the air on this point.

Recent judgments in India have asserted that children from invalid marriages are entitled to rights over their parents' self-acquired as well as

ancestral property. Says Aviral Kapoor, partner, Alagh & Kapoor Law Offices: "However, they may not inherit from extended relatives."

He suggests that to assert their rights, such children should maintain records of family property, consult elders for ancestral property history, and seek legal counsel to clarify what they are entitled to.

Maintenance of illegitimate children

Parents who are party to void and voidable marriages have a legal responsibility to take care of their children, just as parents in legally recognised marriages do. Section 20 of the Hindu Adoption and Maintenance Act, 1956, addresses this obligation.

Says Soayib Qureshi, partner, PSL Advocates & Solicitors: "To claim maintenance, a child is not required to reside with a parent if there is a valid reason for living separately. Even

if the child lives with the mother, who maintains a separate household, while the father has remarried and established a separate household with his second partner, the child remains entitled to parental maintenance."

The amount of maintenance payable to an illegitimate child is to be determined by the court on a case-by-case basis.

The court may also order that the father or mother of an illegitimate child pay for the child's education, medical care, and other expenses. Says Abhinay Sharma, managing partner, ASL Partners: "If the father or mother of an illegitimate child fails to pay maintenance, the court may imprison them for a term of up to six months."

In case of minorities

Under Muslim law, illegitimate children are not entitled to inherit property from their parents. Muslim law only recognises children born of a valid marriage as legitimate heirs.

An irregular marriage is one that lacks some formality, like a marriage contracted without the requisite number of witnesses, etc. Says Beg: "Such marriages become lawful once the irregularity is removed and the status of children born out of such marriages is legal."

He adds that children born out of a void marriage have no rights to inherit, while those born from voidable marriages would be entitled to their share in the property.

Qureshi adds that the apex court has in the past, however, held that the Guardians and Wards Act, 1890, can prevail over personal law in keeping the interest of the minor child as the paramount consideration.

Christians come under the Indian Succession Act, 1926. Says Beg: "The rule under the law of succession is that the term children refers to legitimate children. It does not include illegitimate children, and therefore, such children will not have the right to inheritance."

However, a clamour is on to frame a religion-neutral law that enables illegitimate children to inherit their parents' properties.

Continued from previous page...

In case of any revisions in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our 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 Exchange, by issuing a press release, and also by indicating the change on the website of the Book Running Lead Managers and the terminals of the other members of the Syndicate and Sub-Syndicate and by intimation to SCSBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI ICDR Regulations, as amended, wherein not more than 50 % of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Manager, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third 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-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Issue 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. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Offer Procedure" beginning on page 195 of this Red Herring Prospectus.

Bidders/ Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/ Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/ Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Corporate Structure" on page 119 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 266 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The Liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs. 25,00,00,000/- (Rupees Twenty Five Crores only) divided into 2,50,00,000 (Two Crore Fifty Lakh) Equity Shares of Rs. 10/- (Rupees Ten only) each. For details of the Capital Structure, see "Capital Structure" on the page 53 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company: Balakrishnan - 37,500 Equity Shares and D. Pinto Sasikumar - 12,500 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 119 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 53 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE EMERGE (SME Platform of NSE). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter dated August 23, 2023. For the purpose of the Issue, the Designated Stock Exchange shall be NSE Limited (NSE). A signed copy of the Red Herring Prospectus has been delivered for registration to the ROC on August 24, 2023 and Prospectus shall be delivered for filing to the RoC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 266 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire SEBI Disclaimer Clause beginning on page 172 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE ("SME Platform of NSE") should not in any way be deemed or construed that the contents of the Prospectus or the price at which the equity shares are offered has been cleared, solicited or approved by NSE, nor does it certify the correctness, accuracy or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Prospectus for the full text of the Disclaimer clause pertaining to NSE.

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 22 of the Red Herring Prospectus.

ASBA*	Simple, Safe, Smart way of Application- Make use of it !!!	*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below. Mandatory in Public Issues from January 01, 2016. No Cheque will be accepted
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UPI	UPI-Now available in ASBA for Retail Individual Investors (RII)** Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI - Now available in ASBA for RIBs applying through Registered Brokers, DPs & RTAs. RIBs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account.
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Investors have to apply through the ASBA process. "ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Offer Procedure" beginning on page 195 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI"), the Stock Exchanges and in the General Information Document.

*ASBA forms can be downloaded from the website of NSE ("NSE Emerge")

**List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. AXIS Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll free number- 18001201740 and Mail Id- ipo.upi@npci.org.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. For issue related grievance investors may contact: GYR Capital Advisors Private Limited - Mr. Mohit Baid (+91 87775 64648) (Email Id: info@gyrcapitaladvisors.com)

BOOK RUNNING LEAD MANAGER TO THE ISSUE GYR Capital Advisors Gyr Capital Advisors Private Limited (Formerly known as Alpha Numero Services Private Limited) 428, Gala Empire, Near JB Tower, Drive in Road, Thalteji, Ahmedabad -380 054, Gujarat, India. Telephone: +91 87775 64648 Fax: N.A. E-mail: info@gyrcapitaladvisors.com Website: www.gyrcapitaladvisors.com Investor grievance: investors@gyrcapitaladvisors.com Contact Person: Mohit Baid SEBI Registration Number: INM000012810	REGISTRAR TO THE ISSUE PURVA SHAREGISTRY (INDIA) PRIVATE LIMITED Address: 9 Shiv Shakti Industrial Estate, J.R Boricha Marg, Lower Parel (East), Mumbai- 400011, Maharashtra Tel: +91-022-4961-4132, 022-3199-8810 Email: support@purvashare.com Website: https://www.purvashare.com/ Investor Grievance Email: support@purvashare.com Contact Person: Ms. Deepal Dhuri SEBI Registration Number: INR000001112	COMPANY SECRETARY AND COMPLIANCE OFFICER BASILIC FLY Mr. Nikhil Midha BASILIC FLY STUDIO LIMITED Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India Telephone No.: + 91 94164 22201 Website: www.basilicflystudio.com Email: cs@basilicfly.com CIN: U24224GJ2002PLC041119 Investors can contact the Company Secretary and Compliance Officer or the BRLM or the Registrar to the Issue in case of any pre-issue or post-issue related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc.
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AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in, website of the Company at www.basilicflystudio.com, the website of the BRLM to the Issue at www.gyrcapitaladvisors.com, the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm, respectively.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company; Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India. Telephone: + 91 94164 22201; BRLM: GYR Capital Advisors Private Limited, Telephone: + 91 87775 64648 and the Syndicate Member: **Girraj Stock Broking Private Limited**, Telephone: 91-22-67341600. Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application Forms will also be available on the website of NSE EMERGE and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

ESCRROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: HDFC BANK Limited.

UPI: Retail Individual Bidders can also Bid through UPI Mechanism.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus.

Place: Chennai
Date: August 26, 2023

Disclaimer: Basilic Fly Studio Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed the RHP with the Registrar of Companies, Chennai on August 24, 2023 and thereafter with SEBI and the Stock Exchange. The RHP is available on the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm and is available on the websites of the BRLM at www.gyrcapitaladvisors.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the RHP including the section titled "Risk Factors" beginning on page 22 of the Red Herring Prospectus.
The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended or any state securities laws in the United States, and unless so registered, and may not be issued 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, 1933 and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act, 1933 and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

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BASILIC FLY STUDIO LIMITED



Corporate Identity Number: U92100TN2016PLC103861

Our Company was incorporated as a private limited company under the name of "Basilic Fly Studio Private Limited" under the Companies Act, 2013 vide certificate of incorporation dated January 28, 2016, issued by the Registrar of Companies, Chennai, bearing Corporate Identification Number (CIN) U92100TN2016PTC103861. Subsequently, our Company was converted into a Public Limited Company pursuant to the special resolution passed by the Shareholders of our Company on December 29, 2022. Consequent upon conversion of our Company into public limited, the name of company was changed from "Basilic Fly Studio Private Limited" to "Basilic Fly Studio Limited" and a fresh Certificate of Incorporation dated May 19, 2023, was issued by the Registrar of Companies, Chennai. The CIN of the Company changed to U92100TN2016PLC103861. For further Details of Incorporation and Change in Registered Office of our Company, please refer to section titled "Our History and Certain Other Corporate Matters" beginning on page 114 of this Red Herring Prospectus.

Registered Office: Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India Contact Person: Mr. Nikhil Midha, Company Secretary & Compliance Officer;
Telephone: + 91 94164 22201; E-mail: cs@basilicfly.com; Website: www.basilicflystudio.com;

OUR PROMOTERS: MR. BALAKRISHNAN AND MS. YOGALAKSHMI S

THE ISSUE

INITIAL PUBLIC OFFER OF UP TO 68,40,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF BASILIC FLY STUDIO LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [•] PER EQUITY (THE "OFFER PRICE") AGGREGATING TO ₹ [•] LAKH ("THE OFFER") COMPRISING OF A FRESH OFFER OF UP TO 62,40,000 EQUITY SHARES AGGREGATING TO ₹ [•] LAKH (THE "FRESH OFFER") AND AN OFFER FOR SALE OF 6,00,000 EQUITY SHARES BY THE SELLING SHAREHOLDERS ("OFFER FOR SALE") AGGREGATING TO ₹ [•] LAKH OF WHICH UP TO 10,26,000 EQUITY SHARES AGGREGATING TO ₹ [•] LAKH WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. NET OFFER OF UP TO 58,14,000 EQUITY SHARES AGGREGATING TO ₹ [•] LAKH (THE "NET OFFER"). THE OFFER AND THE NET OFFER WILL CONSTITUTE 29.43% AND 25.02% RESPECTIVELY OF THE POST OFFER PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

- QIB PORTION: NOT MORE THAN 50.00% OF THE NET ISSUE
- RETAIL PORTION: NOT LESS THAN 35.00% OF THE NET ISSUE
- NON-INSTITUTIONAL PORTION: NOT LESS THAN 15.00% OF THE NET ISSUE
- MARKET MAKER PORTION: UP TO 10,26,000 EQUITY SHARES OR 15% OF THE ISSUE

PRICE BAND: RS. 92 TO RS. 97 PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH.

THE FLOOR PRICE IS 9.7 TIMES OF THE FACE VALUE AND

THE GAP PRICE IS 9.2 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

BIDS CAN BE MADE FOR A MINIMUM OF 1,200 EQUITY SHARES AND IN MULTIPLES OF 1,200 EQUITY SHARES THEREAFTER.

Risks to Investors:

- Our Company operates in the constantly evolving VFX market, which is subject to rapidly changing clients' behaviour and tastes, and depends on audience acceptance of content for which the Company provides VFX services and the long-term popularity of the brands.
- The Merchant Banker associated with the Issue has handled 15 public issues in the past two years out of which no issues closed below the Issue Price on Listing date
- Average cost of acquisition of Equity Shares held by the Promoter Mr. Balakrishnan and Ms. Yogalakshmi S is Rs. 0.60 and Nil respectively per Equity Share and the Issue Price at the upper end of the Price Band is Rs. 97 per Equity Share.
- The Price/ Earnings ratio based on Diluted EPS for year ended March 2023 for the company at the upper end of the Price Band is 5.94%
- Weighted Average Return on Net worth for Fiscals 2023, 2022 and, 2021 is 53.30%

BASIS FOR ISSUE PRICE

The Issue Price will be determined by our Company in consultation with the Book Running Lead Manager on the basis of the assessment of market demand for the Equity Shares through the Book Building Process and on the basis of quantitative and Equity Qualitative factors as described below. The face value of the Equity Shares is Rs. 10 each and the Issue Price is 9.5 times the face value at the lower end of the Price Band and 10 times the face value at the higher end of the Price Band. Investors should also refer to "Our Business", "Risk Factors", "Financial Information of the Company" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" beginning on pages 98, 22, 145 and 146, respectively of the Red Herring Prospectus, to have an informed view before making an investment decision.

QUALITATIVE FACTORS

Some of the qualitative factors which form the basis for computing the Issue Price are:

- > New Age Business
- > Cordial relations with our customers;
- > National and International Client Portfolio;
- > Leveraging the experience of our Promoters; and
- > Young, dynamic and motivated creative team

For further details, please refer chapters titled "Risk Factors" and "Our Business" beginning on Page Nos. 22 and 98, respectively.

QUANTITATIVE FACTORS

The information presented below relating to our Company has been derived from the Restated Financial Statements of our Company. For further details, see "Financial Information of the Company" beginning on page 145 of the Red Herring Prospectus.

Some of the quantitative factors which may form the basis for calculating the Issue Price are as follows:

1. Basic & Diluted Earnings per share (EPS) (Face value of ₹ 10 each):

As per the Restated Consolidated Financial Statements:

Sr. No.	Period	Basic EPS (₹)	Diluted EPS (₹)	Weights
1	Financial Year 2020-2021 (Standalone)	3.36	3.36	1
2	Financial Year 2021-2022 (Consolidated)	9.01	9.01	2
3	Financial Year 2022-2023 (Consolidated)	16.32	16.32	3
4	Weighted Average	11.72	11.72	

Note:

1. The ratios have been computed as below:

Basic Earnings per Share (₹) = Net profit/ (loss) as restated, attributable to Equity Shareholders/
Weighted average number of Equity Shares outstanding during the year/period

Diluted Earnings per Share (₹) = Net profit/ (loss) as restated, attributable to Equity Shareholders/
Weighted average number of Diluted Equity Shares outstanding during the year/period

2. Price Earning (P/E) Ratio in relation to the Price Band of ₹ 92 to ₹ 97 per Equity Share of Face Value of ₹ 10/- each fully paid up:

Particulars	(P/E) Ratio at the Floor Price	(P/E) Ratio at the Cap Price
P/E ratio based on Basic and Diluted EPS as at March 31, 2023	27.38	28.87
P/E ratio based on Basic and Diluted EPS as at March 31, 2022	10.21	10.77
P/E ratio based on Basic and Diluted EPS as at March 31, 2021	5.64	5.94
P/E ratio based on Weighted Average EPS	7.85	8.28

3. Industry Peer Group P/E ratio

Particulars	Industry P/E
Highest	9.59
Lowest	9.29
Average	9.44

4. Average Return on Return on Net worth (RoNW)*

Sr. No.	Period	RoNW (%)	Weights
1	FY 2020-21 (Standalone)	11.31	1
2	FY 2021-22 (Consolidated)	22.86	2
3	FY 2022-23 (Consolidated)	87.59	3
4	Weighted Average	53.30	

Note: Note: Return on Net worth has been calculated as per the following formula:

RONW = $\frac{\text{Net profit/loss after tax, as restated/}}{\text{Net worth excluding revaluation reserve}}$

Net worth is computed as the sum of the aggregate of paid up equity share capital, all reserves created out of the profits, securities premium account received in respect of equity shares and debit or credit balance of profit and loss account. It may be noted that equity component of financial instruments is excluded while calculating Networth of the Company.

5. Net Asset Value (NAV) per Equity Share:

Sr. No.	Particulars	NAV per Share (₹)
1	As on March 31, 2021	29.75
2	As on March 31, 2022	39.42
3	As on March 31, 2023	18.63
4	Net Asset Value per Equity Share after the Issue	[•]
5	Issue price per equity shares	[•]

Note:

a) Net Asset Value has been calculated as per the following formula:

b) NAV = $\frac{\text{Net worth excluding preference share capital and revaluation reserve/}}{\text{Outstanding number of Equity shares at the end of the year/period}}$

c) Networth is computed as the sum of the aggregate of paid up equity share capital, all reserves created out of the profits, securities premium account received in respect of equity shares and debit or credit balance of profit and loss account. It may be noted that equity component of financial instruments is excluded while calculating Networth of the Company.

