



**Crayons Advertising Limited**  
Formerly known as Crayons Advertising Pvt. Ltd.  
**Regd. & Corporate Office:**  
NSIC Complex, Maa Anandmayee Marg,  
Okhla Ind. Estate-III, New Delhi-110 020  
Tel: +91 11 4163 0000  
E-mail: del@crayonad.com  
www.thecrayonsnetwork.com  
CIN: U52109DL1986PLC024711

Date: 03.01.2024

To,  
Listing Department  
**National Stock Exchange of India**  
Exchange Plaza, Bandra-Kurla Complex,  
Bandra (E), Mumbai -400051

Symbol: CRAYONS	ISIN: INE0OFK01019	Series: SM
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**Subject: Disclosure under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 – Outcome of Board Meeting**

Dear Sir/Madam,

With reference to the captioned subject, we wish to inform you that the Board of Directors of the Company, at its meeting held today i.e., Wednesday, 03<sup>rd</sup> January, 2024 have considered and approved, inter alia, the allotment of 5,00,000 (Five Lakh) Warrants at Rs 38.75/- (Rupees Thirty Eight and Seventy Five Paise only) each optionally convertible into Equity Shares of the company on payment of the balance amount of Rs 116.25/- (Rupees One Hundred Sixteen and Twenty Five Paise only) each later on.

The total Issue price per warrant is Rs 155.00/- convertible into One Equity Share of the company having face value of Rs 10/- including a premium of Rs 36.16/- per equity share.

In this connection, we further inform you that the Company has also received In- Principal approval from National Stock Exchange of India Limited vide letter no. NSE/LIST/38572 dated December 20, 2023 and consent of the shareholders of the company vide special resolution passed in the Extra Ordinary General Meeting held on December 14, 2023. Since, this is allotment of warrants, there is no change in paid-up share capital of the Company at present.

The requisite details as required in terms of Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 are provided as **Annexure I**.

The meeting commenced at 12:30 P.M. (IST) and concluded at 01:00 P.M. (IST).

The above information is also available on the Company's website i.e. <https://thecrayonsnetwork.com/>.



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Kindly take the above information on your records.

Thanking you,

For **Crayons Advertising Limited**

**Gagan Mahajan**  
**Company Secretary and Compliance Officer**  
**Membership No.: A34028**

**Date:** January 03, 2024

**Place:** New Delhi

**ANNEXURE I**

**Information as per Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015**

Details of Issuance of Securities:

S. No.	Particulars	Remarks																								
1.	Type of securities proposed to be issued	Convertible warrants ("Warrants") with a right exercisable by the Warrant holder to subscribe to one Equity Share per Warrant																								
2.	Type of issuance	Preferential Issue																								
3.	Total number of securities proposed to be issued or the total amount for which the securities will be issued (approximately)	5,00,000 Warrants convertible into equal number of Equity Shares of face value of Rs 10/- each at a price of Rs 155.00/- (including premium of Rs 145.00/-) for each Warrant aggregating up to Rs 7,75,00,000/- (Rupees Seven Crore Seventy Five Lakh only).																								
4.	<b>In case of preferential issue, the listed entity shall disclose the following additional details to the stock exchange(s):</b>																									
1.	Number of Investors	4																								
2.	Name of Investors																									
	<table border="1"> <thead> <tr> <th>S.No.</th> <th>Name of the Investor</th> <th>Category</th> <th>No. of Warrants allotted</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Wichita Enterprises Private Limited</td> <td>Public</td> <td>2,00,000</td> </tr> <tr> <td>2.</td> <td>Kunal Lalani</td> <td>Promoter</td> <td>1,00,000</td> </tr> <tr> <td>3.</td> <td>Rajeev Jain</td> <td>Public</td> <td>1,00,000</td> </tr> <tr> <td>4.</td> <td>South West Fintrade Udyog Limited</td> <td>Public</td> <td>1,00,000</td> </tr> <tr> <td></td> <td></td> <td><b>Total</b></td> <td><b>5,00,000</b></td> </tr> </tbody> </table>	S.No.	Name of the Investor	Category	No. of Warrants allotted	1.	Wichita Enterprises Private Limited	Public	2,00,000	2.	Kunal Lalani	Promoter	1,00,000	3.	Rajeev Jain	Public	1,00,000	4.	South West Fintrade Udyog Limited	Public	1,00,000			<b>Total</b>	<b>5,00,000</b>	
S.No.	Name of the Investor	Category	No. of Warrants allotted																							
1.	Wichita Enterprises Private Limited	Public	2,00,000																							
2.	Kunal Lalani	Promoter	1,00,000																							
3.	Rajeev Jain	Public	1,00,000																							
4.	South West Fintrade Udyog Limited	Public	1,00,000																							
		<b>Total</b>	<b>5,00,000</b>																							
C.	<b>Post allotment of securities - outcome of the subscription: Issue price/allotted price (in case of convertibles)</b>	<p>The Warrants are issued at a price of Rs 155.00/- (including premium of Rs 145.00/-) per warrant and each warrant is convertible into one equity share of face value of Rs. 10/- within a period of 18 months from the date of allotment of warrants.</p> <p>The price has been arrived at in compliance of SEBI (ICDR) Regulations, 2018.</p> <p>The Company has received subscription money equivalent to 25% of the issue price of warrants from the respective allottees. The balance 75% of the issue price is to be paid by the warrant holders at the time of allotment of equity shares pursuant to exercise of option by them on conversion of warrants at any time within a period of 18 months from the date of allotment.</p>																								



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<b>D.</b>	<b>In case of convertibles, intimation on conversion of securities or on lapse of the tenure of the instrument.</b>	The Warrants may be exercised by the Warrant holder, in one or more tranches, at any time on or before the expiry of 18 months from the date of allotment of the Warrants on such terms & conditions as applicable upon exercise of option of conversion by the warrant holder.
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