

Markets fall on profit booking in banking, metal counters

PRESS TRUST OF INDIA
Mumbai, December 29

THE BENCHMARK INDICES, Sensex and Nifty, retreated from over one-week highs to close lower on Wednesday due to profit booking in banking, IT and metal stocks amid weak global trends. After a two-day rally, the Sensex dropped 90.99 points or 0.16% to settle at 57,806.49 in volatile trade. The Nifty slipped by 19.65 points or 0.11% to close at 17,213.60.

SBI was the top loser in the Sensex pack, shedding over 1%. ITC, NTPC, Tech Mahindra, Tata Steel, Kotak Bank and M&M were among major losers.

On the other hand, gains in Sun Pharma, IndusInd Bank, Dr Reddy's, Bajaj Finserv and Reliance Industries restricted Sensex losses.

Markets were choppy throughout the session ahead of the F&O expiry and a weak trend in global markets, experts said.

"Market traded flat today and closed in negative. In the past two trading days, the market witnessed positive momentum on the back of short covering ahead of the December F&O expiry. However, the market is expected to remain flat in the next two trading days ahead of the New Year holiday as many global markets will remain shut in the next few days," Arijit Malakar, head research (retail) of Ashika Stock



Broking said. Experts said Omicron is a concern in the market as the Delhi government announced the Yellow alert and imposed restrictions amid a spike in virus cases. The current concern for the market is that if other state governments follow the same, there will be short-term pause on the recovery of the domestic economy.

PVR shares declined by 1.98% due to the ban by the Delhi government on cinema halls.

There are two divergent trends in the governments' and market's response to the Omicron variant, said VK Vijayakumar, chief investment Strategist at Geojit Finan-

Rupee breaks 9-day winning streak

THE RUPEE snapped its nine-day winning streak to settle one paisa lower at 74.71 against the US dollar on Wednesday, as muted domestic equities and a strong greenback overseas weighed on the market sentiment.

cial Services. "Governments, globally, are responding with caution and imposing some restrictions. In India, too, Maharashtra and Delhi have imposed some restrictions in the context of rising cases. But the markets have responded to the Omicron variant assuming that this marks the last phase of the pandemic," he said.

Sectorally, BSE metal, power, utilities, bankex, basic materials and FMCG indices fell up to 1.01%, while healthcare, auto, capital goods and telecom indices rose up to 1.71%.

Broader midcap and smallcap indices rose up to 0.49%. FIIs were net buyers for the first time this month which helped the market.

Elsewhere in Asia, the bourses in Shanghai, Hong Kong, Seoul and Tokyo ended with losses.

HDFC Bank to hold more fraud awareness workshops at educational institutions

MITHUN DASGUPTA
Kolkata, December 29

HDFC BANK HAS planned to organise more financial fraud awareness workshops at schools, colleges and universities across the country to apprise students of major cyber threats with an aim to build a culture of safe banking digitally.

In 2020, the bank had conducted over 1,000 workshops at educational institutions, including schools (X-XII students), colleges and universities, reaching out to around 30 lakh individuals. It has taken an ambitious target of organising over 2000 such workshops in the next few months.

"India has witnessed unprecedented growth in digitisation. Today, younger ones at home are helping in ordering food, medicines and other household goods through multiple apps. We want each household to have one evangelist, who can educate his/her family on precautions, hygiene items while doing online financial

transaction. Hence, at HDFC Bank, we have decided to spread awareness at school, college and university levels so that the dos and don'ts are ingrained in our next generation from a very early age," said Manish Agrawal, head — credit Intelligence and control.

"Also, with young adults embracing digital payments through UPI, wallets, etc, it is essential to create awareness so that they don't end up clicking unverified links or share confidential banking information while engaging with various e-learning, gaming, entertainment, delivery apps. We wish to build a culture of safe banking digitally and conducting awareness workshops in schools (standard XI-XII), colleges and universities across the country," Agrawal told *FE* in an interview.

He said greed, threat and help are being used by fraudsters to create scripts. And, information that is available publicly are being used to persuade a person in sharing his/her confidential information.

