

- 1 **Type of Issue (IPO/FPO)** IPO
- 2 **Issue Size (Rs. Cr)** 53.65
- 3 **Grade of issue alongwith name of the rating agency**
- Name** Credit Analysis and Research Limited
Grade CARE IPO Grade -3
- 4 **Subscription Level (Number of times subscribed after technical rejection and cheque return)** 18.12

Source: Post Issue Monitoring Report

- 5 **QIB Holding (as a % of outstanding capital) as disclosed to stock exchanges**

Particulars	%
(i) allotment in the issue ⁽¹⁾	12.56%
(ii) at the end of the 1st Quarter immediately after the listing of the issue (June 30, 2010) ⁽²⁾	13.84%
(iii) at the end of 1st FY (March 31, 2011) ⁽²⁾	13.18%
(iv) at the end of 2nd FY (March 31, 2012) ⁽²⁾	12.20%
(iii) at the end of 3rd FY (March 31, 2013) ⁽²⁾	12.20%

Source / Notes:

⁽¹⁾ Allotment of issue does not include pre issue QIB holding

⁽²⁾ Clause 35 Reporting with the NSE for the relevant period (representing the sum of the "Institutions" category in the reporting)

- 6 **Financials of the issuer (as per the annual financial results submitted to stock exchanges)**

(Rs. Crore)

Parameters	March 31, 2011 ⁽¹⁾	March 31, 2012 ⁽¹⁾	March 31, 2013 ⁽¹⁾
Income from operations	42.75	66.28	88.24
Net Profit for the period	10.08	10.99	3.05
Paid-up equity share capital	14.73	14.73	14.73
Reserves excluding revaluation reserves	84.45	93.87	80.34

Notes:

⁽¹⁾ Figures are based on consolidated financials obtained from the annual reports, stock exchange filings

- 7 **Trading Status in the scrip of the issuer**

Company's Equity Shares are listed on BSE Limited and National Stock Exchange of India Limited. The Shares have not been suspended or delisted.

Particulars	Status
(i) at the end of 1st FY (March 31, 2011)	Frequently Traded
(ii) at the end of 2nd FY (March 31, 2012)	Infrequently Traded
(iii) at the end of 3rd FY (March 31, 2013)	Infrequently Traded

Source: BSE website

- 8 **Change in Directors of issuer from the disclosures in the offer document**

Particulars	Name of the Director	Appointed / Resigned
(i) at the end of 1st FY (March 31, 2011)	Amitava Ghose	Resigned
(ii) at the end of 2rd FY (March 31, 2012)	Anil Agarwal	Appointed
	Deepak Kanabar	Resigned
(iii) at the end of 3rd FY (March 31, 2013)	Amit Ruia	Appointed
	NA	

Source: Notification sent by Company to BSE as required under Clause 30 of Listing Agreement

9 Status of implementation of project/ commencement of commercial production

Particulars	As disclosed in the offer document	Actual implementation	Reasons for delay in implementation, if any
Branding and Promotion	Mar-12	100% (as per amended object) on Branding & Promotion has already been invested	-
Purchasing a corporate office at Kolkata	Mar-11	NA	Corporate office could not be finalised as the location and pricing were not falling in the strategy and parameters of the company. Hence the company revised the object via AGM on
Investment in technology infrastructure	Mar-10	100% (as amended object) on Investment in technology & Infrastructure has already been invested	-
General Corporate Purposes		100% (as per amended object) of General Corporate purpose has already been invested	-

10 Status of utilization of issue proceeds

(Rs. Crore)

Particulars	As disclosed in the offer document	As per amended Object of Issue	Actual utilisation ⁽¹⁾	Reasons for deviation, if any ⁽¹⁾
Branding and Promotion	20.16	3.66	3.66	-
Purchasing a corporate office at Kolkata	13.00	NA	NA	NA
Investment in technology infrastructure	2.00	18.50	18.50	-
General corporate purposes	13.23	26.25 ⁽²⁾	26.25	-
Issue related expenses	5.26	5.24 ⁽²⁾	5.24	-
Total	53.65	53.65	53.65	

⁽¹⁾ The deviations in the objects of the issue as mentioned in the Prospectus and as per the current status is primarily due to the reasons as mentioned in point no. 9.

