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CENTURY BUSINESS MEDIA LIMITED

(Formerly known as Century Business Private Limited)

THE EQUITY SHARES OF THE COMPANY WILL GET LISTED ON SME PLATFORM OF BSE LIMITED (“BSE SME”)



Our Company was originally incorporated as a Private Limited Company under the name “Century Business Private Limited” on September 23, 1999 bearing Registration No. 009001 having CIN U51505BR1999PTC009001 under the provisions of the Companies Act, 1956 with the Registrar of Companies, Bihar. Consequently, pursuant to Special Resolution passed by the shareholders at the Extra Ordinary General Meeting held on January 08, 2024, our company has changed its name from “Century Business Private Limited” to “Century Business Media Private Limited” vide a fresh Certificate of Incorporation consequent upon change of name dated February 08, 2024 issued by the Registrar of Companies, Patna. Further, pursuant to Special Resolution passed by the shareholders at the Extra Ordinary General Meeting held on June 28, 2024 our company was converted into a Public Limited Company and consequently the name of our Company from “Century Business Media Private Limited” to “Century Business Media Limited” vide a fresh Certificate of Incorporation dated September 16, 2024 issued by the Registrar of Companies, Central Registration Centre. Our Company’s Corporate Identification Number is U73100BR1999PLC009001. For further details please refer to chapter titled **“History and Corporate Structure”** beginning on page 126 of the Red Herring Prospectus.

Registered Office: 107, Emarat Firdaus Exhibition Road, Patna, Bihar, India, 800001
Corporate Office: P S Abacus Room No 204, 2nd Floor NH 12 Action Area II E New Town, North 24 Parganas, West Bengal, India, 700161
Tel.: 0612-2320672/76, **E-mail:** info@centurymedia.in, **Website:** www.centurymedia.in, **Contact Person:** Shashank Poddar, Company Secretary & Compliance Officer

OUR PROMOTERS: SHASHI KUMAR CHAUDHARY, SEEMA CHAUDHARY, SANGITA DOKANIA AND SHREYA CHAUDHARY

THE ISSUE

INITIAL PUBLIC OFFER OF UPTO 23,12,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE “EQUITY SHARES”) OF CENTURY BUSINESS MEDIA LIMITED (“OUR COMPANY” OR “CBML” OR “THE ISSUER”) AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE (INCLUDING SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE) FOR CASH, AGGREGATING UP TO ₹ [●] LAKHS (“PUBLIC ISSUE”) OUT OF WHICH 1,16,800 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING ₹ [●] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE “MARKET MAKER RESERVATION PORTION”). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 21,95,200 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ [●] LAKHS IS HEREIN AFTER REFERRED TO AS THE “NET ISSUE”. THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.39% AND 25.06% RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

**Subject to finalization of Basis of Allotment.*

PRICE BAND: ₹70 TO ₹74 PER EQUITY SHARE OF FACE VALUE ₹10/- EACH

THE FLOOR PRICE (₹70) IS 7.0 TIMES THE FACE VALUE OF THE EQUITY SHARES AND THE CAP PRICE IS (₹74) 7.4 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.
THE PRICE TO EARNING RATIO BASED ON DILUTED EPS FOR FISCAL 2026 AT THE FLOOR PRICE IS (₹70) 8.13 TIMES AND AT THE CAP PRICE (₹74) IS 8.59 TIMES.
BIDS CAN BE MADE FOR A MINIMUM OF 3200 EQUITY SHARES AND IN MULTIPLES OF 1600 EQUITY SHARES THEREAFTER

Weighted average return on net worth for the last three fiscal years should be read as 35.89%

The details of the Fresh Issue and the post-Issue market Capitalisation of the Company, each at the Floor Price (₹70) and the Cap Price (₹74), are given below:

Particular	At Floor price of ₹70 per equity share		At Cap price of ₹74 per equity share	
	Up to No of equity Shares of face value of Rs. 10/- each	Up to amount (Rs in Lakhs)	Up to No of equity Shares of face value of Rs. 10/- each	Up to amount (Rs in Lakhs)
Fresh Issue	23,12,000	1618.40	23,12,000	1710.88
Offer for Sale	-	-	-	-
Total Issue Size	23,12,000	1618.40	23,12,000	1710.88
Post-Issue Market Capitalization of the Company	87,61,280	6132.90	87,61,280	6483.35