In its recent analysis, the bank has come across some interesting insights on cyber frauds. Around 65-70% of such frauds are perpetrated between 7 AM and 7 PM, and around 80-85% of the victims are in the age group of 22-50, which is supposedly the more tech savvy age bracket.

"Fraud can happen only at night — this assumption is not true. Fraud can happen only with senior citizen, illiterate, housewife, etc. — such assumptions are also not true. Fraud can happen at any time with anyone. The age group of 22-50, who are relatively considered more tech savvy, are often the victims. Fraudsters use open source intelligence. We as a nation have seen digital evolution at an unprecedented pace. We have not got time to learn. It's our collective social responsibility to spread awareness. Awareness is the prevention...As we have embarked on a new journey, we urge people to stop trusting unknown individuals, apps, etc. That would significantly reduce the incidence of frauds," he said.

Oil prices rise more than 1% as US oil inventories fall

STEPHANIE KELLY
New York, December 29

OIL PRICES ROSE on Wednesday after government data showed US crude and fuel inventories fell, offsetting worries that rising coronavirus cases might reduce demand.

Brent crude rose \$1.16, or 1.5%, to \$80.10 a barrel by 10:55 am EST (1555 GMT). US West Texas Intermediate (WTI) crude rose \$1.25, or 1.7%, to \$77.23 a barrel.

Both contracts are trading near their highest in a month, aided by

NORTHBOUND

■ US and Brent crude trade near highest since late November

■ Asset classes, from oil to equities, claw back losses

■ Gains come despite rapid rise in Omicron coronavirus cases

strength in global equities.

Crude inventories fell by 3.6 million barrels in the last week to 420 million barrels, compared with analysts' expectations in a Reuters poll for a 3.1 million-barrel drop.

US gasoline stocks fell by 1.5 million barrels in the week to 222.66 million barrels, compared with analysts' expectations in a Reuters poll for a 0.5 million-barrel rise.

Distillate stockpiles fell by 1.7 million barrels in the week to 122.43 million barrels, versus expectations for a 0.2 million-barrel rise, the EIA data showed. "It's draws across the board which are supportive," said John Kilduff, partner at Again Capital LLC in New York. "We do continue to creep up on domestic production, which is positive." —REUTERS

(THIS IS ONLY AN ADVERTISEMENT FOR INFORMATION PURPOSES AND NOT A PROSPECTUS ANNOUNCEMENT)

BRANDBUCKET MEDIA & TECHNOLOGY LIMITED

Corporate Identification Number: U93000MH2013PLC246147

Our Company was originally incorporated as a private limited company under the Companies Act, 1956 pursuant to a certificate of incorporation issued by the Registrar of Companies, Maharashtra Mumbai dated July 25, 2013 with the name 'Nikara Iron And Steel Private Limited'. Subsequently, the name of our Company was changed to 'BrandBucket Media & Technology Private Limited' by a special resolution passed on April 24, 2017. A fresh Certificate of Incorporation consequent upon change of name was issued on June 5, 2017 by the Registrar of Companies, Mumbai. Subsequently, our Company was converted into a public limited company and the name of our Company was changed to 'BrandBucket Media & Technology Limited' by a special resolution passed on August 16, 2021. A fresh Certificate of Incorporation consequent upon conversion was issued on September 14, 2021 by the Registrar of Companies, Mumbai. For further details of our Company, see 'General Information' and 'History and Certain Other Corporate Matters' on pages 34 and 70, respectively of the Prospectus.