⁽²⁾ Unutilized amount of Rs.0.02 cr under the head 'Issue related expenses' is clubbed and utilized under the head ' General corporate purposes' pursuant to approval accorded by the Board of Directors in its meeting held on August 16, 2012

⁽³⁾ As per the certificate given by the Auditors M/s K.N.Gutgia & Co., Chartered Accountants, dated 12.02.2013, the total funds raised through IPO have been fully utilised for "Objects / Amended Objects of the Issue"

11 Comments of monitoring agency

Not Applicable

12 Pricing Data

Issue Price (Rs.): 145.00
Designated Stock Exchange: BSE
Listing Date: April 12, 2010

Price parameters	At close of listing day April 12, 2010)	At close of 30th calendar day from listing day (May 11, 2010)	At close of 90th calendar day from listing day (July 12, 2010) ⁴	As at the end of 1st FY after the listing of the issue (March 31, 2011)			As at the end of 2nd FY after the listing of the issue (March 30, 2012)			As at the end of 3rd FY after the listing of the issue (March 28, 2013) ⁵		
				Closing price	High (during the FY 2011) ¹	Low (during the FY 2011) ¹	Closing price	High (during the FY 2012) ²	Low (during the FY 2012) ²	Closing price	High (during the FY 2013) ³	Low (during the FY 2013) ³
Market Price	159.35	126.25	120.65	66.40	167.15	63.15	53.55	74.30	46.00	49.00	59.95	42.25
BSE Sensex	17,853.00	17,141.53	17,937.20	19,445.22	21,108.64	15,960.15	17,404.20	19,811.14	15,135.86	18,835.77	20,203.66	15,748.98
Sectoral Index	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

⁽¹⁾ The high/ low details have been calculated considering intraday high/ low attained by the relevant scrip/ index during the period April 12, 2010 – March 31, 2011.

⁽²⁾ The high/ low details have been calculated considering intraday high/ low attained by the relevant scrip/ index during the period April 1, 2011 – March 30, 2012.

⁽³⁾ The high/ low details have been calculated considering intraday high/ low attained by the relevant scrip/ index during the period April 1, 2012 – March 28, 2013.

⁽⁴⁾ 90th trading day i.e. July 10, 2010 happens to be a Saturday and hence closing price as on Monday, July 12, 2010 has been considered

⁽⁵⁾ The last trading day in March 2013 has been considered i.e. March 28, 2013

13 **Basis for Issue Price** (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	Intrasoft Technologies Limited	As disclosed in the offer document ⁽¹⁾	At the end of 1st FY (March 31, 2011) ⁽²⁾	At the end of 2nd FY (March 31, 2012) ⁽²⁾	At the end of 3rd FY (March 31, 2013) ⁽²⁾
EPS	Issuer:				
	Intrasoft Technologies Limited	3.35 ⁽⁴⁾	6.87	7.46	2.07
	Peer Group⁽³⁾	NA	NA	NA	NA
	Industry Avg:	NA	NA	NA	NA
P/E	Issuer:				
	Intrasoft Technologies Limited	25.13 ⁽⁵⁾	9.67	7.18	23.67
	Peer Group⁽³⁾	NA	NA	NA	NA
	Industry Avg:	NA	NA	NA	NA
RoNW	Issuer:				
	Intrasoft Technologies Limited	8.20% ⁽⁶⁾	10.16	10.12	3.21
	Peer Group⁽³⁾	NA	NA	NA	NA
	Industry Avg:	NA	NA	NA	NA
NAV per share based on balance sheet	Issuer:				
	Intrasoft Technologies Limited	40.81 ⁽⁷⁾	67.33	73.72	64.53
	Peer Group⁽³⁾	NA	NA	NA	NA
	Industry Avg:	NA	NA	NA	NA

⁽¹⁾ As disclosed in the Prospectus dated March 30, 2010

⁽²⁾ Sourced from the Stock Exchange Filings made by the Company on the consolidated financial information for the relevant fiscal year except for share price information which has been sourced from BSE's

website. Key ratios for the Company have been calculated as follows:

- (i) EPS - Basis EPS as reported by the Company in its Annual Report, BSE Filings
- (ii) P/E - Closing Price as of March 31 of each year (or the last trading day of March in each year) / EPS
- (iii) RoNW - Net Profit After Tax / Networth (Share Capital + Reserves and Surplus - Miscellaneous expenses)
- (iv) NAV per share - Closing Network / Shares Outstanding as of fiscal year end

⁽³⁾ The details on the comparison of accounting ratios of the Company with other listed entities has not been given as the Company is in the electronic greeting cards business and there are no listed peers in the same line of business

⁽⁴⁾ EPS based as per restated consolidated financial information for 6 month ended September 30, 2009

⁽⁵⁾ P/E based on the basic EPS as per restated consolidated financial information for the year ended March 31, 2009

⁽⁶⁾ Return on Net Worth as per restated consolidated financial statements for 6 month ended September 30, 2009

⁽⁷⁾ Net Asset Value per Equity Share (consolidated) as of September 30, 2009

14 **Any other Material Information**

Except as disclosed to the Stock Exchanges, there is no other material information.