6. Comparison of Accounting Ratios with Industry Peers:

The following peer group has been determined on the basis of companies listed on Indian stock exchanges, whose business profile is comparable to our businesses:

Name of the Company	CMP*	EPS (₹)	Face Value (₹)	P/E Ratio*	RoNW (%)	NAV Per Share	Total Income (₹ in Lakhs)
Peer Group							
Prime Focus Limited	90.55	8.50	1.00	9.29	584.87	5.24	464424.85
Phantom Digital Effects Limited	561.20	15.97	10.00	9.59	36.63	37.98	5873.86
Our Company**	[•]	16.32	10.00	[•]	87.59	18.63	7051.13

*Source: All the financial information for listed industry peers mentioned above is on consolidated basis, sourced from the filings made with stock exchanges, available on www.bseindia.com as at March 31, 2023. The current market price and related figures are as on August 25th, 2023.

7. Key Performance Indicators:

(Rs. In Lakhs except percentages and ratios)

Particulars	As of and for the year/period ended		
	Fiscal 2023	Fiscal 2022	Fiscal 2021
Revenue from Operations(1)	7,866.74	2,515.84	1,727.07
EBITDA(2)	3846.47	156.92	111.39
EBITDA Margin(3)	48.72%	6.21%	6.44%
Profit After Tax (PAT)	2,774.02	90.10	33.65
PAT Margin(4)	35.14%	3.56%	1.94%
Net Worth(5)	3,166.98	394.16	297.94
ROE(6)	155.63%	23.54%	11.99%
ROCE(7)	104.73%	15.78%	1.34%

*Not Annualized

Notes:

(1) Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements.

(2) EBITDA is calculated as Profit before tax + Depreciation + Interest Cost - Other Income

(3) EBITDA Margin is calculated as EBITDA divided by Revenue from Operations

(4) PAT Margin is calculated as PAT for the period/year divided by revenue from operations.

(5) Net worth means the aggregate value of the paid-up share capital and reserves and surplus of the company.

(6) Return on Equity is ratio of Profit after Tax and Shareholder Equity

(7) Return on Capital Employed is calculated as EBIT divided by capital employed, which is defined as shareholders' equity plus total borrowings {current & non-current}.

8. Comparison of the Key Performance indicators with our listed peers:

Particulars	Basilic Fly Studio Limited			Prime Focus Limited			Phantom Digital Effects Limited		
	Fiscal 2023	Fiscal 2022	Fiscal 2021	Fiscal 2023	Fiscal 2022	Fiscal 2021	Fiscal 2023	Fiscal 2022	Fiscal 2021
Revenue from Operations(1)	7,866.74	2,515.84	1,727.07	462,810.71	336,915.31	253,000.10	5,789.43	2,233.27	676.44
Growth in Revenue from Operations	212.69%	45.67%	(6.78%)	37.37%	33.17%	(12.39%)	159.24%	230.15%	(47.74%)
EBITDA(2)	3846.47	156.92	111.39	115374.29	70812.3	63461.82	2370.88	771.88	92.02
EBITDA Margin(3)	48.72%	6.21%	6.44%	23.43%	20.36%	24.31%	40.36%	34.51%	12.86%
Profit After Tax (PAT)	2,774.02	90.1	33.65	19,449.09	(17,389.30)	(5,614.48)	1619.56	490.33	7.51
PAT Margin(4)	35.14%	3.56%	1.94%	3.95%	(5.00%)	(2.15%)	27.57%	21.92%	1.05%
Net Worth(5)	3,166.98	394.16	297.94	15,706.54	19,172.32	34,648.02	4420.92	525.65	35.32

Source: Annual Reports of the respective companies and Financial Results

Notes:

(1) Revenue from Operations means the Revenue from Operations as appearing Annual Reports of the respected period

(2) Growth in Revenue from Operations (%) is calculated as Revenue from Operations of the relevant period minus Revenue from Operations of the preceding period divided by Revenue from Operations of the preceding period.

(3) EBITDA is calculated as Profit before tax + Depreciation + Interest

(4) EBITDA Margin is calculated as EBITDA divided by Revenue from Operations

(5) PAT Margin is calculated as PAT for the period/year divided by revenue from operations.

(6) Net worth means the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium

9. Past Transfer(s)/ Allotment(s)

There have been no secondary sales/acquisitions of Equity Shares or any convertible securities equivalent to or exceeding 5% of the fully diluted paid up share capital of the Company (calculated on the date of completion of the sales), whether in a single transaction or a group of transactions during the 18 months preceding the date of the Draft Red Herring Prospectus or the Red Herring Prospectus. The Company has not undertaken any primary/new issuance of Equity Shares or any convertible securities, whether in a single transaction or a group of transactions during the 18 months preceding the date of the Draft Red Herring Prospectus or the Red Herring Prospectus.

10. The Issue price is [•] times of the face value of the Equity Shares.

The Issue Price of ₹ [•] has been determined by our Company in consultation with the BRLM, on the basis of demand from investors for Equity Shares through the Book Building Process and, is justified in view of the above qualitative and quantitative parameters. Investors should read the above-mentioned information along with "Risk Factors", "Our Business", and "Financial Statements" on pages 22, 98 and 145, respectively of the Red Herring Prospectus, to have a more informed view. The trading price of the Equity Shares could decline due to the factors mentioned in the "Risk Factors" and you may lose all or part of your investments.

For further details, please see the chapter titled "Basis for Offer Price" beginning on page 84 of the RHP.

BID/ ISSUE PROGRAM

ANCHOR INVESTOR BIDDING DATE⁽¹⁾: THURSDAY 31, 2023

BID/ ISSUE OPENS ON FRIDAY, SEPTEMBER 01, 2023

BID/ ISSUE CLOSES ON: TUESDAY, SEPTEMBER 05, 2023

⁽¹⁾Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid / Issue Opening Date in accordance with the SEBI/ICDR Regulations.

Continued on next page...

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BASILIC FLY STUDIO LIMITED



Corporate Identity Number: U92100TN2016PLC103861

Our Company was incorporated as a private limited company under the name of "Basilic Fly Studio Private Limited" under the Companies Act, 2013 vide certificate of incorporation dated January 28, 2016, issued by the Registrar of Companies, Chennai, bearing Corporate Identification Number (CIN) U92100TN2016PTC103861. Subsequently, our Company was converted into a Public Limited Company pursuant to the special resolution passed by the Shareholders of our Company on December 29, 2022. Consequent upon conversion of our Company into public limited, the name of company was changed from "Basilic Fly Studio Private Limited" to "Basilic Fly Studio Limited" and a fresh Certificate of Incorporation dated May 19, 2023, was issued by the Registrar of Companies, Chennai. The CIN of the Company changed to U92100TN2016PLC103861. For further Details of Incorporation and Change in Registered Office of our Company, please refer to section titled 'Our History and Certain Other Corporate Matters' beginning on page 114 of this Red Herring Prospectus.

Registered Office: Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India Contact Person: Mr. Nikhil Midha, Company Secretary & Compliance Officer;

Telephone: + 91 94164 22201; E-mail: cs@basilicfly.com; Website: www.basilicflystudio.com;

OUR PROMOTERS: MR. BALAKRISHNAN AND MS. YOGALAKSHMI S

THE ISSUE

INITIAL PUBLIC OFFER OF UP TO 68,40,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF BASILIC FLY STUDIO LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [*] PER EQUITY (THE "OFFER PRICE") AGGREGATING TO ₹ [*] LAKH ("THE OFFER") COMPRISING OF A FRESH OFFER OF UP TO 62,40,000 EQUITY SHARES AGGREGATING TO ₹ [*] LAKH (THE "FRESH OFFER") AND AN OFFER FOR SALE OF 6,00,000 EQUITY SHARES BY THE SELLING SHAREHOLDERS ("OFFER FOR SALE") AGGREGATING TO ₹ [*] LAKH OF WHICH UP TO 10,26,000 EQUITY SHARES AGGREGATING TO ₹ [*] LAKH WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. NET OFFER OF UP TO 58,14,000 EQUITY SHARES AGGREGATING TO ₹ [*] LAKH (THE "NET OFFER"). THE OFFER AND THE NET OFFER WILL CONSTITUTE 29.43% AND 25.02 % RESPECTIVELY OF THE POST OFFER PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

- QIB PORTION: NOT MORE THAN 50.00% OF THE NET ISSUE
- RETAIL PORTION: NOT LESS THAN 35.00% OF THE NET ISSUE
- NON-INSTITUTIONAL PORTION: NOT LESS THAN 15.00% OF THE NET ISSUE
- MARKET MAKER PORTION: UP TO 10,26,000 EQUITY SHARES OR 15% OF THE ISSUE

PRICE BAND: RS. 92 TO RS. 97 PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH.

THE FLOOR PRICE IS 9.7 TIMES OF THE FACE VALUE AND

THE CAP PRICE IS 9.2 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

BIDS CAN BE MADE FOR A MINIMUM OF 1,200 EQUITY SHARES AND IN MULTIPLES OF 1,200 EQUITY SHARES THEREAFTER.

Risks to Investors:

- Our Company operates in the constantly evolving VFX market, which is subject to rapidly changing clients' behaviour and tastes, and depends on audience acceptance of content for which the Company provides VFX services and the long-term popularity of the brands.
- The Merchant Banker associated with the Issue has handled 15 public issues in the past two years out of which no issues closed below the Issue Price on Listing date
- Average cost of acquisition of Equity Shares held by the Promoter Mr. Balakrishnan and Ms. Yogalakshmi S is Rs. 0.60 and Nil respectively per Equity Share and the Issue Price at the upper end of the Price Band is Rs. 97 per Equity Share.
- The Price/ Earnings ratio based on Diluted EPS for year ended March 2023 for the company at the upper end of the Price Band is 5.94%
- Weighted Average Return on Net worth for Fiscals 2023, 2022 and, 2021 is 53.30%

BASIS FOR ISSUE PRICE

The Issue Price will be determined by our Company in consultation with the Book Running Lead Manager on the basis of the assessment of market demand for the Equity Shares through the Book Building Process and on the basis of quantitative and Equity Qualitative factors as described below. The face value of the Equity Shares is Rs. 10 each and the Issue Price is 9.5 times the face value at the lower end of the Price Band and 10 times the face value at the higher end of the Price Band. Investors should also refer to "Our Business", "Risk Factors", "Financial Information of the Company" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" beginning on pages 98, 22, 145 and 146, respectively of the Red Herring Prospectus, to have an informed view before making an investment decision.

QUALITATIVE FACTORS

Some of the qualitative factors which form the basis for computing the Issue Price are:

- New Age Business
- Cordial relations with our customers;
- National and International Cliental Portfolio;
- Leveraging the experience of our Promoters; and
- Young, dynamic and motivated creative team

For further details, please refer chapters titled "Risk Factors" and "Our Business" beginning on Page Nos. 22 and 98, respectively.

QUANTITATIVE FACTORS

The information presented below relating to our Company has been derived from the Restated Financial Statements of our Company. For further details, see "Financial Information of the Company" beginning on page 145 of the Red Herring Prospectus.

Some of the quantitative factors which may form the basis for calculating the Issue Price are as follows:

1. Basic & Diluted Earnings per share (EPS) (Face value of ₹ 10 each):

As per the Restated Consolidated Financial Statements:

Sr. No.	Period	Basic EPS (₹)	Diluted EPS (₹)	Weights
1	Financial Year 2020-2021 (Standalone)	3.36	3.36	1
2	Financial Year 2021-2022 (Consolidated)	9.01	9.01	2
3	Financial Year 2022-2023 (Consolidated)	16.32	16.32	3
4	Weighted Average	11.72	11.72	

Note:

1. The ratios have been computed as below:

Basic Earnings per Share (₹) = $\frac{\text{Net profit/ (loss) as restated, attributable to Equity Shareholders/}}{\text{Weighted average number of Equity Shares outstanding during the year/period}}$

Diluted Earnings per Share (₹) = $\frac{\text{Net profit/ (loss) as restated, attributable to Equity Shareholders/}}{\text{Weighted average number of Diluted Equity Shares outstanding during the year/period}}$

2. Price Earning (P/E) Ratio in relation to the Price Band of ₹ 92 to ₹ 97 per Equity Share of Face Value of ₹ 10/- each fully paid up:

Particulars	(P/E) Ratio at the Floor Price	(P/E) Ratio at the Cap Price
P/E ratio based on Basic and Diluted EPS as at March 31, 2023	27.38	28.87
P/E ratio based on Basic and Diluted EPS as at March 31, 2022	10.21	10.77
P/E ratio based on Basic and Diluted EPS as at March 31, 2021	5.64	5.94
P/E ratio based on Weighted Average EPS	7.85	8.28

3. Industry Peer Group P/E ratio

Particulars	Industry P/E
Highest	9.59
Lowest	9.29
Average	9.44

4. Average Return on Return on Net worth (RoNW)*

Sr. No.	Period	RoNW (%)	Weights
1	FY 2020-21 (Standalone)	11.31	1
2	FY 2021-22 (Consolidated)	22.86	2
3	FY 2022-23 (Consolidated)	87.59	3
4	Weighted Average	53.30	

Note: Note: Return on Net worth has been calculated as per the following formula:

$$\text{RONW} = \frac{\text{Net profit/loss after tax, as restated/}}{\text{Net worth excluding revaluation reserve}}$$

Networth is computed as the sum of the aggregate of paid up equity share capital, all reserves created out of the profits, securities premium account received in respect of equity shares and debit or credit balance of profit and loss account. It may be noted that equity component of financial instruments is excluded while calculating Networth of the Company.

5. Net Asset Value (NAV) per Equity Share:

Sr. No.	Particulars	NAV per Share (₹)
1	As on March 31, 2021	29.75
2	As on March 31, 2022	39.42
3	As on March 31, 2023	18.63
4	Net Asset Value per Equity Share after the Issue	[*]
5	Issue price per equity shares	[*]

Note:

a) Net Asset Value has been calculated as per the following formula:

$$\text{NAV} = \frac{\text{Net worth excluding preference share capital and revaluation reserve/}}{\text{Outstanding number of Equity shares at the end of the year/period}}$$

c) Networth is computed as the sum of the aggregate of paid up equity share capital, all reserves created out of the profits, securities premium account received in respect of equity shares and debit or credit balance of profit and loss account. It may be noted that equity component of financial instruments is excluded while calculating Networth of the Company.

6. Comparison of Accounting Ratios with Industry Peers:

The following peer group has been determined on the basis of companies listed on Indian stock exchanges, whose business profile is comparable to our businesses:

Name of the Company	CMP*	EPS (₹)	Face Value (₹)	P/E Ratio*	RoNW (%)	NAV Per Share	Total Income (₹ in Lakhs)
Peer Group							
Prime Focus Limited	90.55	8.50	1.00	9.29	584.87	5.24	464424.85
Phantom Digital Effects Limited	561.20	15.97	10.00	9.59	36.63	37.98	5873.86
Our Company**	[*]	16.32	10.00	[*]	87.59	18.63	7051.13

*Source: All the financial information for listed industry peers mentioned above is on consolidated basis, sourced from the filings made with stock exchanges, available on www.bseindia.com as at March 31, 2023. The current market price and related figures are as on August 25th, 2023.

7. Key Performance Indicators:

Particulars	As of and for the year/period ended		
	Fiscal 2023	Fiscal 2022	Fiscal 2021
Revenue from Operations(1)	7,866.74	2,515.84	1,727.07
EBITDA(2)	3846.47	156.92	111.39
EBITDA Margin(3)	48.72%	6.21%	6.44%
Profit After Tax (PAT)	2,774.02	90.10	33.65
PAT Margin(4)	35.14%	3.56%	1.94%
Net Worth(5)	3,166.98	394.16	297.94
ROE(6)	155.63%	23.54%	11.99%
ROCE(7)	104.73%	15.78%	1.34%

*Not Annualized

Notes:

(1) Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements.