BID/ ISSUE PROGRAMME

ANCHOR INVESTOR BIDDING DATE: THURSDAY, SEPTEMBER 10, 2026

BID/ ISSUE OPENS ON: FRIDAY, SEPTEMBER 11, 2026

BID/ ISSUE CLOSES ON: WEDNESDAY, SEPTEMBER 16, 2026

**UPI mandate end time shall be at 05:00 p.m. on the Bid/Issue closing date.*

BRIEF DESCRIPTION OF THE BUSINESS OF THE COMPANY

Established in 1999, our Company provides advertising services with a primary focus on Out-of-Home (“OOH”) media formats, including both digital and non-digital solutions. We operate primarily in the Airport Out-of-Home (“AOOH”) and Railway Out-of-Home (“ROOH”) segments by offering advertising spaces within and outside airport terminal buildings and through digital and static hoardings across railway stations and railway land. We have recently commenced Metro Out-of-Home (“MOOH”) advertising, including advertisements on Platform Screen Doors (“PSDs”), and have also started offering in-shop branding services. Additionally, we provide a variety of traditional city media formats, including hoardings, billboards, unipole, multipoles, pole kiosks, wall wraps, wall paintings, lollipops, gantries, in-shop branding, and other related media assets.

THIS ISSUE IS BEING MADE THROUGH BOOK BUILDING PROCESS, IN TERMS OF CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 (THE “SEBI (ICDR) REGULATIONS”), AS AMENDED READ WITH RULE 19(2)(B) OF SECURITIES CONTRACT (REGULATION) RULES, 1957, AS AMENDED FROM TIME TO TIME (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF BSE LIMITED (“BSE SME”)
THE EQUITY SHARES OF THE COMPANY WILL GET LISTED ON SME PLATFORM OF BSE LIMITED (“BSE SME”). FOR THE PURPOSE OF THE ISSUE, THE DESIGNATED STOCK EXCHANGE WILL BE BSE LIMITED.

ALLOCATION OF THE ISSUE

- **QIB PORTION** : NOT MORE THAN 50.00% OF THE NET ISSUE
- **NON-INSTITUTIONAL PORTION** : NOT LESS THAN 15.00% OF THE NET ISSUE
- **INDIVIDUAL PORTION** : NOT LESS THAN 35.00% OF THE NET ISSUE
- **MARKET MAKER PORTION** : UPTO 1,16,800 EQUITY SHARES OR 5.05% OF THE ISSUE

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN RED HERRING PROSPECTUS AND THE TERMS OF THE ISSUE, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE ISSUE AVAILABLE IN ANY MANNER, potential investors should only refer to this pre-issue and price band advertisement for the issue and should not rely on any media articles/ reports in relation to the valuation of the company as these are not endorsed, published or confirmed either by the company or the Book Running Lead Manager to the issue (“BRLM”).

In accordance with the recommendation of the Independent Directors of our Company, pursuant to their resolution dated August 14, 2026 the above provided price band is justified based on quantitative factors/ KPIs disclosed in the ‘**Basis for Issue Price**’ section beginning on page 85 of the Red Herring Prospectus (“RHP”) vis-a-vis the weighted average cost of acquisition (“WACA”) of primary and secondary transaction(s), as applicable, disclosed in ‘**Basis for Issue Price**’ section beginning on page 85 of the Red Herring Prospectus and provided below in the advertisement.

RISKS TO INVESTORS

For details refer to section titled “Risk Factors” on page 20 of the Red Herring Prospectus.

