

May 10, 2024

To,
Vice President
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (East), Mumbai 400051, India

Dear Sir

Sub: **Initial Public Offering of equity shares of face value of Rs.10.00 each ("Equity Shares") of Veritaas Advertising Limited (the "Company")**

The Board of Directors of the Company in their meeting held on May 10, 2024, in consultation with Horizon Management Private Limited ("Book Running Lead Manager"), have finalized allocation of 1,74,000 Equity Shares to Anchor Investors at Anchor Investor Allocation Price of Rs.114/- per Equity Share (including share premium of Rs. 104/- per Equity Share) in the following manner:

Sr. No	Name of Anchor Investor	No. of Equity Shares Allocated	%of Anchor Investor Portion	Bid Price (Rs. per Equity Share)	Total Amount Allocated (Rs.)
1.	Astorne Capital VCC – Arven	1,02,000	58.62%	114/-	1,16,28,000
2.	Chanakya Opportunities Fund I	72,000	41.38%	114/-	82,08,000
	Total	1,74,000	100.00%		1,98,36,000

Please note that capitalized terms used and not defined herein shall have the respective meaning ascribed to them in the Red Herring Prospectus dated May 06, 2024 filed with the Registrar of Companies, West Bengal at Kolkata.

We request you to make the above information public by disclosing the same on your website.
Thanking You,

For Veritaas Advertising Limited



Debojyoti Banerjee
Managing Director