(2) EBITDA is calculated as Profit before tax + Depreciation + Interest Cost - Other Income

(3) EBITDA Margin is calculated as EBITDA divided by Revenue from Operations

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(6) Return on Equity is ratio of Profit after Tax and Shareholder Equity

(7) Return on Capital Employed is calculated as EBIT divided by capital employed, which is defined as shareholders' equity plus total borrowings {current & non-current}.

8. Comparison of the Key Performance indicators with our listed peers:

Particulars	Basilic Fly Studio Limited			Prime Focus Limited			Phantom Digital Effects Limited		
	Fiscal 2023	Fiscal 2022	Fiscal 2021	Fiscal 2023	Fiscal 2022	Fiscal 2021	Fiscal 2023	Fiscal 2022	Fiscal 2021
Revenue from Operations(1)	7,866.74	2,515.84	1,727.07	462,810.71	336,915.31	253,000.10	5,789.43	2,233.27	676.44
Growth in Revenue from Operations	212.69%	45.67%	(6.78%)	37.37%	33.17%	(12.39%)	159.24%	230.15%	(47.74%)
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EBITDA Margin(3)	48.72%	6.21%	6.44%	23.43%	20.36%	24.31%	40.36%	34.51%	12.86%
Profit After Tax (PAT)	2,774.02	90.1	33.65	19,449.09	(17,389.30)	(5,614.48)	1619.56	490.33	7.51
PAT Margin(4)	35.14%	3.56%	1.94%	3.95%	(5.00%)	(2.15%)	27.57%	21.92%	1.05%
Net Worth(5)	3,166.98	394.16	297.94	15,706.54	19,172.32	34,648.02	4420.92	525.65	35.32

Source: Annual Reports of the respective companies and Financial Results

Notes:

(1) Revenue from Operations means the Revenue from Operations as appearing Annual Reports of the respected period

(2) Growth in Revenue from Operations (%) is calculated as Revenue from Operations of the relevant period minus Revenue from Operations of the preceding period divided by Revenue from Operations of the preceding period.

(3) EBITDA is calculated as Profit before tax + Depreciation + Interest

(4) EBITDA Margin is calculated as EBITDA divided by Revenue from Operations

(5) PAT Margin is calculated as PAT for the period/year divided by revenue from operations.

(6) Net worth means the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium

9. Past Transfer(s)/ Allotment(s)

There have been no secondary sales/ acquisitions of Equity Shares or any convertible securities equivalent to or exceeding 5% of the fully diluted paid up share capital of the Company (calculated on the date of completion of the sales), whether in a single transaction or a group of transactions during the 18 months preceding the date of the Draft Red Herring Prospectus or the Red Herring Prospectus. The Company has not undertaken any primary/ new issuance of Equity Shares or any convertible securities, whether in a single transaction or a group of transactions during the 18 months preceding the date of the Draft Red Herring Prospectus or the Red Herring Prospectus.

10. The Issue price is [*] times of the face value of the Equity Shares.

The Issue Price of ₹ [*] has been determined by our Company in consultation with the BRLM, on the basis of demand from investors for Equity Shares through the Book Building Process and, is justified in view of the above qualitative and quantitative parameters. Investors should read the above-mentioned information along with "Risk Factors", "Our Business", and "Financial Statements" on pages 22, 98 and 145, respectively of the Red Herring Prospectus, to have a more informed view. The trading price of the Equity Shares could decline due to the factors mentioned in the "Risk Factors" and you may lose all or part of your investments.

For further details, please see the chapter titled "Basis for Offer Price" beginning on page 84 of the RHP.

BID/ ISSUE PROGRAM

ANCHOR INVESTOR BIDDING DATE⁽¹⁾: THURSDAY 31, 2023

BID/ ISSUE OPENS ON FRIDAY, SEPTEMBER 01, 2023

BID/ ISSUE CLOSES ON: TUESDAY, SEPTEMBER 05, 2023

⁽¹⁾Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid / Issue Opening Date in accordance with the SEBI/ICDR Regulations.

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BASILIC FLY STUDIO LIMITED



Corporate Identity Number: U92100TN2016PLC103861

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Registered Office: Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India Contact Person: Mr. Nikhil Midha, Company Secretary & Compliance Officer; Telephone: + 91 94164 22201; E-mail: cs@basilicfly.com; Website: www.basilicflystudio.com;

OUR PROMOTERS: MR. BALAKRISHNAN AND MS. YOGALAKSHMI S

THE ISSUE

INITIAL PUBLIC OFFER OF UP TO 68,40,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF BASILIC FLY STUDIO LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [-] PER EQUITY (THE "OFFER PRICE") AGGREGATING TO ₹ [-] LAKH ("THE OFFER") COMPRISING OF A FRESH OFFER OF UP TO 62,40,000 EQUITY SHARES AGGREGATING TO ₹ [-] LAKH (THE "FRESH OFFER") AND AN OFFER FOR SALE OF 6,00,000 EQUITY SHARES BY THE SELLING SHAREHOLDERS ("OFFER FOR SALE") AGGREGATING TO ₹ [-] LAKH OF WHICH UP TO 10,26,000 EQUITY SHARES AGGREGATING TO ₹ [-] LAKH WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. NET OFFER OF UP TO 58,14,000 EQUITY SHARES AGGREGATING TO ₹ [-] LAKH (THE "NET OFFER"). THE OFFER AND THE NET OFFER WILL CONSTITUTE 29.43% AND 25.02 % RESPECTIVELY OF THE POST OFFER PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

- QIB PORTION: NOT MORE THAN 50.00% OF THE NET ISSUE
- RETAIL PORTION: NOT LESS THAN 35.00% OF THE NET ISSUE
- NON-INSTITUTIONAL PORTION: NOT LESS THAN 15.00% OF THE NET ISSUE
- MARKET MAKER PORTION: UP TO 10,26,000 EQUITY SHARES OR 15% OF THE ISSUE

PRICE BAND: RS. 92 TO RS. 97 PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH.

THE FLOOR PRICE IS 9.7 TIMES OF THE FACE VALUE AND

THE CAP PRICE IS 9.2 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

BIDS CAN BE MADE FOR A MINIMUM OF 1,200 EQUITY SHARES AND IN MULTIPLES OF 1,200 EQUITY SHARES THEREAFTER.

Risks to Investors:

- Our Company operates in the constantly evolving VFX market, which is subject to rapidly changing clients' behaviour and tastes, and depends on audience acceptance of content for which the Company provides VFX services and the long-term popularity of the brands.
- The Merchant Banker associated with the Issue has handled 15 public issues in the past two years out of which no issues closed below the Issue Price on Listing date
- Average cost of acquisition of Equity Shares held by the Promoter Mr. Balakrishnan and Ms. Yogalakshmi S is Rs. 0.60 and Nil respectively per Equity Share and the Issue Price at the upper end of the Price Band is Rs. 97 per Equity Share.
- The Price/ Earnings ratio based on Diluted EPS for year ended March 2023 for the company at the upper end of the Price Band is 5.94%
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ANCHOR INVESTOR BIDDING DATE⁽¹⁾: THURSDAY 31, 2023

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BID/ ISSUE CLOSURES ON: TUESDAY, SEPTEMBER 05, 2023

⁽¹⁾Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid / Issue Opening Date in accordance with the SEBI ICDR Regulations.

In case of any revisions in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our 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 Exchange, by issuing a press release, and also by indicating the change on the website of the Book Running Lead Managers and the terminals of the other members of the Syndicate and Sub-Syndicate and by intimation to SCSBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI ICDR Regulations, as amended, wherein not more than 50 % of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Manager, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third 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-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Issue 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. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Offer Procedure" beginning on page 195 of this Red Herring Prospectus.

Bidders/ Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/ Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/ Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Corporate Structure" on page 119 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 266 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The Liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs. 25,00,00,000/- (Rupees Twenty Five Crores only) divided into 2,50,00,000 (Two Crore Fifty Lakh) Equity Shares of Rs. 10/- (Rupees Ten only) each. For details of the Capital Structure, see "Capital Structure" on the page 53 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company: Balakrishnan - 37,500 Equity Shares and D. Pinto Sasikumar - 12,500 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 119 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 53 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE EMERGE (SME Platform of NSE). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter dated August 23, 2023. For the purpose of the Issue, the Designated Stock Exchange shall be NSE Limited (NSE). A signed copy of the Red Herring Prospectus has been delivered for registration to the ROC on August 24, 2023 and Prospectus shall be delivered for filing to the RoC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 266 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire SEBI Disclaimer Clause beginning on page 172 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE ("SME Platform of NSE") should not in any way be deemed or construed that the contents of the Prospectus or the price at which the equity shares are offered has been cleared, solicited or approved by NSE, nor does it certify the correctness, accuracy or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Prospectus for the full text of the Disclaimer clause pertaining to NSE.

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to 'Risk Factors' on page 22 of the Red Herring Prospectus.

ASBA*	Simple, Safe, Smart way of Application- Make use of it !!!	*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below. Mandatory in Public Issues from January 01, 2016. No Cheque will be accepted
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UPI UNIFIED PAYMENTS INTERFACE	UPI-Now available in ASBA for Retail Individual Investors (RII)** Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI – Now available in ASBA for RIIs applying through Registered Brokers, DP's & RTAs. RIIs also have the option to submit the application directly to the ASBA Bank (SCSBS) or to use the facility of linked online trading, demat and bank account.
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Investors have to apply through the ASBA process. ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Offer Procedure" beginning on page 195 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI"), the Stock Exchanges and in the General Information Document.

*ASBA forms can be downloaded from the website of NSE ("NSE Emerge")

**List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. AXIS Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll free number- 18001201740 and Mail Id- ipo_upi@gncpi.org.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. For issue related grievance investors may contact: GYR Capital Advisors Private Limited -Mr. Mohit Baid (+91 87775 64648) (Email Id: info@gyrcapitaladvisors.com)

<p>BOOK RUNNING LEAD MANAGER TO THE ISSUE</p> <p>GYR Capital Advisors CHARTERED MEMBER SEBI REGULATED MEMBER</p> <p>GYR CAPITAL ADVISORS PRIVATE LIMITED (Formerly known as Alpha Numero Services Private Limited) 428, Gala Empire, Near JB Tower, Drive in Road, Thaltej, Ahmedabad -380 054, Gujarat, India. Telephone: +91 87775 64648 Fax: N.A. E-mail: info@gyrcapitaladvisors.com Website: www.gyrcapitaladvisors.com Investor grievance: investors@gyrcapitaladvisors.com Contact Person: Mohit Baid SEBI Registration Number: INM000012810</p>	<p>REGISTRAR TO THE ISSUE</p> <p>PURVA SHAREGISTRY (INDIA) PRIVATE LIMITED Address: 9 Shiv Shakti Industrial Estate, J.R Boricha Marg, Lower Parel (East), Mumbai- 400011, Maharashtra Tel: +91-022-4961-4132, 022-3199-8810 Email: support@purvashare.com Website: https://www.purvashare.com/ Investor Grievance Email: support@purvashare.com Contact Person: Ms. Deepali Dhuri SEBI Registration Number: INR000001112</p>	<p>COMPANY SECRETARY AND COMPLIANCE OFFICER</p> <p>BASILIC FLY Mr. Nikhil Midha BASILIC FLY STUDIO LIMITED Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India Telephone No.: + 91 94164 22201 Website: www.basilicflystudio.com Email: cs@basilicfly.com CIN: U24224GJ2002PLC041119</p> <p>Investors can contact the Company Secretary and Compliance Officer or the BRLM or the Registrar to the Issue in case of any pre-issue or post-issue related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc.</p>
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AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in, website of the Company at www.basilicflystudio.com, the website of the BRLM to the Issue at www.gyrcapitaladvisors.com, the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm, respectively.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company, Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India, Telephone: + 91 94164 22201; BRLM, GYR Capital Advisors Private Limited, Telephone: +91 87775 64648 and the Syndicate Member: **Girraj Stock Broking Private Limited**, Telephone: 91-22-67341600, Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application forms will also be available on the website of NSE EMERGE and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

ESCROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: HDFC BANK Limited.

UPI: Retail Individual Bidders can also Bid through UPI Mechanism.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus.

Place: Chennai
Date: August 26, 2023

On behalf of Board of Directors
For BASILIC FLY STUDIO LIMITED

Sd/-
Mr. Nikhil Midha
Company Secretary & Compliance Officer

Communicate India

Disclaimer: Basilic Fly Studio Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed the RHP with the Registrar of Companies, Chennai on August 24, 2023 and thereafter with SEBI and the Stock Exchange. The RHP is available on the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm and is available on the websites of the BRLM at www.gyrcapitaladvisors.com Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the RHP including the section titled "Risk Factors" beginning on page 22 of the Red Herring Prospectus.
The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended or any state securities laws in the United States, and unless so registered, and may not be issued 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, 1933 and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act, 1933 and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

Continued from previous page...

In case of any revisions in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our 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 Exchange, by issuing a press release, and also by indicating the change on the website of the Book Running Lead Managers and the terminals of the other members of the Syndicate and Sub-Syndicate and by intimation to SCSBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI ICDR Regulations, as amended, wherein not more than 50% of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs"), the "QIB Portion", provided that our Company may, in consultation with the Book Running Lead Manager, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third 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-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Issue 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. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RILs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Offer Procedure" beginning on page 195 of this Red Herring Prospectus.

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AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs. 25,00,00,000/- (Rupees Twenty Five Crores only) divided into 2,50,00,000 (Two Crore Fifty Lakh) Equity Shares of Rs.10/- (Rupees Ten only) each. For details of the Capital Structure, see "Capital Structure" on the page 53 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company: Balakrishnan - 37,500 Equity Shares and D. Pinto Sasikumar - 12,500 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 119 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 53 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE EMERGE (SME Platform of NSE). Our Company has received an "in-principle" approval from the NSE for the listing of the Equity Shares pursuant to letter dated August 23, 2023. For the purpose of the Issue, the Designated Stock Exchange shall be NSE Limited (NSE). A signed copy of the Red Herring Prospectus has been delivered for registration to the ROC on August 24, 2023 and Prospectus shall be delivered for filing to the ROC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 266 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire SEBI Disclaimer Clause beginning on page 172 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE ("SME Platform of NSE") should not in any way be deemed or construed that the contents of the Prospectus or the price at which the equity shares are offered has been cleared, solicited or approved by NSE, nor does it certify the correctness, accuracy or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Prospectus for the full text of the Disclaimer clause pertaining to NSE.

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 22 of the Red Herring Prospectus.

ASBA* Simple, Safe, Smart way of Application- Make use of it !!! *Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below. Mandatory in Public Issues from January 01, 2016. No Cheque will be accepted

UPI-Now available in ASBA for Retail Individual Investors (RII)** Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI - Now available in ASBA for RILs applying through Registered Brokers, DP's & RTAs. RILs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account.

Investors have to apply through the ASBA process. *ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Offer Procedure" beginning on page 195 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI"), the Stock Exchanges and in the General Information Document.