1. Risk to investors summary description of key risk factors based on materiality

- Our Company and Promoters our involved in certain legal proceeding(s) and potential litigations. Any adverse decision in such proceeding(s) may render them liable to liabilities/ penalties.*
- Our business is significantly dependent on concession, licensing, and marketing agreements granted by government and quasi-government authorities, and failure to renew or retain such rights could materially and adversely affect our revenues and market position.*
- We are required to provide substantial security deposits under our concession agreements, the forfeiture or invocation of which could materially affect our liquidity.*
- Certain concession agreements require us to pay Minimum Monthly Guarantees (MMG) irrespective of revenue, and any inability to meet these obligations could materially affect our business and financial condition.*
- We are yet to place orders for certain static and digital media assets for our Out-of-Home (“OOH”) advertising business, and any delays could postpone implementation and increase costs.*
- Our operations are geographically concentrated in a few Indian states, exposing us to region-specific economic, political, and regulatory risks.*
- Our ability to execute city-based Out-of-Home (OOH) advertising campaigns depends on the availability and cost of suitable media sites, including hoardings, and any shortage or price escalation in such inventory may adversely affect our business, financial condition, and results of operations.*
- Our Trade Payables Holding Period for Fiscal 2024 and Fiscal 2025 was inadvertently miscalculated in the DRHP and the revised holding periods may differ from the previously disclosed figures.*
- We are dependent on a limited number of high-revenue advertising rights and concession contracts at select airports and railway zones, and any failure to retain or renew these contracts could materially affect our revenue and profitability.*
- Our Company's logo is not registered as on date of this Red Herring Prospectus. We may be unable to adequately protect our intellectual property. Furthermore, we may be subject to claims alleging breach of third-party intellectual property rights which could have a material adverse effect on our business, results of operations and financial condition.*
- Average cost of acquisition of Equity Shares held by the Promoters are*

Sr. No.	Name of Promoter	Type	No. of Shares held	Average Cost of Acquisition (in ₹)
1.	Shashi Kumar Chaudhary	Promoter	52,19,720	0.34
2.	Seema Chaudhary	Promoter	2,49,920	0.86
3.	Sangita Dokania	Promoter	6,47,400	2.47
4.	Shreya Chaudhary	Promoter	5,080	0.00

And the Issue Price at the upper end of the Price Band is Rs. 74 per Equity Share.

- The Price/ Earnings ratio based on Diluted EPS for Fiscal 2026 for the company at the upper end (₹74) of the Price Band is 8.59
- Weighted Average Return on Net worth for Fiscals 2026, 2025 and 2024 is 35.89%.

2. Details of suitable ratios of the company for the latest full financial year:

(₹ In lakhs)

Name of Company	Current Market Price (₹)	Face Value	EPS		PE	RoNW (%)	Book Value (₹)	Total Income (₹ In lakhs)
			Basic	Diluted				
Century Business Media Limited	[●]^	10	8.61	8.61	[●]^	30.83%	27.94	4,643.34
Peer Group								
Bright Outdoor Media Limited	361.40	10	12.26	12.26	29.48	12.96%	85.03	15,302.65
Signpost India Limited	270.05	2	13.14	13.14	20.55	24.13%	54.44	57,593.43
Simca Advertising Limited	240.80	10	18.88	18.88	12.75	57.24%	24.24	12,721.81

^CMP of our Company is considered as Issue Price.

^to be included post finalization of the Issue Price.

Notes:

- Source-All the financial information for listed industry peer “Bright Outdoor Media Limited” and “Signpost India Limited” mentioned above is sourced from the Annual Reports of the aforesaid companies for the year ended March 31, 2025, March 31, 2024 and “Simca Advertising Limited” the same is sourced from, prospectus filed with stock exchange dated August 05, 2025 & May 13, 2026 respectively. For the year ended March 31, 2026 Financial Information is sourced from Outcome of Board meeting submitted to exchange for all 3 listed peers companies mentioned above.*
- Market Price for the listed peer mentioned above is sourced from stock exchange data dated August 12, 2026 to compute the corresponding financial ratios.*
- Further, P/E Ratio is based on the current market price of the respective scrips available on BSE SME, NSE EmERGE and BSE respectively.*
- The EPS, NAV, RoNW and Total Income of our Company are taken as per Restated Financial Statement for the Financial Year 2025-26.*
- NAV per share is computed as the closing net worth divided by the closing outstanding number of paid-up equity shares.*
- P/E Ratio of the peer companies are based on the audited financial results of the company for the year ended March 31, 2026. RoNW has been computed as net profit after tax divided by closing net worth.*
- Net worth has been computed as total of Equity Share Capital and Reserves & Surplus.*
- The face value of Equity Shares of our Company is ₹10/- per Equity Share and the Issue price is [●] times the face value of equity share.*