Registered Office: 208, 2nd Floor, Shiv Shakti SRA CHS Ltd., Link Road, Anna Nagar, Andheri West, Mumbai-400053, Maharashtra, India. Tel: +91 85523 69975; Website: www.brandbucketmediatech.com; E-mail: info@brandbucketmediatech.com
Contact Person: Sebi GAO, Company Secretary and Compliance Officer

PROMOTER OF THE COMPANY: NISHIGANDHA S. KELUSKAR AND CREATEROI FINANCIAL CONSULTANCY PRIVATE LIMITED

BASIS OF ALLOTMENT

PUBLIC ISSUE OF 15,00,000 EQUITY SHARES OF FACE VALUE OF ₹ 10.00 EACH OF BRANDBUCKET MEDIA & TECHNOLOGY LIMITED ("OUR COMPANY" OR "THE ISSUER") FOR CASH AT A PRICE OF ₹ 55.00 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 45.00 PER EQUITY SHARE) ("ISSUE PRICE") AGGREGATING TO ₹ 825.00 LAKHS ("THE ISSUE"). OF THE ISSUE, 76,000 EQUITY SHARES AGGREGATING TO ₹ 41.80 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 14,24,000 EQUITY SHARES OF FACE VALUE OF ₹ 10.00 EACH AT AN ISSUE PRICE OF ₹ 55.00 PER EQUITY SHARE AGGREGATING TO ₹ 783.20 LAKHS IS HEREAFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 47.57% AND 45.16%, RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY. FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 136 OF THE PROSPECTUS.

As per Regulation 253(2) of the SEBI (ICDR) Regulations, as amended, as present issue is a fixed price offer the allocation in the net offer to the public category shall be made as follows:

a) Minimum fifty percent to retail individual investors; and
b) Remaining to:

i. Other investors including corporate bodies or institutions, irrespective of the number of specified securities applied for;

Provided that the unsubscribed portion in either of the categories specified in (a) or (b) above may be allocated to the applicants in the other category.

If the retail individual investor category is entitled to more than fifty per cent on proportionate basis, accordingly the retail individual investors shall be allocated that higher percentage.

THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10 EACH AND THE ISSUE PRICE OF ₹ 55 IS 5.50 TIMES OF THE FACE VALUE.

ISSUE OPENED ON DECEMBER 20, 2021 AND CLOSED ON DECEMBER 23, 2021

PROPOSED LISTING: FRIDAY, DECEMBER 31, 2021*

The Equity Shares offered through the Prospectus are proposed to be listed on the SME Platform of BSE Limited ("BSE") in terms of the Chapter IX of the SEBI (ICDR) Regulations, as amended from time to time. Our Company has received an approval letter dated November 9, 2021 from BSE Limited ("BSE") for using its name in the Offer Document for listing of our shares on the SME Platform of BSE. For the purpose of this issue, BSE shall be the Designated Stock Exchange. The trading is proposed to be commenced on or about **FRIDAY, DECEMBER 31, 2021***.

*Subject to the receipt of listing and trading approval from the BSE SME Platform.

All Applicants were allowed to participate in the Issue through APPLICATIONS SUPPORTED BY BLOCKED AMOUNT ("ASBA") process by providing the details of their respective bank accounts in which the corresponding application amounts were blocked by Self Certified Syndicate Banks (the "SCSBs"). Further, for Retail Individual Investors (individual Investors bidding for amount upto Rs. 2 Lacs) use of UPI Id in Application Form was allowed while applying for equity IPOs through Designated Intermediaries (Syndicate members, Registered Stock Brokers, Registrar and Transfer agent and Depository Participants). All Other Category of Investors shall mandatorily use only Application Supported by Blocked Amount (ASBA) facility for making payments.

SUBSCRIPTION DETAILS

The Issue has received 360 applications (after removing applications not banked) for 21,60,000 Equity Shares resulting in 1.44 times subscription (including reserved portion of Market Maker). The details of the applications received in the Issue (before technical rejections) are as follows:

| Category | No. of Applications | % | No. of Equity Shares | % | Subscription |
|-----------------------------|---------------------|----------------|----------------------|----------------|--------------|
| Market Maker | 1 | 0.28% | 76,000 | 3.52% | 1 |
| Retail Individual Investors | 318 | 88.33% | 6,36,000 | 29.44% | 0.89 |
| Other Investors | 41 | 11.39% | 14,48,000 | 67.04% | 2.03 |
| Total | 360 | 100.00% | 21,60,000 | 100.00% | 1.44 |