**ASBA forms can be downloaded from the website of NSE ("NSE Emerge")

*List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. AXIS Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll free number-18001201740 and Mail Id- ipo.upi@npci.org.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. For issue related grievance investors may contact: GYR Capital Advisors Private Limited -Mr. Mohit Baid (+91 87775 64648) (Email Id: info@gyrcapitaladvisors.com)

BOOK RUNNING LEAD MANAGER TO THE ISSUE
GYR Capital Advisors
 GYR CAPITAL ADVISORS PRIVATE LIMITED (Formerly known as Alpha Numero Services Private Limited)
 428, Gala Empire, Near JB Tower, Drive in Road, Mumbai- 400011, Maharashtra.
 Telephone: +91 87775 64648
 Fax: N.A.
 E-mail: info@gyrcapitaladvisors.com
 Website: www.gyrcapitaladvisors.com
 Investor grievance: investors@gyrcapitaladvisors.com
 Contact Person: Mohit Baid
 SEBI Registration Number: INM000012810

REGISTRAR TO THE ISSUE
PURVA SHAREGISTRY (INDIA) PRIVATE LIMITED
 Address: 9 Shiv Shakti Industrial Estate, J.R Boricha Marg, Lower Parel (East), Mumbai- 400011, Maharashtra
 Tel: +91-022-4961-4132, 022-3199-8810
 Email: support@purvashare.com
 Website: https://www.purvashare.com/
 Investor Grievance Email: support@purvashare.com
 Contact Person: Ms. Deepali Dhuri
 SEBI Registration Number: INR000001112

COMPANY SECRETARY AND COMPLIANCE OFFICER
BASILIC FLY
Mr. Nikhil Mishra
BASILIC FLY STUDIO LIMITED
 Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India
 Telephone No.: +91 94164 22221
 Email: cs@basilicfly.com
 CIN: U24224GJ2002PLC041119
 Investors can contact the Company Secretary and Compliance Officer or the BRLM or the Registrar to the Issue in case of any pre-issue or post-issue related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in, website of the Company at www.basilicflystudio.com, the website of the BRLM to the Issue at www.gyrcapitaladvisors.com, the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm, respectively.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India, Telephone: +91 94164 22221; BRLM: GYR Capital Advisors Private Limited, Telephone: +91 87775 64648 and the Syndicate Member: Giraaj Stock Broking Private Limited, Telephone: 91-22-6734-1600. Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application forms will also be available on the website of NSE EMERGE and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

ESCROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: HDFC BANK Limited.

UPI: Retail Individual Bidders can also Bid through UPI Mechanism.

All capital terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus.

Place: Chennai
 Date: August 26, 2023

Disclaimer: Basilic Fly Studio Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed the RHP with the Registrar of Companies, Chennai on August 24, 2023 and thereafter with SEBI and the Stock Exchange. The RHP is available on the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm and is available on the websites of the BRLM at www.gyrcapitaladvisors.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the RHP including the section titled "Risk Factors" beginning on page 22 of the Red Herring Prospectus.
 The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended or any state securities laws in the United States, and unless so registered, and may not be issued 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, 1933 and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act, 1933 and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

On behalf of Board of Directors
For BASILIC FLY STUDIO LIMITED
 Sd/-
Mr. Nikhil Mishra
 Company Secretary & Compliance Officer

Communicate India

ऋण वसूली न्यायाधिकरण चंडीगढ़ (डीआरटी 2)
 एससीओ 33-34-36, सेक्टर-17-ए, चंडीगढ़
 (पीएच और पीथे तल पर भी अतिरिक्त जगह आवंटित)
 केस नं.: ओए/326/2020

अधिनियम की धारा 19 की उप-धारा (4), ऋण वसूली न्यायाधिकरण (प्रक्रिया) नियमवली, 1993 के नियम 5 के उप-नियम(2ए) के साथ पठित, के तहत सभा

बैंक ऑफ इंडिया
बनाम
एमएस नरम दास कैरियर

प्रति,
 (1) एमएस नरम दास कैरियर
 डी/अध्य/एफ/ओ- श्री महीपाल सिंह, एक एकल स्वामित्व फर्म, कार्यालय पता: दुकान नं. 4, गौरी बास कला सुमेर सिंह मार्केटिंग, गुडगाँव, अपने एकल स्वामी के माध्यम से, गुडगाँव, हरियाणा
 (2) महीपाल सिंह पुत्र श्री अनम सिंह, नरम दास कैरियर, निवासी गौरी बेहरावन, पोस्ट कासन, जिला गुडगाँव, हरियाणा

समन
 जबकि, ओए/326/2020 दिनांक 03.08.2023 को माननीय पीठासीन अधिकारी/पंजीयक के साथ सूचीबद्ध हुआ था।
 जबकि, यह माननीय न्यायाधिकरण रु. 27.61.94.25 के ऋण की वसूली के लिए आपके विरुद्ध (ओए) अधिनियम की धारा 19(4) के तहत उक्त आवेदन पर समन/नोटिस जारी करने के लिए संयुक्त है (दस्तावेज आदि की प्रतियाँ सहित आवेदन संलग्न हैं)।
 अधिनियम की धारा 19 की उप-धारा(4) के अनुपालन में आप, प्रतिवादी को निम्न निदेश किए जाते हैं-
 (i) मांगी गई राशियाँ न दी जाए का समन की सर्जिस के तीस दिनों के अंदर कारण बताओ;
 (ii) मूल आवेदन के क्रमांक 3ए पर आवेदक द्वारा उल्लिखित संपत्तियों और परिसंपत्तियों से इतर संपत्तियों या परिसंपत्तियों का विवरण प्रकटन;
 (iii) प्रत्येक परिसंपत्तियों अथवा मूल आवेदन के क्रमांक 3ए पर उल्लिखित, विघाणनी और संपत्तियों की कुर्की के लिए आवेदन के निपटारण के तहत ऐसी अन्य संपत्तियों और परिसंपत्तियों से लेन-देन या निपटारण करने से आज निषिद्ध है;
 (iv) किसी परिसंपत्ति बिना पर प्रतिभूति हित किया गया है और/या मूल आवेदन के क्रमांक 3ए पर उल्लिखित अन्य संपत्तियों और परिसंपत्तियों को बिना न्यायाधिकरण के पूर्व अनुमोदन के धिक्री, पट्टे या अन्य किसी तरीके, उसके व्यवसाय के सामान्य तरीके को छोड़कर, आप हस्तगत नहीं करेंगे;
 (v) प्रत्येक परिसंपत्तियों या व्यवसाय के सामान्य तरीके में अन्य परिसंपत्तियों और संपत्तियों की विक्री से प्राप्त किसी संपत्तियों का हिस्सा देने और ऐसी धिक्री हस्तगतियों को ऐसी परिसंपत्तियों पर प्रतिभूति हित रखने वाले बैंक या वित्तीय संस्थानों में अनुचित खाते में जमा करना होगा।
 आपके लिखित बयान दर्ज करने और इसकी एक प्रति आवेदक को देने तथा 07.11.2023 को समय सुबह 10:30 बजे पंजीयक के सम्म हॉज़िर होने का भी निदेश किया जाता है, अन्यथा आवेदन पर आपके गैर-हॉज़िरों में ही सुनवाई की जायेगी और निर्णय दिया जायेगा।

मेरे हस्ताक्षर और न्यायाधिकरण की मुहर के तहत दिनांक: 05.08.2023 को जारी

समन जारी करने के लिए प्राधिकृत अधिकारी का हस्ताक्षर
 ऋण वसूली न्यायाधिकरण चंडीगढ़ (डीआरटी 2)

PUBLIC NOTICE
 Property No. 102/71, Silver Oak Apts, Phase-1, DLF, Gurgaon - 120002, was registered in the name of Mr Ravinder Kumar Suri (RO above), s/o Late Sh. Panna Lal Suri, who expired on 01st January 2014, leaving behind no registered or unregistered WILL. Accordingly, the names of Mrs. Manju Suri (W/o Late Mr. Ravinder Kumar Suri & also R/O above) and Mr. Siddharth Suri (S/o Late Mr. Ravinder Kumar Suri & also R/O above) are being noted in DLF's record in respect of the above-captioned property. If anybody has any objection to this, he or she may approach Ms/ DLF Ltd or the undersigned within 21 days of the Publication of this notice.

Legal Heirs
Mrs. Manju Suri / Mr. Siddharth Suri
Mrs. Simeran Sethi

U. P. STATE SUGAR CORPORATION LTD.
 VIPIIN KHAND, GOMTI NAGAR, LUCKNOW-226010
 Ph. : 0522-2307826/28
 Email : upstatetugarcorporation@gmail.com, www.upsugarcorp.in

Ref. No. : PER/SSC/287 Date : 25.08.2023

INVITATION OF E-BIDS
 For selection of Outsourcing agency for work related to Cane Deptt. for computerization and operation of Cane weighment, cane marketing system for Pipraich (Gorakhpur) & Munderwa (Basti) units for the sugar season 2023-24 & 2024-25
 USSPCL invites e-bids for selection of Outsourcing agency for work related to Cane Deptt. for computerization and operation of Cane weighment, cane marketing system for Pipraich (Gorakhpur) & Munderwa (Basti) units. Bid Document containing details of scope of work, eligibility criteria, technical specifications other terms & conditions etc can be downloaded from website www.upsugarcorp.in Interested Bidders may submit their e-Bid on the website www.etenderup.nic.in as per conditions given in tender form upto 18.09.2023 till 5.00 pm. e-bids shall be opened on 20.09.2023 at 12.00 Noon. Managing Director, USSPCL reserves the right to reject any/all tenders without assigning any reason.

MANAGING DIRECTOR

फिनोवा कैपिटल प्राइवेट लिमिटेड
 702, संवेंध प्लानर, यूनिफ एस्प्यार, प्लाट नं. 13-14, कॉम्सो कॉलोनी, आमपाली मार्ग, वैशाली नगर, जयपुर - 302021

सिखारिहाइजेशन अधिनियम 2002 की धारा 13 (2) के अंतर्गत मांग सूचना पत्र

अधोहस्ताक्षरकर्ता फिनोवा कैपिटल प्रा. लिमिटेड को प्राधिकारी अधिकारी है। वित्तीय आसित्या का प्रतिभूतिकृत आदि प्रतियुक्ति हित का प्रवर्तन अधिनियम, 2002 की धारा 13 (2) के अंतर्गत प्राधिकृत अधिकारी ने ऋण खातों को गैर निष्पादनीय आसित्या (एन.पी.ए.) होने पर नीचे दी गई तालिका के अनुसार ऋणीय/ सह-ऋणीय/ गारण्टर/ बंधककर्ता (जिन्हें आंगे ऋणी/ ऋणीयों के नाम से सम्बोधित किया जायेगा) को 60 दिनों के नोटिस प्रेषित किये थे, नोटिस के अनुसार अब ऋणी 60 दिनों के भीतर सम्पूर्ण ऋण राशि जमा नहीं करवाते हैं तो प्राधिकृत अधिकारी प्रदत्त शक्तियों को प्रयोग में अधिनियम की धारा- 13 उपधारा- 4 व धारा- 14 के अंतर्गत कदम उठाने हेतु स्वतंत्र होगा। जिसमें अन्य बातों के साथ-साथ एवं प्रतिभूत आसित्या का कब्जा लेने की शक्ति तथा उक्त विकल्प करना सम्मिलित है। अतः आंगे ऋणीयों को सूचित किया जाता है कि निम्न सूची में दी गई सम्पूर्ण बकाया ऋण राशि बहिष्य के ब्याज, खर्चों एवं लागतों इत्यादि के साथ 60 दिवस के भीतर जम्मा करवा दें। इसके अतिरिक्त आप ऋणीयों को यह सूचित किया जाता है, कि उपरोक्त निर्दिष्ट सूचना की प्राप्ति के पश्चात धारा-13 (13) के अनुसार प्रतिभूत लेनदार को पूर्व लिखित सूचना के बिना अपनी प्रतिभूत आसित्या को विक्रय, पट्टे अथवा किसी भी माध्यम से अन्तर्गत नहीं करेंगे। ऋणीयों का ध्यान इस अंगे आकर्षित किया जाता है, कि उक्त अधिनियम की धारा-13 (8) के अनुसार ऋणी अपनी बंधक सम्पत्ति को उसके द्वारा उपगत सभी खर्चों प्रभारों और व्ययों के हित प्रतिभूत लेनदार द्वारा विक्रय या अन्तर्गत को लिये नीलामी सूचना के प्रकाशन से पूर्व किसी भी सम्य भूतगत कर्क मुक्त करा सकते हैं।

ऋणी/सह-ऋणी एवं गारण्टर का नाम एवं पता	13 (2) के अधीन मांग राशि एवं दिनांक	बंधक सम्पत्ति का विवरण
(ऋण खाता संख्या) FINDLALONS000005021925, सुनील कुमार पुत्र कान्ती प्रसाद (ऋणी), तुषार पुत्र सुनील कुमार (सहऋणी), गीता देवी पत्नी सुनील कुमार (सहऋणी), मंगन देवी पत्नी कान्ती प्रसाद (सहऋणी), गोविन्दा पुत्र मूलव चन्द (गारण्टर)	11-अगस्त-23 ₹ 2,210,885/- बाईस लाख दस हजार आठ सौ पिच्चासी रुपये मात्र	संपत्ति स्थित पकान नं. 3 का भाग, खंबट नं. 95/2 स्थित, खता नं. 205, खसरा नं. 800, मोहनला पाख्रदान ग्राम काली जिला गाजियाबाद, क्षेत्रफल 104 वर्गगज
(ऋण खाता संख्या) FIGBHLLONS000005030217, हसरत पुत्र अब्दुल सलाम (ऋणी), श्रीमती करीशा पत्नी अब्दुल सलाम (सहऋणी), कादिर पुत्र लिय्याक (गारण्टर)	11-अगस्त-23 ₹ 20,29,294/- चौंस लाख उनीस हजार दो सौ चौरानव रूपय मात्र	संपत्ति स्थित खसरा नं. 881, भूमि खाना नं. 602 ग्राम बाडोदा शिवाजी स्थित, तहसील धौलाना जिला हावर्, उत्तरप्रदेश क्षेत्रफल 374.5 वर्ग मीटर

दिनांक: 26-08-2023
स्थान: दिल्ली

प्राधिकृत अधिकारी
फिनोवा कैपिटल प्राइवेट लिमिटेड

BASANT FINANCE GOLD LOAN
 पंजीकृत कार्यालय: 912, इंद्र प्रकाश विल्डिन्ग, 21- वादावह नग, इंदर दिल्ली 110001
 वेबसाइट: https://www.basantfinance.com,
 ईमेल: basant.india@gmail.com

बसंत इंडिया लिमिटेड
 सी.एल.195909D1985PLC021396

सोने की नीलामी सार्वजनिक सूचना

यहां सूचीबद्ध अधकतर्ताओं, उनके कानूनी उत्तराधिकारियों, समन्वैधितियों और आम जनता को एतद्वारा सूचित किया जाता है कि यहां नीचे सूचीबद्ध अधकतर्ता मंजूरी की शर्तों के अनुसार उनके द्वारा लिए गए ब्याज और/या मूल ऋण राशि को चुकाने में विफल रहे हैं। वसूली की उचित प्रक्रिया का पालन करने के बाद कंपनी ने भारतीय टिचर बैंक के दिशानिर्देशों के अनुसार इन ऋणों में गिदवी रहे गए सोने के गदनों की नीलामी करने का निर्णय लिया है।

नीलाम किए जाने वाले स्वर्ण ऋण खातों का विवरण नीचे सूचीबद्ध है:

क्र. सं.	धावा	अधकतर्ता का नाम	स्वर्ण ऋण खाता संख्या	मर्ग/गदनों की कुल संख्या	कुल सकल वजन (ग्राम)
1	BHAJANPURA	ABHISHEK SONI	GL/B101/000961R	1	2.60
2	BHAJANPURA	ABHISHEK SONI	GL/B101/001003R	1	3.25
3	BHAJANPURA	AKSHAYA	GL/B101/001411	1	1.10
4	BHAJANPURA	ANKUSH RAWAT	GL/B101/001246	2	1.65
5	BHAJANPURA	ARIF IMAM	GL/B101/001735	1	2.65
6	BHAJANPURA	ASIF	GL/B101/001972	1	2.55
7	BHAJANPURA	BHAWANA	GL/B101/001688	2	3.45
8	BHAJANPURA	BOBY	GL/B101/001201	3	5.30
9	BHAJANPURA	BOBY	GL/B101/001924	3	10.50
10	BHAJANPURA	CHAMAN KHAN	GL/B101/001566	1	5.30
11	BHAJANPURA	GAGAN SHSIDOIA	GL/B101/002068	2	2.15
12	BHAJANPURA	HARINDER	GL/B101/000631R	1	13.30
13	BHAJANPURA	MOHAMMAD AKRAM ANSARI	GL/B101/000511RR	8	6.55
14	BHAJANPURA	MOHD SHOAB	GL/B101/001662	1	4.40
15	BHAJANPURA	MUZAHD KHAN	GL/B101/000894	4	9.55
16	BHAJANPURA	MUZAHD KHAN	GL/B101/001001	1	4.80
17	BHAJANPURA	MUZAHD KHAN	GL/B101/001023	1	9.15
18	BHAJANPURA	MUZAHD KHAN	GL/B101/001937	1	2.50
19	BHAJANPURA	PANKAJ TOMAR	GL/B101/001778	1	2.65
20	BHAJANPURA	SANDEEP SINGH	GL/B101/001585	2	3.50
21	BHAJANPURA	SHAILENDRA KUMAR SINGH	GL/B101/001619	1	1.40
22	BHAJANPURA	SUMITRA	GL/B101/001810	2	3.80
23	BHAJANPURA	VIKASH	GL/B101/001925	5	8.05
24	BHAJANPURA	VIVEKA	GL/B101/001302	12	42.80
25	RANIBAGH	HIMANSHU MISHRA	GL/B102/000987	1	10.20
26	RANIBAGH	RESHMA SETHI	GL/B102/001303	1	4.25
27	RANIBAGH	SHIVANI MISHRA	GL/B102/000562	1	6.70
28	DOORSTEP VERTICAL	VIKRAM KATARIA	GL/DS01/000907	12	252.82
29	DOORSTEP VERTICAL	VIKRAM KATARIA	GL/DS01/000008	13	96.58
GRAND TOTAL				86	526.50

इच्छुक बोलीदाता सोने के आभूषणों का निरीक्षण 14 सितंबर 2023 (गुजवार) को सुबह 11:00 बजे से दोपहर 1:00 बजे के बीच निम्नलिखित पते पर कर सकते हैं: बसंत फाइनेंस गोल्ड लोन, सी-15/7, पहली मंजिल, गली नंबर 17, सवदे के पास, मुख्य वनीदावा रोड, भजनपुरा, दिल्ली-110053।

सोने के गदनों की नीलामी 14 सितंबर 2023 (गुजवार) को दोपहर 2:00 बजे उपरोक्त पते पर आयोजित की जाएगी।

कृपया ध्यान दें:

- ऊपर सूचीबद्ध अधकतर्ताओं को यह भी सूचित किया जाता है कि वे कंपनी को अपनी पूरी बकाया राशि नीलामी की ऊपर अधिसूचित तिथि से। दिन पहले तक चुका सकते हैं और अपनी प्रतिभूति प्राप्त कर सकते हैं।
- बोलीदाताओं को निरीक्षण और नीलामी की तारीख 14 सितंबर 2023 को समझौते/हदमत, केवाईडी दस्तावेज, रड किंग गेज चेक और जीएनडीआरएन के साथ डीडी, ऑनलाइन या नकद के माध्यम से 50000 रूपये (केवल पचास हजार रूपये) की वधाना राशि जमा करनी होगी।
- बोलीदाते बैंड लिफाफे में डीसी की जाएगी।
- नीलामी के मामले में किसी भी विवाद की स्थिति में बसंत इंडिया लिमिटेड के एमडी का निर्णय अंतिम और सभी संबंधितों को स्वीकार्य होगा।
- खातों की स्थिति में परिवर्तन के कारण उपरोक्त सूची में परिवर्तन हो सकता है।

दिनांक: 28.08.2023
 स्थान: दिल्ली
 ईमेल: basant.india@gmail.com

हस्ता/अधिकृत हस्ताक्षरकर्ता
 कृते बसंत इंडिया लिमिटेड

जीनस पावर इन्फ्रास्ट्रक्चर्स लिमिटेड Genus
(पंजीकृत कार्यालय: सी-123, सेक्टर-69, पोस्ट-201307 (उत्तर प्रदेश))
 (फोन: +91-120-2581999; ई-मेल: cs@genus.in, वेबसाइट: www.genuspowers.com; CIN: L51909UP1992PLC051997)

31 वीं वार्षिक साधारण सभा, रिक्तार्थ तिथि तथा ई-वोटिंग की सूचना

एतद्वारा सूचित किया जाता है कि जीनस पावर इन्फ्रास्ट्रक्चर्स लिमिटेड की 31 वीं वार्षिक साधारण सभा ("एजीएम") गुजवार, 28 सितंबर 2023 को प्रातः 11:00 बजे (भारतीय समयानुसार) वीडियो कॉन्फ्रेंसिंग ("वीसी") अथवा अन्य ऑनलाइन विडियो अथवा माध्यमों ("ओएएम") को सूचित के माध्यम से, कंपनी अधिनियम, 2013 तथा उसके निर्मित नियमों तथा सौ (सूचीबद्ध दस्तावेज तथा प्रकटीकरण आवश्यकताएँ) विनियम, 2015 के साथ वोटिंग कार्य प्रक्रिया एवं सूची द्वारा जारी उद्युक्त सवर्कल ("उद्युक्त सवर्कल") के अनुसार तथा/वाले बोल प्रवचन को अनुपालन में, एजीएम के नोटिस में दी गई कार्यवाही को पूरा करने हेतु निर्धारित की गई है।

उपयुक्त सवर्कल के अनुसार, एजीएम का नोटिस एवं वित्तीय वर्ष 2022-23 की वार्षिक रिपोर्ट, इमेल द्वारा उन सदस्यों को भेजी जायेगी, जिनके इमेल पते कंपनी/रजिस्ट्रार और ट्रांसफर एजेंट ("आरटीए")

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BASILIC FLY STUDIO LIMITED



Corporate Identity Number: U92100TN2016PLC103861

Our Company was incorporated as a private limited company under the name of "Basilic Fly Studio Private Limited" under the Companies Act, 2013 vide certificate of incorporation dated January 28, 2016, issued by the Registrar of Companies, Chennai, bearing Corporate Identification Number (CIN) U92100TN2016PTC103861. Subsequently, our Company was converted into a Public Limited Company pursuant to the special resolution passed by the Shareholders of our Company on December 29, 2022. Consequent upon conversion of our Company into public limited, the name of company was changed from "Basilic Fly Studio Private Limited" to "Basilic Fly Studio Limited" and a fresh Certificate of Incorporation dated May 19, 2023, was issued by the Registrar of Companies, Chennai. The CIN of the Company changed to U92100TN2016PLC103861. For further Details of Incorporation and Change in Registered Office of our Company, please refer to section titled 'Our History and Certain Other Corporate Matters' beginning on page 114 of this Red Herring Prospectus.

Registered Office: Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India Contact Person: Mr. Nikhil Midha, Company Secretary & Compliance Officer;

Telephone: + 91 94164 22201; E-mail: cs@basilicfly.com; Website: www.basilicflystudio.com;

OUR PROMOTERS: MR. BALAKRISHNAN AND MS. YOGALAKSHMI S

THE ISSUE

INITIAL PUBLIC OFFER OF UP TO 68,40,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF BASILIC FLY STUDIO LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [*] PER EQUITY (THE "OFFER PRICE") AGGREGATING TO ₹ [*] LAKH ("THE OFFER") COMPRISING OF A FRESH OFFER OF UP TO 62,40,000 EQUITY SHARES AGGREGATING TO ₹ [*] LAKH (THE "FRESH OFFER") AND AN OFFER FOR SALE OF 6,00,000 EQUITY SHARES BY THE SELLING SHAREHOLDERS ("OFFER FOR SALE") AGGREGATING TO ₹ [*] LAKH OF WHICH UP TO 10,26,000 EQUITY SHARES AGGREGATING TO ₹ [*] LAKH WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. NET OFFER OF UP TO 58,14,000 EQUITY SHARES AGGREGATING TO ₹ [*] LAKH (THE "NET OFFER"). THE OFFER AND THE NET OFFER WILL CONSTITUTE 29.43% AND 25.02 % RESPECTIVELY OF THE POST OFFER PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

- QIB PORTION: NOT MORE THAN 50.00% OF THE NET ISSUE
- RETAIL PORTION: NOT LESS THAN 35.00% OF THE NET ISSUE
- NON-INSTITUTIONAL PORTION: NOT LESS THAN 15.00% OF THE NET ISSUE
- MARKET MAKER PORTION: UP TO 10,26,000 EQUITY SHARES OR 15% OF THE ISSUE

PRICE BAND: RS. 92 TO RS. 97 PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH.

THE FLOOR PRICE IS 9.7 TIMES OF THE FACE VALUE AND

THE CAP PRICE IS 9.2 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

BIDS CAN BE MADE FOR A MINIMUM OF 1,200 EQUITY SHARES AND IN MULTIPLES OF 1,200 EQUITY SHARES THEREAFTER.

Risks to Investors:

- Our Company operates in the constantly evolving VFX market, which is subject to rapidly changing clients' behaviour and tastes, and depends on audience acceptance of content for which the Company provides VFX services and the long-term popularity of the brands.
- The Merchant Banker associated with the Issue has handled 15 public issues in the past two years out of which no issues closed below the Issue Price on Listing date
- Average cost of acquisition of Equity Shares held by the Promoter Mr. Balakrishnan and Ms. Yogalakshmi S is Rs. 0.60 and Nil respectively per Equity Share and the Issue Price at the upper end of the Price Band is Rs. 97 per Equity Share.
- The Price/ Earnings ratio based on Diluted EPS for year ended March 2023 for the company at the upper end of the Price Band is 5.94%
- Weighted Average Return on Net worth for Fiscals 2023, 2022 and, 2021 is 53.30%

BASIS FOR ISSUE PRICE

The Issue Price will be determined by our Company in consultation with the Book Running Lead Manager on the basis of the assessment of market demand for the Equity Shares through the Book Building Process and on the basis of quantitative and Equity Qualitative factors as described below. The face value of the Equity Shares is Rs. 10 each and the Issue Price is 9.5 times the face value at the lower end of the Price Band and 10 times the face value at the higher end of the Price Band. Investors should also refer to "Our Business", "Risk Factors", "Financial Information of the Company" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" beginning on pages 98, 22, 145 and 146, respectively of the Red Herring Prospectus, to have an informed view before making an investment decision.

QUALITATIVE FACTORS

Some of the qualitative factors which form the basis for computing the Issue Price are:

- New Age Business
- Cordial relations with our customers;
- National and International Cliental Portfolio;
- Leveraging the experience of our Promoters; and
- Young, dynamic and motivated creative team

For further details, please refer chapters titled "Risk Factors" and "Our Business" beginning on Page Nos. 22 and 98, respectively.

QUANTITATIVE FACTORS

The information presented below relating to our Company has been derived from the Restated Financial Statements of our Company. For further details, see "Financial Information of the Company" beginning on page 145 of the Red Herring Prospectus.

Some of the quantitative factors which may form the basis for calculating the Issue Price are as follows:

1. Basic & Diluted Earnings per share (EPS) (Face value of ₹ 10 each):

As per the Restated Consolidated Financial Statements:

Sr. No.	Period	Basic EPS (₹)	Diluted EPS (₹)	Weights
1	Financial Year 2020-2021 (Standalone)	3.36	3.36	1
2	Financial Year 2021-2022 (Consolidated)	9.01	9.01	2
3	Financial Year 2022-2023 (Consolidated)	16.32	16.32	3
4	Weighted Average	11.72	11.72	

Note:

1. The ratios have been computed as below:

Basic Earnings per Share (₹) = Net profit/ (loss) as restated, attributable to Equity Shareholders/

Weighted average number of Equity Shares outstanding during the year/period

Diluted Earnings per Share (₹) = Net profit/ (loss) as restated, attributable to Equity Shareholders/

Weighted average number of Diluted Equity Shares outstanding during the year/period

2. Price Earning (P/E) Ratio in relation to the Price Band of ₹ 92 to ₹ 97 per Equity Share of Face Value of ₹ 10/- each fully paid up:

Particulars	(P/E) Ratio at the Floor Price	(P/E) Ratio at the Cap Price
P/E ratio based on Basic and Diluted EPS as at March 31, 2023	27.38	28.87
P/E ratio based on Basic and Diluted EPS as at March 31, 2022	10.21	10.77
P/E ratio based on Basic and Diluted EPS as at March 31, 2021	5.64	5.94
P/E ratio based on Weighted Average EPS	7.85	8.28

3. Industry Peer Group P/E ratio

Particulars	Industry P/E
Highest	9.59
Lowest	9.29
Average	9.44

4. Average Return on Return on Net worth (RoNW)*

Sr. No.	Period	RoNW (%)	Weights
1	FY 2020-21 (Standalone)	11.31	1
2	FY 2021-22 (Consolidated)	22.86	2
3	FY 2022-23 (Consolidated)	87.59	3
4	Weighted Average	53.30	

Note: Note: Return on Net worth has been calculated as per the following formula:

$$RONW = \frac{\text{Net profit/loss after tax, as restated/}}{\text{Net worth excluding revaluation reserve}}$$

Networth is computed as the sum of the aggregate of paid up equity share capital, all reserves created out of the profits, securities premium account received in respect of equity shares and debit or credit balance of profit and loss account. It may be noted that equity component of financial instruments is excluded while calculating Networth of the Company.

5. Net Asset Value (NAV) per Equity Share:

Sr. No.	Particulars	NAV per Share (₹)
1	As on March 31, 2021	29.75
2	As on March 31, 2022	39.42
3	As on March 31, 2023	18.63
4	Net Asset Value per Equity Share after the Issue	[*]
5	Issue price per equity shares	[*]

Note:

a) Net Asset Value has been calculated as per the following formula:

$$b) NAV = \frac{\text{Net worth excluding preference share capital and revaluation reserve/}}{\text{Outstanding number of Equity shares at the end of the year/period}}$$

c) Networth is computed as the sum of the aggregate of paid up equity share capital, all reserves created out of the profits, securities premium account received in respect of equity shares and debit or credit balance of profit and loss account. It may be noted that equity component of financial instruments is excluded while calculating Networth of the Company.

6. Comparison of Accounting Ratios with Industry Peers:

The following peer group has been determined on the basis of companies listed on Indian stock exchanges, whose business profile is comparable to our businesses:

Name of the Company	CMP*	EPS (₹)	Face Value (₹)	P/E Ratio*	RoNW (%)	NAV Per Share	Total Income (₹ in Lakhs)
Peer Group							
Prime Focus Limited	90.55	8.50	1.00	9.29	584.87	5.24	464424.85
Phantom Digital Effects Limited	561.20	15.97	10.00	9.59	36.63	37.98	5873.86
Our Company**	[*]	16.32	10.00	[*]	87.59	18.63	7051.13

*Source: All the financial information for listed industry peers mentioned above is on consolidated basis, sourced from the filings made with stock exchanges, available on www.bseindia.com as at March 31, 2023. The current market price and related figures are as on August 25th, 2023.

7. Key Performance Indicators:

(Rs. In Lakhs except percentages and ratios)

Particulars	As of and for the year/period ended		
	Fiscal 2023	Fiscal 2022	Fiscal 2021
Revenue from Operations(1)	7,866.74	2,515.84	1,727.07
EBITDA(2)	3846.47	156.92	111.39
EBITDA Margin(3)	48.72%	6.21%	6.44%
Profit After Tax (PAT)	2,774.02	90.10	33.65
PAT Margin(4)	35.14%	3.56%	1.94%
Net Worth(5)	3,166.98	394.16	297.94
ROE(6)	155.63%	23.54%	11.99%
ROCE(7)	104.73%	15.78%	1.34%

*Not Annualized

Notes:

(1) Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements.