3. Weighted average return on net worth for the last 3 FYs:

As per restated financial statements:

Sr. No.	Period	RONW (%)	Weights
1.	Period ending March 31, 2024	47.38	1
2.	Period ending March 31, 2025	37.74	2
3.	Period ending March 31, 2026	30.83	3
	Weighted Average	35.89	6

Notes:

- The figures disclosed above are based on the Restated Financial Statements of the Company.*

- The RoNW has been computed by dividing restated net profit after tax (excluding exceptional items) with restated Net worth as at the end of the year/period*
- Weighted average = Aggregate of year-wise weighted RoNW divided by the aggregate of weights i.e. (RoNW x Weight) for each year/Total of weights.*
- Weighted average cost of acquisition of all the shares transacted in the three years, 18 months and one year preceding the date of the Red Herring Prospectus-*

Period	Weighted Average Cost of Acquisition (in Rs.)	Cap Price (₹74) is 'X' times the Weighted Average Cost of Acquisition	Range of acquisition price: Lowest Price – Highest Price (in Rs.)
Last one year, last 18 Months & three years preceding the date of the Red Herring Prospectus	Nil	Nil	0-0

5. Disclosures as per clause (9)(K)(4) of Part A to Schedule VI:

a) The price per share of our Company based on the primary/ new issue of shares (equity/ convertible securities)

There has been no issuance of Equity Shares other than Equity Shares issued pursuant to bonus issue made on March 23, 2025, during the 18 months preceding the date of the Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of 30 days.

b) The price per share of our Company based on the secondary sale/ acquisition of shares (equity shares)

There have been no secondary sale/ acquisitions of Equity Shares, where the promoters, members of the promoter group or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts of shares), during the 18 months preceding the date of the certificate, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of the Company (calculated based on the pre-issue capital before such transaction/s and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

c) Price per share based on the last five Primary Issuances or Secondary Transactions

Since there are no such transactions to report to under (a) and (b) therefore, information based on last 5 primary or secondary transactions (secondary transactions where Promoter/ Promoter Group entities or shareholder(s) having the right to nominate director(s) in the Board of our Company, are a party to the transaction), not older than 3 years prior to the date of the certificate irrespective of the size of transactions, is as below:

Primary Transaction:

Except as disclosed below, there have been no primary transactions in the last three years preceding the date of the Red Herring Prospectus:

Date of Allotment	No. of equity Shares allotted	Face value per Equity share (₹)	Issue price per Equity share (₹)	Nature of Allotment	Nature of consideration	Total Consideration (in ₹ lakhs)
March 23, 2025	56,43,120	10	Nil	Bonus Issue in the ratio of 7:1	Other than Cash	Nil

Secondary Transaction:

S. No.	Date of Transfer	Name of Transferors	Name of Transferee	Number of Equity Shares	Percentage of pre-issue share capital of the company	Nature of Issue
1.	August 14, 2026	Sangita Dokania	Shashi Kumar Choudhary	472600	7.33%	Gift
2.		Seema Chaudhary	Neeraj Kumar Kedia	2000	0.03%	Gift
3.		Shashi Kumar	Khushi Choudhary	5000	0.08%	Gift
4.		Choudhary	Shreya Choudhary	5000	0.08%	Gift
5.	February 29, 2024	Shashi Kumar Choudhary	Shreya Choudhary	10	Negligible	Gift

Weighted average cost of acquisition & Issue price

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price (i.e. ₹ 70)	Cap price (i.e. ₹ 74)
Weighted average cost of acquisition of primary / new issue	NA^	NA^	NA^
Weighted average cost of acquisition for secondary sale / acquisition	NA^^	NA^^	NA^^
Weighted average cost of acquisition of primary issuances / secondary transactions	Nil	Nil	Nil

Note:

^There were no primary/ new issue of shares (equity/ convertible securities) in last 18 months from the date of the Red Herring Prospectus.

^^There were no secondary transactions as mentioned above, in last 18 months from the date of the Red Herring Prospectus.

The Issue Price shall be determined by our Company in consultation with the BRLM, on the basis of the demand from investor for the Equity Shares through Book Building Process.

