

Reference: SEBI Circular No. CIR / MIRSD / 1 / 2012 dated 10.01.12

Name of the Issuer: CYBER MEDIA RESEARCH & SERVICES LIMITED

1. Type of issue (IPO/FPO)	Initial Public Offering (IPO) on NSE Emerge		
2. Issue Size	Rs. 1404.00 Lakh		
3. Grade of issue along with the name of the rating agency	Not applicable (Since the issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, there is no requirement of appointing a IPO Grading agency.)		
4. Subscription Level	28.84 times		
5. QIB Holding (as a percentage of total outstanding capital) as disclosed to stock exchanges (See clause 35 of the listing agreement)			
(i) Allotment in the issue	5.08%		
(ii) At the end of the 1 <sup>st</sup> quarter immediately after the listing of the issue	5.08%		
(iii) At the end of 1 <sup>st</sup> FY	5.44%		
(iv) At the end of 2 <sup>nd</sup> FY	3.77%		
(v) At the end 3 <sup>rd</sup> FY	3.77%		
6. Financials of the issuer (as per the annual financial results submitted to stock exchanges under Regulation 33 of the Listing Regulations) (Rs. Lakhs)			
Parameters (as per audited financials)	First FY (for the year ended March 31, 2023)	2 <sup>nd</sup> FY (For the year ending March 31, 2024)	3 <sup>rd</sup> FY (For the year ending March 31, 2025)
Income from operations	6,312.63	8,732.77	7,502.63
Net profit for the period	211.83	358.69	231.65
Paid up equity share capital	292.80	292.80	292.80
Reserves excluding revaluation reserves	961.67	1,260.09	1,431.07

<p>7. Trading status in the scrip of the issuer (whether frequently traded as defined under Regulation 2 (j) of SEBI (SAST) Regulations, 2011 or infrequently traded / delisted / suspended by any stock exchange etc.)</p> <p>(i) At the end of 1<sup>st</sup>FY</p> <p>(ii) At the end of 2<sup>nd</sup>FY</p> <p>(iii) At the end of 3<sup>rd</sup>FY</p>	<p>Frequently Traded</p> <p>Frequently Traded</p> <p>Frequently Traded</p>
<p>8. Change, if any, in directors of issuer from the disclosures in the offer document (See Clause 30(6) of the listing agreement)</p> <p>(i) At the end of 1<sup>st</sup> FY(31.03.23)</p> <p>(ii) At the end of 2<sup>nd</sup> FY(31.03.24)</p> <p>(iii) At the end of 3<sup>rd</sup> FY(31.03.25)</p>	<p>-</p> <p>-</p> <p>-</p>

9. Status of implementation of project/commencement of commercial production (as submitted to stock exchanges under Regulation 32 of the Listing Regulation).

S. No.	Activity	As disclosed in the offer document (Rs. In Lakh)	Actual Implementation	Excess/Less Amount Incurred
1.	Funding the working capital requirements	415.00	412.00	-
2.	Funding investments in new projects and general corporate purposes	253.82	75.00	-
3.	Public Issue Related Expenses	65.58	69.90	-

11. Status of utilization of issue proceeds (as submitted to stock exchanges under Regulation 32 of the Listing Regulation)

S. No.	Activity	As disclosed in the offer document	Actual Utilization (Rs. In Lakh)	Excess/Less Amount Incurred
1.	Funding the working capital requirements	415.00	412.00	-
2.	Funding investments in new projects and general corporate purposes	253.82	75.00	-
3.	Public Issue Related Expenses	65.58	69.90	-

12. Comments of monitoring agency, if applicable (See Regulation 137 of SEBI (ICDR) Regulations, 2018 read with Regulation 32(6) of the Listing Regulation)

(a) Comments on use of funds	N.A
(b) Comments on deviation, if any, in the use of proceeds of the issue from the objects stated in the offer document	N.A
I Any other reservations expressed by the monitoring agency about the end use of funds	N.A