(2) EBITDA is calculated as Profit before tax + Depreciation + Interest Cost - Other Income

(3) EBITDA Margin is calculated as EBITDA divided by Revenue from Operations

(4) PAT Margin is calculated as PAT for the period/year divided by revenue from operations.

(5) Net worth means the aggregate value of the paid-up share capital and reserves and surplus of the company.

(6) Return on Equity is ratio of Profit after Tax and Shareholder Equity

(7) Return on Capital Employed is calculated as EBIT divided by capital employed, which is defined as shareholders' equity plus total borrowings {current & non-current}.

8. Comparison of the Key Performance indicators with our listed peers:

Particulars	Basilic Fly Studio Limited			Prime Focus Limited			Phantom Digital Effects Limited		
	Fiscal 2023	Fiscal 2022	Fiscal 2021	Fiscal 2023	Fiscal 2022	Fiscal 2021	Fiscal 2023	Fiscal 2022	Fiscal 2021
Revenue from Operations(1)	7,866.74	2,515.84	1,727.07	462,810.71	336,915.31	253,000.10	5,789.43	2,233.27	676.44
Growth in Revenue from Operations	212.69%	45.67%	(6.78%)	37.37%	33.17%	(12.39%)	159.24%	230.15%	(47.74%)
EBITDA(2)	3846.47	156.92	111.39	115374.29	70812.3	63461.82	2370.88	771.88	92.02
EBITDA Margin(3)	48.72%	6.21%	6.44%	23.43%	20.36%	24.31%	40.36%	34.51%	12.86%
Profit After Tax (PAT)	2,774.02	90.10	33.65	19,449.09	(17,389.30)	(5,614.48)	1619.56	490.33	7.51
PAT Margin(4)	35.14%	3.56%	1.94%	3.95%	(5.00%)	(2.15%)	27.57%	21.92%	1.05%
Net Worth(5)	3,166.98	394.16	297.94	15,706.54	19,172.32	34,648.02	4420.92	525.65	35.32

Source: Annual Reports of the respective companies and Financial Results

Notes:

(1) Revenue from Operations means the Revenue from Operations as appearing Annual Reports of the respected period

(2) Growth in Revenue from Operations (%) is calculated as Revenue from Operations of the relevant period minus Revenue from Operations of the preceding period divided by Revenue from Operations of the preceding period.

(3) EBITDA is calculated as Profit before tax + Depreciation + Interest

(4) EBITDA Margin is calculated as EBITDA divided by Revenue from Operations

(5) PAT Margin is calculated as PAT for the period/year divided by revenue from operations.

(6) Net worth means the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium

9. Past Transfer(s)/ Allotment(s)

There have been no secondary sales/ acquisitions of Equity Shares or any convertible securities equivalent to or exceeding 5% of the fully diluted paid up share capital of the Company (calculated on the date of completion of the sales), whether in a single transaction or a group of transactions during the 18 months preceding the date of the Draft Red Herring Prospectus or the Red Herring Prospectus. The Company has not undertaken any primary/ new issuance of Equity Shares or any convertible securities, whether in a single transaction or a group of transactions during the 18 months preceding the date of the Draft Red Herring Prospectus or the Red Herring Prospectus.

10. The Issue price is [*] times of the face value of the Equity Shares.

The Issue Price of ₹ [*] has been determined by our Company in consultation with the BRLM, on the basis of demand from investors for Equity Shares through the Book Building Process and, is justified in view of the above qualitative and quantitative parameters. Investors should read the above-mentioned information along with "Risk Factors", "Our Business", and "Financial Statements" on pages 22, 98 and 145, respectively of the Red Herring Prospectus, to have a more informed view. The trading price of the Equity Shares could decline due to the factors mentioned in the "Risk Factors" and you may lose all or part of your investments.

For further details, please see the chapter titled "Basis for Offer Price" beginning on page 84 of the RHP.

BID/ ISSUE PROGRAM

ANCHOR INVESTOR BIDDING DATE⁽¹⁾: THURSDAY 31, 2023

BID/ ISSUE OPENS ON FRIDAY, SEPTEMBER 01, 2023

BID/ ISSUE CLOSES ON: TUESDAY, SEPTEMBER 05, 2023

⁽¹⁾Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid / Issue Opening Date in accordance with the SEBI/ICDR Regulations.

Continued on next page...

Put checks in place to curb overconfidence



TRUTH BE TOLD
HARSH ROONGTA

It's Saturday evening and I am scrambling to finish this article before bedtime. I was confident I would finish it during working hours, but some last-minute calls and eleven-hour research ensured that this task got prolonged. This happens to me every time I have an important deadline. Despite repeated failures on this count, I somehow continue to remain confident about beating the deadline comfortably each time.

Humans, in general, are overconfident, excessively optimistic, and regard themselves as superior to others. Why do I say this? Ask anyone with a driving licence to rate their driving abilities, and most people will tell you they are above average. Something similar is observed when you ask people to assess their intelligence, attractiveness, or level of kindness.

Be aware of the overconfidence bias and implement checks in crucial areas like personal finances, say, by seeking expert advice or advice from a trusted source

This trait of overconfidence in humans is favoured by evolution. In his book, *The Folly of Fools*, the eminent but controversial evolutionary scientist Robert Trivers provides an intriguing explanation for this trait. Deceiving potential mates offered an initial evolutionary advantage to those who excelled at it. In turn, those who were better at detecting deception had an advantage, triggering an evolutionary arms race between deception and detection. Next, self-deception evolved to mask deception better: hiding the truth from oneself to hide it more deeply from others.

Once overconfidence (or self-deception) becomes a favoured trait, it extends to all aspects of life. Fortunately, the overconfidence trait does not extend to life-threatening situations. None of our ancestors were overconfident about facing a sabre-toothed tiger with their bare hands. The world we inhabit is very different

from the one our ancestors lived in. In their world, a single individual's actions could not impact the entire globe. But in today's world, it boggles one's imagination to think of the damage that can be caused by overconfidence in people responsible for nuclear safety, air safety, international relations, war, and markets.

Overconfidence can be dangerous even among people who can't cause global damage. It can be dangerous for their families and for them. Individuals who trade in derivatives on the Indian stock markets are a good example. A study by the Securities and Exchange Board of India (Sebi) shows that more than 90 per cent of individuals dealing in derivatives incur losses. Nonetheless, many individuals persist in their overconfidence that they will be among the 10 per cent of minority investors who make money.

Similarly, many professionals neglect their retirement finances, secure in the belief that they will manage somehow in the future.

Is there something that can be done to mitigate the harmful impact of this trait?

Awareness of this bias is the first step. Institutional checks and balances are created to ensure that a powerful leader's overconfidence does not end up harming the entire organisation. Good leaders are aware of this bias and seek feedback and advice before making important decisions.

Similarly, individuals need to be aware of this bias and should apply checks and balances on themselves in crucial matters.

While managing their finances, for instance, individuals can make it a rule to seek advice from an expert or feedback from a trusted colleague or friend.

They should also diversify their investments, create a financial plan, or develop a long-term rule-based strategy to manage financial matters.

As for me, I have given up my overconfidence regarding article deadlines and reconciled myself to sending them just as the hard deadline nears. I would love to receive feedback on how overconfidence has affected your life.

The writer heads Fee-Only Investment Advisors LLP, a Sebi-registered investment advisor; Twitter: @harshroongta

Can children from invalid marriages inherit ancestral property?

While a Supreme Court judgment is awaited, emerging consensus indicates they have rights over parents' share in such property

BINDISHA SARANG

The Supreme Court of India on August 18 reserved its judgement on the inheritance rights of children born out of void, invalid, or voidable Hindu marriages. The case revolves around an amended provision, Section 16(3), in the Hindu Marriage Act, which deals with these children's rights to inherit property from their parents. The central issue in this case is whether these children are entitled to a share in the ancestral property or whether their rights are limited to their parents' self-acquired property.

Who is an illegitimate child?

Under Hindu law, a child is termed illegitimate when born of a void, annulled or voidable marriage; illicit relationship; or a marriage not valid for want of proper ceremonies. Says Siddharth Joshi, senior associate, SKV Law Offices: "Illegitimate children are those not born in lawful wedlock."

The background

In 2011, a Division Bench of the Supreme Court had argued in favour of the inheritance rights of children born out of invalid marriages. It had ruled that such children could inherit property belonging to their parents, whether it was self-acquired or ancestral. It had said: "A child born in such a relationship is innocent and is entitled to all the rights given to other children born in valid marriages. This is the crux of the amendment in Section 16 (3)."

Section 16 (3) states that while the children attain legitimacy irrespective of the nature of the marriage they are born in, their rights are limited to the property that belongs to, or is owned by, the parents. Says Ekta Rai, advocate, Delhi High Court: "The Act does not specify whether the property must be created by the parents. This raises the question: If the ancestral property devolves upon the parents and is legally owned by them, will it not also be owned by the child once the

MARRIAGE AND SUCCESSION LINGO DECODED



- A valid marriage is legally recognised and fulfils the conditions required by Section 5 of the Hindu Marriage Act, 1955; an invalid marriage doesn't meet those criteria
- A void marriage is unlawful from the start, like a union between close relatives
- A voidable marriage is legal but can be annulled through a

- decree if challenged (say, because one party was forced)
- Inherited property is one that has descended from a parent to a child (male or female)
- Property inherited from four or more generations of male ancestors, which is unpartitioned and unsold is ancestral property; once divided, it becomes inherited property

parents are deceased?"

The case was escalated to a larger three-judge Bench. While hearing the case on August 18, Chief Justice D Y Chandrachud, who is heading the Bench, seemed to agree with the Division Bench's findings. Says Rai: "Now the Supreme Court has also ratified this, and rightly so, as it is in tandem with the basic essence of the law, which is to protect children's interests."

The chief justice, however, raised a point: When exactly does an ancestral property become the property of a parent of such a child for the purpose of inheritance under Section 16(3)? Wasim Beg, partner, Luthra and Luthra Law Offices, says that we are waiting for the Supreme Court to clear the air on this point.

Recent judgments in India have asserted that children from invalid marriages are entitled to rights over their parents' self-acquired as well as

ancestral property. Says Aviral Kapoor, partner, Alagh & Kapoor Law Offices: "However, they may not inherit from extended relatives."

He suggests that to assert their rights, such children should maintain records of family property, consult elders for ancestral property history, and seek legal counsel to clarify what they are entitled to.

Maintenance of illegitimate children

Parents who are party to void and voidable marriages have a legal responsibility to take care of their children, just as parents in legally recognised marriages do. Section 20 of the Hindu Adoption and Maintenance Act, 1956, addresses this obligation.

Says Soayib Qureshi, partner, PSL Advocates & Solicitors: "To claim maintenance, a child is not required to reside with a parent if there is a valid reason for living separately. Even

if the child lives with the mother, who maintains a separate household, while the father has remarried and established a separate household with his second partner, the child remains entitled to parental maintenance."

The amount of maintenance payable to an illegitimate child is to be determined by the court on a case-by-case basis.

The court may also order that the father or mother of an illegitimate child pay for the child's education, medical care, and other expenses. Says Abhinav Sharma, managing partner, ASL Partners: "If the father or mother of an illegitimate child fails to pay maintenance, the court may imprison them for a term of up to six months."

In case of minorities

Under Muslim law, illegitimate children are not entitled to inherit property from their parents. Muslim law only recognises children born of a valid marriage as legitimate heirs.

An irregular marriage is one that lacks some formality, like a marriage contracted without the requisite number of witnesses, etc. Says Beg: "Such marriages become lawful once the irregularity is removed and the status of children born out of such marriages is legal."

He adds that children born out of a void marriage have no rights to inherit, while those born from voidable marriages would be entitled to their share in the property.

Qureshi adds that the apex court has in the past, however, held that the Guardians and Wards Act, 1890, can prevail over personal law in keeping the interest of the minor child as the paramount consideration.

Christians come under the Indian Succession Act, 1926. Says Beg: "The rule under the law of succession is that the term children refers to legitimate children. It does not include illegitimate children, and therefore, such children will not have the right to inheritance."

However, a clamour is on to frame a religion-neutral law that enables illegitimate children to inherit their parents' properties.

Continued from previous page...

In case of any revisions in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our 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 Exchange, by issuing a press release, and also by indicating the change on the website of the Book Running Lead Managers and the terminals of the other members of the Syndicate and Sub-Syndicate and by intimation to SCSBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI ICDR Regulations, as amended, wherein not more than 50 % of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Manager, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third 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-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Issue 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. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RBIs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Offer Procedure" beginning on page 195 of this Red Herring Prospectus.

Bidders/ Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/ Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/ Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Corporate Structure" on page 119 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 266 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The Liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs. 25,00,00,000/- (Rupees Twenty Five Crores only) divided into 2,50,00,000 (Two Crore Fifty Lakh) Equity Shares of Rs. 10/- (Rupees Ten only) each. For details of the Capital Structure, see "Capital Structure" on the page 53 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company: Balakrishnan - 37,500 Equity Shares and D. Pinto Sasikumar - 12,500 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 119 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 53 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE EMERGE (SME Platform of NSE). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter dated August 23, 2023. For the purpose of the Issue, the Designated Stock Exchange shall be NSE Limited (NSE). A signed copy of the Red Herring Prospectus has been delivered for registration to the ROC on August 24, 2023 and Prospectus shall be delivered for filing to the RoC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 266 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire SEBI Disclaimer Clause beginning on page 172 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE ("SME Platform of NSE") should not in any way be deemed or construed that the contents of the Prospectus or the price at which the equity shares are offered has been cleared, solicited or approved by NSE, nor does it certify the correctness, accuracy or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Prospectus for the full text of the Disclaimer clause pertaining to NSE.

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 22 of the Red Herring Prospectus.

ASBA*	Simple, Safe, Smart way of Application- Make use of it !!!	*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below. Mandatory in Public Issues from January 01, 2016. No Cheque will be accepted
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UPI	UPI-Now available in ASBA for Retail Individual Investors (RII)** Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI - Now available in ASBA for RBIs applying through Registered Brokers, DPs & RTAs. RBIs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account.
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Investors have to apply through the ASBA process. "ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Offer Procedure" beginning on page 195 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI"), the Stock Exchanges and in the General Information Document.

*ASBA forms can be downloaded from the website of NSE ("NSE Emerge")

**List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. AXIS Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll free number- 18001201740 and Mail Id- ipo.upi@npci.org.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. For issue related grievance investors may contact: GYR Capital Advisors Private Limited - Mr. Mohit Baid (+91 87775 64648) (Email Id: info@gyrcapitaladvisors.com)

BOOK RUNNING LEAD MANAGER TO THE ISSUE GYR Capital Advisors QUALITY TRUST GROWTH www.gyrcapitaladvisors.com GYR CAPITAL ADVISORS PRIVATE LIMITED (Formerly known as Alpha Numero Services Private Limited) 428, Gala Empire, Near JB Tower, Drive in Road, Thalteji, Ahmedabad -380 054, Gujarat, India. Telephone: +91 87775 64648 Fax: N.A. E-mail: info@gyrcapitaladvisors.com Website: www.gyrcapitaladvisors.com Investor grievance: investors@gyrcapitaladvisors.com Contact Person: Mohit Baid SEBI Registration Number: INM000012810	REGISTRAR TO THE ISSUE PURVA SHAREGISTRY (INDIA) PRIVATE LIMITED Address: 9 Shiv Shakti Industrial Estate, J.R Boricha Marg, Lower Parel (East), Mumbai- 400011, Maharashtra Tel: +91-022-4961-4132, 022-3199-8810 Email: support@purvashare.com Website: https://www.purvashare.com/ Investor Grievance Email: support@purvashare.com Contact Person: Ms. Deepali Dhuri SEBI Registration Number: INRO00001112	COMPANY SECRETARY AND COMPLIANCE OFFICER BASILIC FLY Mr. Nikhil Midha BASILIC FLY STUDIO LIMITED Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India Telephone No.: + 91 94164 22201 Website: www.basilicflystudio.com Email: cs@basilicfly.com CIN: U24224GJ2002PLC041119 Investors can contact the Company Secretary and Compliance Officer or the BRLM or the Registrar to the Issue in case of any pre-issue or post-issue related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc.
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AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in, website of the Company at www.basilicflystudio.com, the website of the BRLM to the Issue at www.gyrcapitaladvisors.com, the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm, respectively.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company; Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India. Telephone: + 91 94164 22201; BRLM: GYR Capital Advisors Private Limited, Telephone: + 91 87775 64648 and the Syndicate Member: **Girraj Stock Broking Private Limited**, Telephone: 91-22-67341600. Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application Forms will also be available on the website of NSE EMERGE and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

ESCRROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: HDFC BANK Limited.