ADDITIONAL INFORMATION FOR INVESTORS:

- Details of proposed /undertaken pre-Issue placements from the DRHP filing date** – Not Applicable
- Transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company by promoter(s) and promoter group(s) from the DRHP filing date:** Our Promoters, Shashi Kumar Choudhary, Seema Choudhary and Sangita Dokania have transferred/ Sold 4,84,600 Equity Shares to certain individuals, as detailed below (together the “Secondary Transaction”). The details of the transfer/sale are as follows:

Continued from previous page

S. No.	Date of Transfer	Name of Transferors	Nature of relationship with company	Name of Transferee	Nature of Relationship with Company	Nature of Transaction	Number of Equity Shares	Percentage of pre-issue share capital of the company	Transfer Price per Equity Share (Rs.)	Total Consideration (in Rs.)
1	August 14, 2026	Shashi Kumar Choudhary	Promoter	Khushi Choudhary	Promoter Group	Secondary	5,000	0.08%	-	-
2				Shreya Choudhary	Promoter	Sale	5,000	0.08%	-	-
TOTAL							10,000	0.16%	-	-
3	August 14, 2026	Seema Choudhary	Promoter	Neeraj Kedia	Promoter Group	Secondary Sale	2,000	0.03%	-	-
TOTAL							2,000	0.03%	-	-
4	August 14, 2026	Sangita Dokania	Promoter	Shashi Kumar Choudhary	Promoter	Secondary Sale	4,72,600	7.33%	-	-
TOTAL							4,72,600	7.33%	-	-
GRAND TOTAL							4,84,600	7.52%	-	-

3. Pre and Post Issue Shareholding of Promoter(s), Members of the Promoter Group and Additional Top 10 Shareholders of the Company:

Sr. No.	Pre-Issue shareholding as at the date of Advertisement			Post-Issue shareholding as at Allotment ^(B)			
	Shareholders	Number of Equity Shares (2)	Share Holding (in%) ⁽²⁾	At the lower end of the price band (₹70)		At the upper end of the price band (₹74)	
				Number of Equity Shares ⁽²⁾	Share holding (in%) ⁽²⁾	Number of Equity Shares ⁽²⁾	Share holding (in%) ⁽²⁾
Promoters							
1.	Shashi Kumar Chaudhary	52,19,720	80.93	52,19,720	59.58	52,19,720	59.58
	Seema Chaudhary	2,49,920	3.88	2,49,920	2.85	2,49,920	2.85
	Sangita Dokania	6,47,400	10.04	6,47,400	7.39	6,47,400	7.39
	Shreya Chaudhary	5,080	0.08	5,080	0.06	5,080	0.06
	Sub-total (A)	61,22,120	94.93	61,22,120	69.88	61,22,120	69.88
Promoter Group ⁽¹⁾							
2.	Shreyash Dokania	1,60,000	2.48	1,60,000	1.83	1,60,000	1.83
	Shivangi Dokania	1,60,000	2.48	1,60,000	1.83	1,60,000	1.83
	Khushi Chaudhary	5,080	0.08	5,080	0.06	5,080	0.06
	Niraj Kumar Kedia	2,080	0.03	2,080	0.02	2,080	0.02
	Sub-total (B)	3,27,160	5.07	3,27,160	3.73	3,27,160	3.73
Top 10 Shareholders							
	NIL			Nil			
	Sub-total (C)			Nil			
	Total (A+B+C)	64,49,280	100.00%	64,49,280	73.61%	64,49,280	73.61%

- Notes:
- The Promoter Group shareholders are Shreyash Dokania, Shivangi Dokania, Khushi Chaudhary and Niraj Kumar Kedia.
 - Includes all options that have been exercised until date of prospectus and any transfers of equity shares by existing shareholders after the date of the pre-issue and price band advertisement until date of prospectus.
 - Based on the Issue price of ₹(●) and subject to finalization of the basis of allotment.



BASIS FOR ISSUE PRICE

The ***"Basis of the Issue Price"*** on page 85 of the issue document has been updated with the above price band. Please refer to the website of the BRLM i.e. www.hemsecurities.com for the ***"Basis of the Issue Price"*** updated with the above price band.
(You may scan the QR code for accessing the website of Hem Securities Limited)

INDICATIVE TIMELINE FOR THE ISSUE

Our Company may in consultation with the BRLM, consider participation by Anchor Investors in accordance with the SEBI ICDR Regulations.