Price Related Data Public Issue: CYBER MEDIA RESEARCH & SERVICES LIMITED

12. Issue Price Rs. 180.00 per share

Designated Stock Exchange: NSE EMERGE

Price Parameters	At close of listing day i.e. (22/10/22)	At close of 30 <sup>th</sup> calendar day from listing day (09/11/2022)	At close of 90 <sup>th</sup> calendar day from listing day	As at the end of 1 <sup>st</sup> FY after the listing of the issue*			As at the end of 2 <sup>nd</sup> FY after the listing of the issue			As at the end of 3 <sup>rd</sup> FY after the listing of the issue		
				Closing Price	High (during the FY)	Low (during the FY)	Closing price	High (during The FY)	Low (during the FY)	Closing price	High (during The FY)	Low (during the FY)
Market price (Rs.)	245.25	200.00	200.00	140.50	343.85	126.00	129.65	195.75	102.90	68.85	205.00	64.00
Index (of the designated stock exchange)	17241.00	18157.00	18101.20	17080.70	18887.60	15183.40	22326.90	22526.60	15183.40	23519.35	26277.35	21281.45
Sectoral Index (CNX SMLCAP) PI refer note below	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A	N.A

- Data will be updated as and when available  
Source: NSE Website  
N.A. indicates not available

13. Basis for Issue Price and Comparison with Peer Group & Industry Average (Source of accounting ratios of peer group and industry average may be indicated; source of the accounting ratios may generally be the same, however in case of different sources, reasons for the same may be indicated)

Accounting Ratio	Name of The company	As disclosed in the offer document (See Clause (2) (VII) (K) of Schedule VIII to SEBI (ICDR) Regulations, 2018)	At the end of 1 <sup>st</sup> FY	At the end of 2 <sup>nd</sup> FY	At the end of 3 <sup>rd</sup> FY
EPS (Rs.)	Issuer:	6.00	7.79	12.25	7.91
	<b>Peer Group:</b>				
	Affle India Limited	52.96	18.43	21.91	27.23
	Brightcom Group Limited	9.51	6.69	3.41	3.52
	<b>Industry Average</b>	<b>22.82</b>	<b>12.56</b>	<b>12.66</b>	<b>15.38</b>
P/ E (Times)	Issuer:	30.00	18.04	10.58	8.70
	<b>Peer Group:</b>				
	Affle India Limited	25.13	53.56	47.54	59.07
	Brightcom Group Limited	4.60	2.18	4.16	-
	<b>Industry Average</b>	<b>20.24</b>	<b>27.87</b>	<b>25.85</b>	<b>29.54</b>
RONW (%)	Issuer:	41.26	16.89	23.10	13.44
	<b>Peer Group:</b>				
	Affle India Limited	36.06	17.07	12.03	12.96
	Brightcom Group Limited	12.40	19.58	8.83	8.17
	<b>Industry Average</b>	<b>29.91</b>	<b>18.33</b>	<b>10.43</b>	<b>10.57</b>
NAV per based Balance share on Sheet (Rs.)	Issuer:	14.55	42.84	53.04	58.88
	<b>Peer Group:</b>				
	Affle India Limited	140.71	108.01	176.30	209.92
	Brightcom Group Limited	64.21	34.68	38.57	41.05
	<b>Industry Average</b>	<b>73.16</b>	<b>71.35</b>	<b>107.44</b>	<b>125.49</b>

Note: Data will be uploaded as and when available.

NA: Not available

EPS: Earnings per Share

P/E: Price Earnings Multiple

RONW: Return on Net Worth

NAV: Net Asset Value

Source: #The Figures of the Peer Group Company is taken from Annual Report for the Fiscal year 2022-23, 2023-24 and 2024-25 filed on Exchange.

14. Any other material information.

(i) The above clause are replaced with Listing Regulations as the new Listing Regulation 2015 is effective.