UPI: Retail Individual Bidders can also Bid through UPI Mechanism.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus.

Place: Chennai
Date: August 26, 2023

Disclaimer: Basilic Fly Studio Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed the RHP with the Registrar of Companies, Chennai on August 24, 2023 and thereafter with SEBI and the Stock Exchange. The RHP is available on the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm and is available on the websites of the BRLM at www.gyrcapitaladvisors.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the RHP including the section titled "Risk Factors" beginning on page 22 of the Red Herring Prospectus.
The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended or any state securities laws in the United States, and unless so registered, and may not be issued 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, 1933 and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act, 1933 and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

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கடலூரில் சுற்றுசூழலை பாதுகாக்க வேண்டும் குடியிருப்போர் சங்க கூட்டமைப்பு தீர்மானம்

கடலூர், ஆக.28- கடலூரில் நிலத்தடி நீர், சுற்றுச்சூழலை பாதுகாக்க வேண்டும் என்று அனைத்து குடியிருப்போர் நல சங்கங்களின் கூட்டமைப்பு தீர்மானம் நிறைவேற்றி உள்ளது.

கடலூரில் அனைத்து குடியிருப்போர் சங்கங்களின் கூட்டமைப்பின் 6-வது மாநாடு மற்றும் சாதனையாளர்களுக்கு பாராட்டு விழா கடலூர் நகர அரங்கில் நடைபெற்றது. மாநாட்டில் வரவேற்பு குழு தலைவர் வழங்குகிறார் எம். சிவமணி, தலைவர் பாஜு பச்சையப்பன் தலைமை தாங்குகிறார்கள்.

பொதுச் செயலாளர் பி.வெங்கடேசன் வரவேற்புரை ஆற்றினார். சிறப்பு தலைவர் மு. மருதவானன், சாதனையாளர்களை அறிமுகம் செய்து வைத்தார். இணைப்போது செயலாளர் எஸ். கே. தேவநாதன் கல்வி உதவி பெறும் மாணவர்களை அறிமுகம் செய்து வைத்தார்.

மாநகர மேயர் சுந்தர் ராஜா, துணை மேயர் தாமரைச்செல்வன் அகில இந்திய ஜனநாயக மாநகர் சங்கத் தலைவர் எஸ். வாசன்டினா, மார்க்சிஸ்ட் கம்யூனிஸ்ட் கட்சியின் மாவட்டச் செயலாளர் கோ.மாதவன், மாநிலக் குழு உறுப்பினர் எஸ்.ஜி.ரமேஷ்பாபு, மாநகர செயலாளர் ஆர்.அமர்நாத், சிதம்பரம் நகர மன்ற துணைத் தலைவர் முத்து, கே.பசுவலிங்கம் ஆகியோர் சிறப்புரை ஆற்றினார்கள்.

இந்த மாநாட்டில் ஸ்ரீ யுவ சூர்யா நாட்டிய இசைப்பள்ளி மாணவர்களின் பரதநாட்டியம் மற்றும் ஆர்.எம்.வி.கராத்தே

சிலம்பக் குழுவினர் யோகா, அணு நிதிவழிப் புல்லாங்குழல் இசை உள்ளிட்ட கலை நிகழ்ச்சிகள் நடைபெற்றன. மாநாட்டின் நிறுவனம் பொருளாளர் பி. கே. வி. ரமணி நன்றி கூறினார்.

சாதனையாளர்களுக்கு பாராட்டு:

பல்வேறு சாதனையாளர்களுக்கு மாநாட்டில் பாராட்டு தெரிவிக்கப்பட்டது. மாற்றுத்திறனாளி எஸ்.ஜீவா, மற்றும் எஸ். ஹேமலதா, எஸ்.வேம்பு, கே.இந்தாமதி, எம். கார்த்தி, ஸ்ரீமதி ராஜேந்திரன், மருத்துவர் பி.இளந்திரையன், மருத்துவர் பி.பாஸ்கர், ஆர்.வெங்கடேஸ்வரன், சஹானா, பி.ராமு, சபரி வேலன், மாறியப்பன், சிவ பால சங்கர், எஸ்.கே. தேவநாதன், ஜாபர் அலி, சரவன், ஹரிதா ஹரி சகஸ்ராம அறக்கட்டளை, செல்லா, வனிதா, திரு நங்கை ரக்கூதிதா, 100 முறை ரத்தம் கொடுத்த 5 ரத்தக் கொடையாளர்கள், ஆகியோர்களுக்கு சிறப்பு விருந்தினர்கள் விருது வழங்கினர்.

தீர்மானம்:

இந்த மாநாட்டில் கடலூரில் நிலத்தடிநீரை பாதுகாத்தல், சுற்றுலாவை மேம்படுத்துதல், சுற்றுச்சூழல் சீர்கேட்டை தடுத்தல், பாதுகாப்பான போக்குவரத்து, கெடலம் மற்றும் பெண்ணையாற்று கரையை பலப்படுத்துதல், நெல்லிக்குயில் சர்க்கரை ஆலை கழிவு நீர் ஆற்றில் கலப்பதை தடுத்தல், உள்ளிட்ட பல்வேறு தீர்மானங்கள் மாநாட்டில் நிறைவேற்றப்பட்டன.

சாதனையாளர்களை விட சேவை செய்பவர்களை கொண்டாடும் சமூகம் உயர்வானது :சு.வெங்கடேசன்

கடலூர், ஆக.27- சாதனையாளர்களை கொண்டாடுவதை விட 100 மடங்கு உயர்வானது சேவை செய்பவர்களை கொண்டாடுவது என்று மதுரை மக்களவை உறுப்பினர் சு.வெங்கடேசன் கூறினார்.

கடலூரில் அனைத்து குடியிருப்போர் சங்கங்களின் கூட்டமைப்பின் 6-வது மாநாடு மற்றும் சாதனையாளர்களுக்கு பாராட்டு விழா சனிக்கிழமை (ஆக.26) நடைபெற்றது. இதில் சு.வெங்கடேசன் சிறப்புரை யாற்றியதாவது:

சேவையை கொண்டாடும் சமூகம்தான் சிறந்த சமூகமாக அமையும். இயற்கையை கொண்டாடுகிற மரபு தமிழ் சமூகத்துக்கு உண்டு. கடையேழு வள்ளல்களும் இயற்கையை கொண்டாடினார்கள். இயற்கையின் ஒவ்வொரு அசைவுகளையும் கோட்பாடுகளாக தத்துவங்களாக மாற்றி இன்று வரை அனுபவித்து வருகின்றோம்.

இந்த மாநாட்டில் பொது இடங்களை மீட்டுள்ளதாக கூறினார்கள். இன்று பொது இடங்களை ஆக்கிரமித்து வருகின்ற சூழலில் பொது இடங்களை மீட்கப்பட்ட உங்களுக்கு பாராட்டுதலை தெரிவித்துக்கொள்கிறேன். ஒரு கிராமம் உருவாக வேண்டும் என்றால் முதலில் குளத்தை உருவாக்க வேண்டும். அதற்கு அடுத்தது மாடு உரச கல் நடவேண்டும் என்று சங்க காலத்தில் எழுதி வைத்துள்ளனர்.

வில்லக்கின் உயிர் மீது அவ்வளவு அன்பு வைத்திருந்தனர் என்பது இதையடுத்து தெரிகிறது. ஆங்கிலேய அதிகாரி ஒரு சட்டம் கொண்டு வந்தான். அந்த விட்டுக்காரனும் பக்கத்து வீட்டை விட உயரமாக வீடு கட்டக் கூடாது



என்று. அந்த சட்டத்தால் 20 வருடங்கள் அந்த பகுதியில் ஏற்றத்தாழ்வு இல்லாமல் இருந்தது. இருப்பினாலேயே கடினமான வேலை என்ன என்றால் நல்ல வற்றை செய்வதுதான். மத்திய அரசு கல்வி குழு உறுப்பினராக உள்ளேன். மகாராஷ்டிரா மாநிலத்தில் ஆய்வு மேற்கொண்ட திரும்பி வராமட்டேங்குது என்று இந்தியா விலேயே அதிக அளவு கல்வி கடன் வழங்கப்பட்டுள்ளது தெரிய வந்தது.

மதுரை மாவட்டத்தில் மாணவர்களுக்கு வங்கிகள் மூலமாக சட்டம் கொண்டு வந்தான். அந்த கொடுத்துள்ளேன். கடந்தாண்டு விட்டுக்காரனும் பக்கத்து வீட்டை விட உயரமாக வீடு கட்டக் கூடாது

கோடி வழங்கப்பட்டது. இந்த ஆண்டு ரூ.130 கோடி ரூபாய் பெற்றுக் கொடுத்துள்ளேன். ஆனால் அதற்காக பெற்ற அவமானங்கள் அதிகம்.

கெட்டவர்கள் எல்லாம் நம்பிக்கையோடு உள்ளனர். நல்லவர்கள் எல்லாம் நம்ப முடியாமல் உள்ளனர். கல்வி கடன் கொடுத்த திரும்பி வராமட்டேங்குது என்று இந்தியா முழுக்க கல்வி கடனில் திரும்பி வராத தொகையை சேர்த்தால் இந்தியாவில் அதானி என்ற ஒரு நபர் திரும்பிக் கொடுக்காத கடனுக்கு சமமாகும்.

நல்ல விஷயத்தை செய்யப் போனால் எவ்வளவு சரியாக இருக்கிறீர்கள், எவ்வளவு பெரிய அவமானத்தை சந்திக்க வேண்டும், எவ்வளவு பெரிய வலியை ஏற்றுக்கொள்ள வேண்டும் என்று தெரியும். எனவேதான் நல்ல விஷயங்களை செய்வதை பாராட்டுவது இந்த சமூகத்தில் தலையாய பணி. பணத்திற்கு பின்னால் ஓடுகின்ற மனிதனை மொத்த சமூகத்திலும் உருவாக்கப்பட்டுள்ளது. சாதனையாளர்களை கொண்டாடுவதை விட 100 மடங்கு உயர்வானது சேவை செய்பவர்களை கொண்டாடுவது. நீங்கள் சேவை செய்தவர்களை கொண்டாடியது பாராட்டத்தக்கது.

இவ்வாறு சு.வெங்கடேசன் பேசினார்.

இவ்வளவு பெரிய அவமானத்தை சந்திக்க வேண்டும், எவ்வளவு பெரிய வலியை ஏற்றுக்கொள்ள வேண்டும் என்று தெரியும். எனவேதான் நல்ல விஷயங்களை செய்வதை பாராட்டுவது இந்த சமூகத்தில் தலையாய பணி. பணத்திற்கு பின்னால் ஓடுகின்ற மனிதனை மொத்த சமூகத்திலும் உருவாக்கப்பட்டுள்ளது. சாதனையாளர்களை கொண்டாடுவதை விட 100 மடங்கு உயர்வானது சேவை செய்பவர்களை கொண்டாடுவது. நீங்கள் சேவை செய்தவர்களை கொண்டாடியது பாராட்டத்தக்கது.

விஷப் பாம்பு கடித்த பெண்ணுக்கு இழப்பிடு வழங்க வி.தொ.ச கோரிக்கை

சிதம்பரம், ஆக. 27- காட்டுமன்னார்குடி அருகே குமராட்சி ஊராட்சி ஒன்றியம் ம.கொள்குடி கிராமத்தைச் சார்ந்த பிரதாப் என்பவரின் மனைவி பவித்ரா (25) என்பவர் தேசிய ஊரக வேலை உறுதியளிப்பு திட்டத்தில் பணித்தளத்தில் வேலை செய்து கொண்டிருந்தார் அப்போது கட்டு விரியன் பாம்பு கடித்து மயக்கம் அடைந்துள்ளார். உடனடியாக வாயில் நுரை தள்ளியவுடன் அக்கம் பக்கத்தில் இருந்தவர்கள் பணித்தள பொறுப்பாளர் உதவியுடன் காட்டுமன்னார்குடி அரசு மருத்துவமனையில் உயிருக்கு ஆபத்தான நிலையில் சிகிச்சை பெற்று வருகிறார். இவரை அகில இந்திய விவசாய தொழிலாளர் சங்கத்தின் மாவட்ட செயலாளர் பிரகாஷ் மார்க்சிஸ்ட் கம்யூனிஸ்ட் கட்சியின் காட்டுமன்னார்குடி வட்டச் செயலாளர் தேன்மொழி, குமராட்சி ஒன்றிய அகில இந்திய விவசாய தொழிலாளர் சங்கத்தின் செயலாளர் ஜெயக்குமார், காட்டுமன்னார்குடி வட்டத் தலைவர் பொன்னம்பலம் ஆகியோர் மருத்துவமனையில் சந்தித்து உடல்நலம் குறித்து கேட்டறிந்தனர். மேலும் காட்டுமன்னார்குடி வட்டாட்சியர் மற்றும் குமராட்சி வட்டாளர் ஸர்ச்சி அலுவலர் அவர்களை தொலை பேசியில் தொடர்பு கொண்டு உடல்நலம் பூரண குணமாகும் வரை



யில் 100 நாள் வேலை திட்டத்தில் முழு சம்பளம் வழங்கி வேண்டும் மேலும் பாதிக்கப்பட்ட பெண்ணிற்கு உரிய இழப்பீட்டுத் தொகையை மாவட்ட ஆட்சித் தலைவர் தலையிட்டு வழங்கி வேண்டும் என கேட்டுக் கொண்டனர். பாதிக்கப்பட்ட பவித்ரா கணவர் பிரதாப் கூலி தொழிலாளர். இவர்களுக்கு அபிஷேக் (வயது8) ஹர்ஷத் (வயது 9) என்கின்ற குழந்தைகள் உள்ளது.

குப்பை கொட்டினால் அபராதம்

சென்னை, ஆக.27- கொடுக்குப்பேட்டையில் சாலை யோரம் குப்பைகள் குவிக்கப்பட்டு வந்தது. இது தொடர்பான புகாரில் குப்பைகள் அகற்றப்பட்டு தற்போது அங்கு தடுப்புகள் வைக்கப்பட்டு உள்ளன. அந்த இடத்தில் குப்பை கொட்டினால் ரூ. 1000 அபராதம் விதிக்கப்படும் என்ற பெயர் பலகையும் வைக்கப்பட்டுள்ளது.