Sequence of Activities	Listing within T+3 days (T is Issue Closing Date)
Application Submission by Investors	Electronic Applications (Online ASBA through 3-in-1 accounts) – Upto 4 pm on T Day. Electronic Applications (Bank ASBA through Online channels like Internet Banking, Mobile Banking and Syndicate UPI ASBA etc.) – Upto 4 pm on T Day. Electronic Applications (Syndicate Individual Bidder, Non-Institutional Applications) – Upto 3 pm on T Day.
	Physical Applications (Bank ASBA) – Upto 1 pm on T Day. Physical Applications (Syndicate Individual Bidder, Non-Institutional Applications of QIBs and NILs) – Upto 12 pm on T Day and Syndicate members shall transfer such applications to banks before 1 pm on T Day.
Bid Modification	From Issue opening date up to 4 pm on T Day.
Validation of bid details with depositories	From Issue opening date up to 5 pm on T Day.
Reconciliation of UPI mandate transactions (Based on the guidelines issued by NPCI from time to time); Among Stock Exchanges – Sponsor Banks – NPCI and NPCI – PSPs/TPAPs** – Issuer Banks; Reporting formats of bid information, UPI analysis report and compliance timelines.	On daily basis
UPI Mandate acceptance time	T Day– 5 pm
Issue Closure T day	T Day – 4 pm for Individual Investor, QIB, NIL and other reserved categories
Third party check on UPI applications	On daily basis and to be completed before 9:30 AM on T+1 day
Third party check on Non-UPI applications	On daily basis and to be completed before 1 pm on T+1 day
Submission of final certificates: -For UPI from Sponsor Bank -For Bank ASBA, from all SCSBs -For syndicate ASBA UPI ASBA	Before 09:30 pm on T+1 day All SCSBs for Direct ASBA – Before 07:30 pm on T Day Syndicate ASBA - Before 07:30 pm on T Day
Finalization of rejections and completion of basis	Before 6 pm on T+1 day.
Approval of basis by Stock Exchange	Before 9 pm on T+1 day
Issuance of fund transfer instructions in separate files for debit and unblock. For Bank ASBA and Online ASBA – To all SCSBs For UPI ASBA – To Sponsor Bank	Intimation not later than 9:30 am on T+2 day. Completion before 2 pm on T+2 day for fund transfer; Completion before 4 pm on T+2 day for unlocking
Corporate action execution for credit of shares	Initiation before 2 pm on T+2 day Completion before 6 pm on T+2 day
Filing of listing application with Stock Exchanges and issuance of trading notice	Before 7:30 pm on T+2 day
Publish allotment advertisement	On the website of Issuer, Merchant Banker and RTI - before 9 pm on T+2 day. In newspapers - on T+3 day but not later than T+4 day
Trading starts T+3 day	T+3 day

Submission of Bids (other than Bids from Anchor Investors):

Bid/Issue Period (except the Bid/ Issue Closing Date)	
Submission and Revision in Bids	Only between 10.00 a.m. and 5.00 p.m. (Indian Standard Time ("IST"))
Bid/ Issue Closing Date* (i.e. September 16, 2026)	
Submission of Electronic Applications (Online ASBA through 3-in-1 accounts) – For Individual Investors other than QIBs and Non-Institutional Investors	Only between 10.00 a.m. and up to 4.00 p.m. IST

Submission of Electronic Applications (Bank ASBA through Online channels like Internet Banking, Mobile Banking and Syndicate UPI ASBA applications)	Only between 10.00 a.m. and up to 4.00 p.m. IST
Submission of Electronic Applications (Syndicate Non- Individual Applications)	Only between 10.00 a.m. and up to 3.00 p.m. IST
Submission of Physical Applications (Bank ASBA)	Only between 10.00 a.m. and up to 1.00 p.m. IST
Submission of Physical Applications (Applications of QIBs and Non-Institutional Investors)	Only between 10.00 a.m. and up to 12.00 p.m. IST
Modification/ Revision/cancellation of Bids	
Upward Revision of Bids by Individual Investors, QIBs and Non-Institutional Investors categories #	Only between 10.00 a.m. on the Bid/Issue Opening Date and up to 4.00 p.m. IST on Bid/Issue Closing Date

**UPI mandate end time and date shall be at 5:00 pm on the Bid/Issue Closing Date*
#Individual Investors, QIBs and Non-Institutional Investors can neither revise their bids downwards nor cancel/ withdraw their Bids. On the Bid/Issue Closing Date, the Bids shall be uploaded until: 4.00 p.m. IST in case of Bids by Individual Investors, QIBs and Non-Institutional Investors.

