



IPO

INITIAL PUBLIC OFFER



Affle (India) Ltd IPO

Issue Period	- 29 JULY TO 31 JULY 2019	Issue Size	- 5,500,000 Eq Shares (Rs 459 cr)
Issue Price	- Rs.740 - Rs.745 per Eq Share	Market Lot	- 20 Equity Shares
Face Value	- Rs 10 per Eq Share	Listing at	- BSE, NSE

COMPANY PROFILE

(i) **Affle International, Singapore** is the parent company of 13-year old Adtech company Affle (India) Limited which is coming up with an IPO. They are a global technology company with a proprietary consumer intelligence platform that delivers **consumer acquisitions, engagements and transactions** through relevant **Mobile advertising** (the “Consumer Platform”). The “**Consumer Platform**” aims to enhance returns on marketing spend through delivering contextual mobile ads and reducing digital ad fraud, while proactively addressing consumer privacy expectations. (ii) As of March 31, 2019, Affle Consumer Platform had approximately **2.02 billion consumer profiles**, of which approximately 571 million were in India, 582 million were in Other Emerging Markets (which comprises Southeast Asia, the Middle East, Africa, and others) and 867 million were in Developed Markets (which comprises North America, Europe, Japan, Korea, and Australia).

THE OBJECT OF THE ISSUE

- (i) The object of the Offer for Sale is to allow Affle Holdings to sell up to 4,953,020 Equity Shares held by it.
- (ii) Fresh issue up to 90 cr for the following purpose:
 1. Funding the working capital requirements of our Company; and
 2. General corporate purposes.

OUR RECOMMENDATION

NEUTRAL

AVOID

SUBSCRIBE

COMPANY NAME	ISSUE PERIOD	ISSUE PRICE	MARKET LOT	DISCOUNT
Affle (India) Ltd	29 JULY TO 31 JULY 2019	Rs.740 TO 745	20 Shares	NIL

**Kindly note that only ASBA application will be accepted for IPO

QIB (more than Rs/- 200,000/-)

75% of Net Issue size

Non-Institutional (more than Rs/-200,000/-)

15% of Net Issue size

Retail (up to Rs/-200,000/-)

10% of Net Issue size

FOR QUERIES CONTACT IPO DESK AT :

Phone: 0731- 4797240/236/232/234, Mobile: 9981044499



Disclaimer: Investment in securities is subject to market risk

INDIRA SECURITIES PVT. LTD.

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