கடலூர் மாவட்டத்தில் தேவனாம்பட்டினம் வெள்ளி கற்கரையில் இளைஞர்கள், பள்ளி மற்றும் கல்லூரி மாணவ, மாணவிகள் பங்கேற்ற மகிழ்ச்சியான நெடு எண் நிகழ்ச்சி சூழலிற்று நடைபெற்றது. இதில் ஆட்சியர் அருண் தம்பராஜ், சட்டமன்ற உறுப்பினர் கோ.ஐயப்பன் மாநகர மேயர் சுந்தர் ராஜா, மாநகர துணை மேயர் பா.தாமரைச்செல்வன் உள்ளிட்டோர் கலந்துகொண்டனர். போதை பொருட்கள் தடுப்பு குறித்து விழிப்புணர்வு ஏற்படுத்தும் வகையில் மாவட்ட ஆட்சித் தலைவர் தலைமையில் அனைவரும் உறுதி ஏற்றுக்கொண்டனர்.

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In case of any revisions in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our 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 Exchange, by issuing a press release, and also by indicating the change on the website of the Book Running Lead Managers and the terminals of the other members of the Syndicate and Sub-Syndicate and by intimation to SCSBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI (ICDR) Regulations, as amended, wherein not more than 50% of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Manager, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI (ICDR) Regulations ("Anchor Investor Portion"), of which one-third 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-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Issue 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. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI (ICDR) Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Offer Procedure" beginning on page 195 of this Red Herring Prospectus.

Bidders/ Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/ Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/Applicants are advised to update any changes to their Demographic Details as available on the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/ Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Corporate Structure" on page 119 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 266 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The Liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs. 25,00,00,000/- (Rupees Twenty Five Crores only) divided into 2,50,00,000 (Two Crore Fifty Lakh) Equity Shares of Rs.10/- (Rupees Ten only) each. For details of the Capital Structure, see "Capital Structure" on the page 53 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company: Balakrishnan - 37,500 Equity Shares and D. Pinto Sasikumar - 12,500 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 119 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 53 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE EMERGE (SME Platform of NSE). Our Company has received an "in-principle" approval from the NSE for the listing of the Equity Shares pursuant to letter dated August 23, 2023. For the purpose of the Issue, the Designated Stock Exchange shall be NSE Limited (NSE). A signed copy of the Red Herring Prospectus has been delivered for registration to the ROC on August 24, 2023 and Prospectus shall be delivered for filing to the RoC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 266 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire SEBI Disclaimer Clause beginning on page 172 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE ("SME Platform of NSE") should not in any way be deemed or construed that the contents of the Prospectus or the price at which the equity shares are offered has been cleared, solicited or approved by NSE, nor does it certify the correctness, accuracy or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Prospectus for the full text of the Disclaimer clause pertaining to NSE.

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 22 of the Red Herring Prospectus.

ASBA*	Simple, Safe, Smart way of Application- Make use of it !!!	*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below. Mandatory in Public Issues from January 01, 2016. No Cheque will be accepted
UPI <small>UNIFIED PAYMENTS INTERFACE</small>	UPI-Now available in ASBA for Retail Individual Investors (RII)** Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI – Now available in ASBA for RIBs applying through Registered Brokers, DPs & RTAs. RIBs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account.	

Investors have to apply through the ASBA process. ASBA will be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Offer Procedure" beginning on page 195 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI") in the General Information Document.

*ASBA forms can be downloaded from the website of NSE ("NSE Emerge")
**List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. AXIS Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll free number-18001201740 and Mail Id- ipo_aps@npci.org.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. For issue related grievance investors may contact: GYR Capital Advisors Private Limited - Mr. Mohit Baid (+91 87775 64648) (Email Id: info@gyrcapitaladvisors.com)

BOOK RUNNING LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
 GYR CAPITAL ADVISORS PRIVATE LIMITED (Formerly known as Alpha Numero Services Private Limited) 428, Gala Empire, Near JB Tower, Drive in Road, Thaltej, Ahmedabad -380 054, Gujarat, India. Telephone: +91 87775 64648 Fax: N.A. E-mail: info@gyrcapitaladvisors.com Website: www.gyrcapitaladvisors.com Investor grievance: investors@gyrcapitaladvisors.com Contact Person: Mohit Baid SEBI Registration Number: INM000012810	 PURVA SHAREREGISTRY (INDIA) PRIVATE LIMITED Address: 9 Shiv Shakti Industrial Estate, J.R Boricha Marg, Lower Parel (East), Mumbai- 400011, Maharashtra Tel: +91-022-4961-4132, 022-3199-8810 Email: support@purvashare.com Website: https://www.purvashare.com/ Investor Grievance Email: support@purvashare.com Contact Person: Ms. Deepali Dhuri SEBI Registration Number: INR000001112	 Mr. Nikhil Midha BASILIC FLY STUDIO LIMITED Tower A, KRC Comerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India, Telephone: + 91 94164 22201; BRLM: GYR Capital Advisors Private Limited, Telephone: +91 87775 64648 and the Syndicate Member: Gairaj Stock Broking Private Limited, Telephone: 91-22-67341600, Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application Forms will also be available on the website of NSE EMERGE and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI. ESROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: HDFC BANK Limited. UPI: Retail Individual Bidders can also Bid through UPI Mechanism. All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in, website of the Company at www.basilicflystudio.com, the website of the BRLM to the Issue at www.gyrcapitaladvisors.com, the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm, respectively.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: Tower A, KRC Comerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India, Telephone: + 91 94164 22201; BRLM: GYR Capital Advisors Private Limited, Telephone: +91 87775 64648 and the Syndicate Member: Gairaj Stock Broking Private Limited, Telephone: 91-22-67341600, Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application Forms will also be available on the website of NSE EMERGE and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

On behalf of Board of Directors
For BASILIC FLY STUDIO LIMITED
Sd/-
Mr. Nikhil Midha
Company Secretary & Compliance Officer

Place: Chennai
Date: August 26, 2023

Disclaimer: Basilic Fly Studio Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed the RHP with the Registrar of Companies, Chennai on August 24, 2023 and thereafter with SEBI and the Stock Exchange. The RHP is available on the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm and is available on the websites of the BRLM at www.gyrcapitaladvisors.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the RHP including the section titled "Risk Factors" beginning on page 22 of the Red Herring Prospectus.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended or any state securities laws in the United States, and unless so registered, and may not be issued 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, 1933 and in accordance with any applicable U.S. State Securities Laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act, 1933 and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

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



BASILIC FLY STUDIO LIMITED



Corporate Identity Number: U92100TN2016PLC103861

Our Company was incorporated as a private limited company under the name of "Basilic Fly Studio Private Limited" under the Companies Act, 2013 vide certificate of incorporation dated January 28, 2016, issued by the Registrar of Companies, Chennai, bearing Corporate Identification Number (CIN) U92100TN2016PTC103861. Subsequently, our Company was converted into a Public Limited Company pursuant to the special resolution passed by the Shareholders of our Company on December 29, 2022. Consequently upon conversion of our Company into public limited, the name of company was changed from "Basilic Fly Studio Private Limited" to "Basilic Fly Studio Limited" and a fresh Certificate of Incorporation dated May 19, 2023, was issued by the Registrar of Companies, Chennai. The CIN of the Company changed to U92100TN2016PLC103861. For further Details of Incorporation and Change in Registered Office of our Company, please refer to section titled 'Our History and Certain Other Corporate Matters' beginning on page 114 of this Red Herring Prospectus.

Registered Office: Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India **Contact Person:** Mr. Nikhil Midha, Company Secretary & Compliance Officer;
Telephone: + 91 94164 22201; **E-mail:** cs@basilicfly.com; **Website:** www.basilicflystudio.com;

OUR PROMOTERS: MR. BALAKRISHNAN AND MS. YOGALAKSHMI S

THE ISSUE

INITIAL PUBLIC OFFER OF UP TO 68,40,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF BASILIC FLY STUDIO LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [] PER EQUITY (THE "OFFER PRICE") AGGREGATING TO ₹ [] LAKH ("THE OFFER") COMPRISING OF A FRESH OFFER OF UP TO 62,40,000 EQUITY SHARES AGGREGATING TO ₹ [] LAKH (THE "FRESH OFFER") AND AN OFFER FOR SALE OF 6,00,000 EQUITY SHARES BY THE SELLING SHAREHOLDERS ("OFFER FOR SALE") AGGREGATING TO ₹ [] LAKH OF WHICH UP TO 10,26,000 EQUITY SHARES AGGREGATING TO ₹ [] LAKH WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. NET OFFER OF UP TO 58,14,000 EQUITY SHARES AGGREGATING TO ₹ [] LAKH (THE "NET OFFER"). THE OFFER AND THE NET OFFER WILL CONSTITUTE 29.43% AND 25.02 % RESPECTIVELY OF THE POST OFFER PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

- QIB PORTION: NOT MORE THAN 50.00% OF THE NET ISSUE
- RETAIL PORTION: NOT LESS THAN 35.00% OF THE NET ISSUE
- NON-INSTITUTIONAL PORTION: NOT LESS THAN 15.00% OF THE NET ISSUE
- MARKET MAKER PORTION: UP TO 10,26,000 EQUITY SHARES OR 15% OF THE ISSUE

PRICE BAND: RS. 92 TO RS. 97 PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH.

THE FLOOR PRICE IS 9.7 TIMES OF THE FACE VALUE AND

THE CAP PRICE IS 9.2 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

BIDS CAN BE MADE FOR A MINIMUM OF 1,200 EQUITY SHARES AND IN MULTIPLES OF 1,200 EQUITY SHARES THEREAFTER.

Risks to Investors:

- Our Company operates in the constantly evolving VFX market, which is subject to rapidly changing clients' behaviour and tastes, and depends on audience acceptance of content for which the Company provides VFX services and the long-term popularity of the brands.
- The Merchant Banker associated with the Issue has handled 15 public issues in the past two years out of which no issues closed below the Issue Price on Listing date
- Average cost of acquisition of Equity Shares held by the Promoter Mr. Balakrishnan and Ms. Yogalakshmi S is Rs. 0.60 and Nil respectively per Equity Share and the Issue Price at the upper end of the Price Band is Rs. 97 per Equity Share.
- The Price/ Earnings ratio based on Diluted EPS for year ended March 2023 for the company at the upper end of the Price Band is 5.94%
- Weighted Average Return on Net worth for Fiscals 2023, 2022 and, 2021 is 53.30%

BID/ ISSUE PROGRAM

ANCHOR INVESTOR BIDDING DATE⁽¹⁾: THURSDAY 31, 2023

BID/ ISSUE OPENS ON FRIDAY, SEPTEMBER 01, 2023

BID/ ISSUE CLOSES ON: TUESDAY, SEPTEMBER 05, 2023

⁽¹⁾Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid / Issue Opening Date in accordance with the SEBI/ICDR Regulations.

In case of any revisions in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our 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 Exchange, by issuing a press release, and also by indicating the change on the website of the Book Running Lead Managers and the terminals of the other members of the Syndicate and Sub-Syndicate and by intimation to SCSBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI/ICDR Regulations, as amended, wherein not more than 50 % of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Manager, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI/ICDR Regulations ("Anchor Investor Portion"), of which one-third 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-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Issue 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. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI/ICDR Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Offer Procedure" beginning on page 195 of this Red Herring Prospectus.

Bidders/ Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/ Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/ Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Corporate Structure" on page 119 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 266 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The Liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs. 25,00,00,000/- (Rupees Twenty Five Crores only) divided into 2,50,00,000 (Two Crore Fifty Lakh) Equity Shares of Rs.10/- (Rupees Ten only) each. For details of the Capital Structure, see "Capital Structure" on the page 53 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company: Balakrishnan - 37,500 Equity Shares and D. Pinto Sasikumar - 12,500 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 119 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 53 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE EMERGE (SME Platform of NSE). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter dated August 23, 2023. For the purpose of the Issue, the Designated Stock Exchange shall be NSE Limited (NSE). A signed copy of the Red Herring Prospectus has been delivered for registration to the ROC on August 24, 2023 and Prospectus shall be delivered for filing to the ROC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 266 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire SEBI Disclaimer Clause beginning on page 172 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE ("SME Platform of NSE") should not in any way be deemed or construed that the contents of the Prospectus or the price at which the equity shares are offered has been cleared, solicited or approved by NSE, nor does it certify the correctness, accuracy or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Prospectus for the full text of the Disclaimer clause pertaining to NSE.

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to 'Risk Factors' on page 22 of the Red Herring Prospectus.

ASBA*	Simple, Safe, Smart way of Application-Make use of it !!!	*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below. Mandatory in Public Issues from January 01, 2016. No Cheque will be accepted
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UPI	UPI-Now available in ASBA for Retail Individual Investors (RII)** Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI - Now available in ASBA for RIBs applying through Registered Brokers, DPs & RTAs. RIBs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account.
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Investors have to apply through the ASBA process. *ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Offer Procedure" beginning on page 195 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI"), the Stock Exchanges and in the General Information Document.

*ASBA forms can be downloaded from the website of NSE ("NSE Emerge")

**List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. AXIS Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll free number-18001201740 and Mail Id- ipo.upi@npci.org.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. For issue related grievance investors may contact: GYR Capital Advisors Private Limited - Mr. Mohit Baid (+91 87775 64648) (Email Id: info@gyrcapitaladvisors.com)

BOOK RUNNING LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
 GYR CAPITAL ADVISORS PRIVATE LIMITED (Formerly known as Alpha Numero Services Private Limited) 428, Gala Empire, Near JB Tower, Drive in Road, Thaltej, Ahmedabad -380 054, Gujarat, India. Telephone: +91 87775 64648 Fax: N.A. E-mail: info@gyrcapitaladvisors.com Website: www.gyrcapitaladvisors.com Investor grievance: investors@gyrcapitaladvisors.com Contact Person: Mohit Baid SEBI Registration Number: INM000012810	 PURVA SHAREREGISTRY (INDIA) PRIVATE LIMITED Address: 9 Shiv Shakti Industrial Estate, J.R Boricha Marg, Lower Parel (East), Mumbai- 400011, Maharashtra Tel: +91-022-4961-4132, 022-3199-8810 Email: support@purvashare.com Website: https://www.purvashare.com/ Investor Grievance Email: support@purvashare.com Contact Person: Ms. Deepali Dhuri SEBI Registration Number: INR000001112	 BASILIC FLY STUDIO LIMITED Mr. Nikhil Midha Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India Telephone No.: + 91 94164 22201 Website: www.basilicflystudio.com E-mail: cs@basilicfly.com CIN: U24224GJ2002PLC041119 Investors can contact the Company Secretary and Compliance Officer or the BRLM or the Registrar to the Issue in case of any pre-issue or post-issue related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in, website of the Company at www.basilicflystudio.com, the website of the BRLM to the Issue at www.gyrcapitaladvisors.com, the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm, respectively.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: Tower A, KRC Commerzone, Mount Poonamallee Road, Porur, Chennai Tamil Nadu 600116 India, Telephone: + 91 94164 22201; BRLM: GYR Capital Advisors Private Limited, Telephone: + 91 87775 64648 and the **Syndicate Member: Giriraj Stock Broking Private Limited**, Telephone: 91-22-67341600, Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application forms will also be available on the website of NSE EMERGE and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

ESCROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: HDFC BANK Limited.

UPI: Retail Individual Bidders can also Bid through UPI Mechanism.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus.

Place: Chennai
Date: August 26, 2023

On behalf of Board of Directors
For BASILIC FLY STUDIO LIMITED
Sd/-
Mr. Nikhil Midha
Company Secretary & Compliance Officer

Disclaimer: Basilic Fly Studio Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed the RHP with the Registrar of Companies, Chennai on August 24, 2023 and thereafter with SEBI and the Stock Exchange. The RHP is available on the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm and is available on the websites of the BRLM at www.gyrcapitaladvisors.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the RHP including the section titled "Risk Factors" beginning on page 22 of the Red Herring Prospectus.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended or any state securities laws in the United States, and unless so registered, and may not be issued 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, 1933 and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act, 1933 and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.