Event	Indicative Dates
Bid/ Issue Opening Date	Friday, September 11, 2026
Bid/ Issue Closing Date	Wednesday, September 16, 2026
Finalization of Basis of Allotment with the Designated Stock Exchange (T+1)	Thursday, September 17, 2026
Initiation of Allotment/ Refunds/ Unblocking of Funds from ASBA Account or UPI Id Linked Bank Account (T+2)	Friday, September 18, 2026
Credit of Equity Shares to Demat Accounts of Allottees (T+2)	Friday, September 18, 2026
Commencement of Trading of The Equity Shares on the Stock Exchange (T+3)	Monday, September 21, 2026

ASBA*

Simple, Safe, Smart way of Application- Make use of it!!!

***Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below.**

Mandatory in Public Issues from January 01, 2016. No cheque will be accepted



UPI – Now available in ASBA for Individual investors and Non-Institutional investor applying for amount up to ₹5,00,000/- applying through Registered Brokers, DP's & RTAs. UPI Bidder also have the option to submit the Application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account. Investors are required to ensure that the Bank Account used for bidding is linked to their PAN. Bidders must ensure that their PAN is linked with Aadhaar and are in compliance with CDBT notification dated February 13, 2020, issued by the CBDT and the subsequent press release, including press release dated June 25, 2021 and September 17, 2021 and CBDT circular no. 7 of 2022, dated March 30, 2022 read with press release dated March 28, 2023 and any subsequent press releases in this regard.

ASBA has to be availed by all the investors except anchor investors. UPI may be availed by (i) Individual Investors Portion. (ii) Non-Institutional Investors with an application size of up to ₹5,00,000 in the Non-Institutional Portion. For details on the ASBA and UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section ***"Issue Procedure"*** on page 254 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI") and Stock Exchanges and in the General Information Document. ASBA bid-cum-application forms can be downloaded from the websites of Stock Exchanges and can be obtained from the list of banks that is displayed on the website of SEBI at <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmid=35> and <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmid=43>, respectively as updated from time to time. For the list of UPI apps and banks live on IPO, please refer to the link: www.sebi.gov.in. UPI mechanism may apply through the SCSBs and mobile applications whose names appear on the website of SEBI, as updated from time to time. Kotak Mahindra Bank Limited has been appointed as Sponsor Banks for the Issue, in accordance with the requirements of the SEBI Circular dated November 1, 2018 as amended. For Issue related queries, please contact the BRLMs on their respective email IDs as mentioned below. For UPI related queries, investors can contact NPCI at the toll-free number: 18001201740 and mail ID: ipo.upi@npci.org.in.

In case of any revision in the Price Band, the Bid/Issue Period shall be extended for at least three additional working days after such revision of the Price Band, subject to the total Bid/Issue Period not exceeding 10 working Days. In cases of force majeure, banking strike or similar circumstances, our Company in consultation with the Book Running Lead Manager for reasons to be recorded in writing extend the Bid/Issue Period for a minimum of one working Day, subject to the Bid/Issue Period not exceeding 10 working Days. Any revision in the Price Band, and the revised Bid/Issue Period, if applicable, shall be widely disseminated by notification to the Stock Exchange by issuing a press release and also by indicating the change on the website of the Book Running Lead Manager and at the terminals of the Syndicate Members and by intimation to Self-Certified Syndicate Banks ("SCSBs"), other Designated Intermediaries and the Sponsor Banks, as applicable.

