



| IPO Details  |                             |                          | Company Background   |                   |               |               |               |
|--|-----------------------------|--------------------------|--|-------------------|---------------|---------------|---------------|
| <b>Opening Date</b>  | March 15, 2024              |                          | <ul style="list-style-type: none"> <li>o Incorporated in 2008, Enser Communications Limited has it's registered office in Navi Mumbai, Maharashtra, India.</li> <li>o The company operates in four areas: <ul style="list-style-type: none"> <li>➤ Customer Acquisition Services</li> <li>➤ Customer services</li> <li>➤ IT infrastructure management services</li> <li>➤ Data management services</li> </ul> </li> <li>o Under these verticals, the company provides business analytics, CRM, IVRM, BPO, Web chat services, technology-enabled solutions payment reminder/collection/subscription collection, process re-engineering, ERP implementation and maintenance, application development, etc serving clients such as Acko General Insurance Limited, Ola Financials Services Pvt Ltd, Reliance Nippon Life Insurance Company Ltd, etc.</li> <li>o As of December 31, 2023, the company had a total of 780 employees on it's payroll.</li> </ul> |                   |               |               |               |
| <b>Closing Date</b>  | March 19, 2024              |                          |  |                   |               |               |               |
| <b>Stock Exchange</b>  | NSE SME                     |                          |  |                   |               |               |               |
| <b>Lot Size</b>  | 2,000 Shares                |                          |  |                   |               |               |               |
| <b>Issue Price</b>   | ₹70 per share               |                          |  |                   |               |               |               |
| <b>Issue Size</b>  | Aggregating up to 16.17 Cr. |                          |  |                   |               |               |               |
| <b>Fresh Issue</b>   | Aggregating up to 16.17 Cr. |                          |  |                   |               |               |               |
| <b>Offer for Sale</b>  | -                           |                          |  |                   |               |               |               |
| <b>Application Amount</b>  | ₹1,40,000                   |                          |  |                   |               |               |               |
| IPO Objective  |                             |                          |  |                   |               |               |               |
| 1. To invest in IT Infrastructure  |                             |                          |  |                   |               |               |               |
| 2. To meet Working Capital requirements.   |                             |                          |  |                   |               |               |               |
| 3. General corporate purposes.   |                             |                          |  |                   |               |               |               |
| 4. To meet the Issue Expenses  |                             |                          |  |                   |               |               |               |
| Pre-Issue Shareholding   |                             |                          | Market Capitalization (In Cr.)   |                   |               |               |               |
| <b>Category</b>  | <b>No. of Shares</b>        | <b>% of Total Shares</b> | <b>Pre-Issue</b>   | <b>Post-Issue</b> |               |               |               |
| Promoter & Promoter Group  | 57,73,807                   | 90.13 %                  | ₹ 45   | ₹ 61              |               |               |               |
| Public   | 6,32,252                    | 9.87%                    |  |                   |               |               |               |
| Promoter of the Company  |                             |                          | Financial Summary (In Lacs.)   |                   |               |               |               |
| 1. Harihara Subramanian Iyer   |                             |                          | <b>For the Period Ended</b>  | <b>Mar-21</b>     | <b>Mar-22</b> | <b>Mar-23</b> | <b>Sep-23</b> |
| 2. Rajnish Omprakash Sarna   |                             |                          | <b>Total Assets</b>  | 662.41            | 870.42        | 1,383.92      | 1,799.26      |
| 3. Gayatri Rajnish Sarna   |                             |                          | <b>Net Assets</b>  | 156.78            | 234.71        | 394.78        | 653.24        |
| 4. Sindhu Saseedharan Nair   |                             |                          | <b>Total Borrowing</b>   | 709.09            | 631.88        | 309.37        | 276.92        |
|  |                             |                          | <b>Total Revenue</b>   | 961.30            | 1,686.47      | 2,590.97      | 1,815.89      |
|  |                             |                          | <b>Profit After Tax</b>  | -11.74            | 77.92         | 160.06        | 213.98        |
| Competitive Strengths  |                             |                          | Tentative Timeline   |                   |               |               |               |
| 1. Blue chip companies and Innovative customers.                                     |                             |                          | <b>Opening Date</b>  |                   | Mar 15, 2024  |               |               |
| 2. Customized IT Infrastructure and State of the art Management Information Systems. |                             |                          | <b>Closing Date</b>  |                   | Mar 19, 2024  |               |               |
| 3. Diverse Service Portfolio.  |                             |                          | <b>Basis of Allotment</b>  |                   | Mar 20, 2024  |               |               |
| 4. Value for Money pricing.  |                             |                          | <b>Initiation of Refunds</b>   |                   | Mar 21, 2024  |               |               |
| 5. Advance technology utilization and development.                                   |                             |                          | <b>Credit of Shares to Demat</b>   |                   | Mar 21, 2024  |               |               |
|  |                             |                          | <b>Listing Date</b>  |                   | Mar 22, 2024  |               |               |