The details of applications rejected by the Registrar on technical grounds / withdrawal are detailed below:

| Category | NO. OF APPLICATIONS | NO. OF EQUITY SHARES |
|-----------------------------|---------------------|----------------------|
| Market Maker | Nil | Nil |
| Retail Individual Investors | 14 | 28,000 |
| Other Investors | Nil | Nil |
| Total | 14 | 28,000 |

After eliminating Technically Rejected applications, the following table gives the details of Category wise net valid applications:

| Category | NO. OF APPLICATIONS | % | NO. OF EQUITY SHARES (VALID) | % | SUBSCRIPTION | PROPORTIONATE NO. OF EQUITY SHARES (ALLOCATED) AFTER ROUNDING OFF* |
|-----------------------------|---------------------|----------------|------------------------------|----------------|--------------|--------------------------------------------------------------------|
| Market Maker | 1 | 0.29% | 76,000 | 3.56% | 1.00 | 76,000 |
| Retail Individual Investors | 304 | 87.86% | 6,08,000 | 28.52% | 1.00 | 6,08,000 |
| Other Investors | 41 | 11.85% | 14,48,000 | 67.92% | 1.77 | 8,16,000 |
| Total | 346 | 100.00% | 21,32,000 | 100.00% | 1.42 | 15,00,000 |

*The unsubscribed portion of 104000 equity shares in retail individual category was spilled over to Other Investors category.

Allocation: The Basis of Allotment was finalized in consultation with the Designated Stock Exchange - BSE on December 28, 2021.

A. Allotment to Market Maker (After Technical Rejections): The Basis of Allotment to the Market Maker, at the issue price of Rs. 55/- per Equity Share, was finalized in consultation with BSE. The category was subscribed by 1.00 times. The total number of shares allotted in this category is 76,000 Equity Shares.

B. Allotment to Retail Individual Investors (After Technical Rejections): The Basis of Allotment to the Retail Individual Investors, at the issue price of Rs. 55/- per Equity Share, was finalized in consultation with BSE. The category was subscribed 1 time after spill over of unsubscribed portion of 1,04,000 equity shares to Other Investors category. The total number of shares allotted in this category is 6,08,000 Equity Shares to 304 successful applicants.

C. Allotment to Other Investors (After Technical Rejections): The Basis of Allotment to the Other Investors, at the issue price of Rs. 55/- per Equity Share, was finalized in consultation with BSE. The category was subscribed 1.77 times after the unsubscribed portion of 104000 equity shares in retail individual category was spilled over to Other Investors category. The total number of shares allotted in this category is 8,16,000 Equity Shares.

The Category-wise details of the Basis of Allotment are as under:

| No. of Shares applied for (Category wise) | No. of Applications Receives | % to total | Total No. of Shares Applied in each category | % of total | Proportionate Shares Available | Allocation Per Applicant Before Rounding Off to Market Lot | Allocation Per Applicant After Rounding Off | Ratio of Allottees to Applicants | Total No. of Shares Allotted | Surplus/Deficit |
|-------------------------------------------|------------------------------|---------------|----------------------------------------------|---------------|--------------------------------|------------------------------------------------------------|---------------------------------------------|----------------------------------|------------------------------|-----------------|
| 4000 | 4 | 9.76 | 16000 | 1.11 | 9017 | 2254 | 2000 | 1:1 | 8000 | |
| 6000 | 4 | 9.76 | 24000 | 1.66 | 13525 | 3381 | 2000 | 1:4 | 2000 | 983 |
| 8000 | 4 | 9.76 | 32000 | 2.21 | 18033 | 4508 | 2000 | 1:1 | 8000 | |
| 10000 | 4 | 9.76 | 40000 | 2.76 | 22541 | 5635 | 2000 | 3:4 | 6000 | 475 |
| 12000 | 4 | 9.76 | 48000 | 3.31 | 27050 | 6763 | 2000 | 1:1 | 16000 | |
| 14000 | 1 | 2.44 | 14000 | 0.97 | 7890 | 7890 | 2000 | 1:4 | 2000 | -33 |
| 16000 | 2 | 4.88 | 32000 | 2.21 | 18033 | 9017 | 2000 | 1:1 | 16000 | |
| 18000 | 2 | 4.88 | 36000 | 2.49 | 20287 | 10144 | 2000 | 1:2 | 2000 | -33 |
| 20000 | 4 | 9.76 | 80000 | 5.52 | 45083 | 11271 | 10000 | 1:1 | 20000 | -287 |
| 22000 | 1 | 2.44 | 22000 | 1.52 | 12398 | 12398 | 2000 | 3:4 | 6000 | 917 |
| 24000 | 1 | 2.44 | 24000 | 1.66 | 13525 | 13525 | 14000 | 1:1 | 14000 | 475 |
| 26000 | 1 | 2.44 | 26000 | 1.80 | 14652 | 14652 | 14000 | 1:1 | 14000 | -652 |
| 46000 | 1 | 2.44 | 46000 | 3.18 | 25923 | 25923 | 26000 | 1:1 | 26000 | 77 |
| 58000 | 1 | 2.44 | 58000 | 4.01 | 32685 | 32685 | 32000 | 1:1 | 32000 | -685 |
| 70000 | 1 | 2.44 | 70000 | 4.83 | 39448 | 39448 | 40000 | 1:1 | 40000 | 552 |
| 90000 | 1 | 2.44 | 90000 | 6.22 | 50718 | 50718 | 50000 | 1:1 | 50000 | -718 |
| 100000 | 1 | 2.44 | 100000 | 6.91 | 56354 | 56354 | 56000 | 1:1 | 56000 | -354 |
| 140000 | 1 | 2.44 | 140000 | 9.67 | 78895 | 78895 | 78000 | 1:1 | 78000 | -895 |
| 150000 | 1 | 2.44 | 150000 | 10.36 | 84530 | 84530 | 84000 | 1:1 | 84000 | -530 |
| 200000 | 2 | 4.88 | 400000 | 27.62 | 225413 | 112707 | 112000 | 1:1 | 224000 | |
| | | | | | | | 2000 | 1:2 | 2000 | 587 |
| Total | 41 | 100.00 | 1448000 | 100.00 | 816000 | | | | 8,16,000 | 0 |

The Board of Directors of the Company at its meeting held on December 28, 2021 has taken on record the Basis of Allocation of Equity Shares approved by the Designated Stock Exchange viz. BSE and has authorized the corporate action for the transfer of the Equity Shares to various successful applicants. The Refund/allotment intimation will be dispatched to the address of the Applicants as registered with the depositories on or about December 30, 2021. Further, the instructions to Self Certified Syndicate Banks for unblocking the amount will be processed on or prior to December 29, 2021. In case the same is not received within ten days, investors may contact Registrar at the address given below.

The Equity Shares allocated to successful applicants are being credited to their beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is taking steps to get the Equity Shares admitted for trading on SME Platform of BSE Limited within six working days from the date of the closure of the Issue.

Note: All capitalized terms used and not defined herein shall have the respective meaning assigned to them in the Prospectus dated December 13, 2021 ("Prospectus").

INVESTORS PLEASE NOTE

The details of the allotment made would also be hosted on the website of the Registrar to the Issue SATELLITE CORPORATE SERVICES PRIVATE LIMITED at www.satellitecorporate.com. All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First/Sole applicants, serial number of the Application Form, number of shares applied for and Bank Branch where the application had been lodged and payment details at the address of the Registrar given below:

Satellite Corporate Services Pvt Ltd
A 106 & 107, Dattani Plaza, East West Compound, Andheri Kurla Road, Safed Pool Sakinaka, Mumbai - 400072.
Tel No.: +91 22 28520461 / 28520462; Email: service@satellitecorporate.com; Website: www.satellitecorporate.com
SEBI Registration No: INR000003639; Contact Person: Michael Monteiro

Place : Mumbai
Date : December 29, 2021

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARE ON LISTING OR THE BUSINESS PROSPECTS OF BRANDBUCKET MEDIA & TECHNOLOGY LIMITED.

For **BRANDBUCKET MEDIA & TECHNOLOGY LIMITED**
On behalf of the Board of Directors
Sd/-
Managing Director

CONCEPT