This Issue is being made through the Book Building Process, in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended (the "SCRR") read with Regulation 229 of the SEBI ICDR Regulations and in compliance with Regulation 253(1) and 253(2) of the SEBI ICDR Regulations read with SEBI ICDR (Amendment) Regulations, 2025, wherein not more than 50.00% of the Net Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company in consultation with the BRLMs may allocate up to 60.00% of the QIB Portion to Anchor Investors on a discretionary basis ("Anchor Investor Portion"). Pursuant to the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) (Third Amendment) Regulations, 2025, out of the Anchor Investor Portion, 40% shall be reserved, of which (i) 33.33% shall be available for allocation to domestic Mutual Funds and (ii) 6.67% shall be available for allocation to life insurance companies and pension funds, subject to valid Bids being received from domestic Mutual Funds, life insurance companies, and pension funds at or above the Anchor Investor Allocation Price. In the event of under-subscription under (ii) above, the allocation may be made to domestic Mutual Funds. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the remaining QIB Portion (other than the Anchor Investor Portion) ("Net QIB Portion"). Further, 5.00% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders, other than Anchor Investors, including Mutual Funds, subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5.00% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, the SEBI ICDR Regulations read with SEBI ICDR (Amendment) Regulations, 2025, states that not less than 35% of the Net Issue shall be available for allocation to Individual Investors who applies for minimum application size. Not less than 15% of the Net Issue will be available for allocation to Non-Institutional Investors of which one-third of the Non-Institutional Portion will be available for allocation to Bidders with an application size of more than two lots and up to such lots as equivalent to not more than ₹10.00 Lakhs and two-thirds of the Non-Institutional Portion will be available for allocation to Bidders with an application size of more than ₹10.00 Lakhs and under-subscription in either of these two sub-categories of Non-Institutional Portion may be allocated to Bidders in the other sub-category of Non-Institutional Portion. Subject to the availability of shares in non-institutional investors' category, the allotment to each Non-Institutional Investors shall not be less than the minimum application size in Non-Institutional Category and the remaining available Equity Shares, if any, shall be allocated on a proportionate basis in accordance with the conditions specified in this regard in Schedule XIII of the SEBI (ICDR) (Amendment) Regulations, 2025. All Potential Bidders, other than Anchor Investors, are required to participate in the Issue by mandatorily utilising the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account (as defined hereinafter) in which the corresponding Bid Amounts will be blocked by the Self-Certified Syndicate Banks ("SCSBs") or under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, please refer to the chapter titled ***"Issue Procedure"*** on page 254 of the Red Herring Prospectus.

Bidders/ Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Investors must ensure that their PAN is linked with AADHAR and are in compliance with CBDT Notification dated February 13, 2020 and press release dated June 25, 2021.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Corporate Structure" on page 126 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 293 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The liability of the member(s) is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.
AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: As on the date of Red Herring Prospectus, the Authorized share Capital of the Company is Rs. 10,00,00,000/- (Rupees Ten Crore only) divided into 1,00,00,000 (One Crore) Equity Shares of face value of Rs.10/- each. The issued, subscribed and paid-up share capital of the Company before the Issue Rs. 6,44,92,800/- (Rupees Six Crore Forty Four Lakhs Ninety Two Thousand and Eight Hundred Only) divided into 64,49,280 (Sixty Four Lakh Forty Nine Thousand Two Hundred and Eighty) Equity Shares of face value Rs.10/- each. For details of the Capital Structure, see "Capital Structure" on the page 62 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the Signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company, Shashi Kumar Chaudhary-10 and Banwari Lal Chaudhary-10, aggregating to 20 Equity Shares of face value of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 126 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see **"Capital Structure"** on page 62 of the Red Herring Prospectus.

LISTING: The Equity Shares Issued through the Red Herring Prospectus are proposed to be listed on the SME Platform of BSE Limited (**"BSE SME"**). Our Company has received an "in-principle" approval from the BSE for the listing of the Equity Shares pursuant to letter dated November 27, 2025. For the purposes of the Issue, the Designated Stock Exchange shall be BSE (**"BSE SME"**). A signed copy of the Red Herring Prospectus has been filed and the Prospectus shall be filed with the RoC in accordance with Section 26 and Section 32 of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus until the Bid/ Issue Closing Date, see **"Material Contracts and Documents for Inspection"** beginning on page 293 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Issue Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 232 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF BSE ("BSE SME") (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE Limited ("BSE") should not in any way be deemed or construed that the contents of the Prospectus or the price at which the equity shares are offered has been cleared, solicited or approved by BSE, nor does it certify the correctness or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Prospectus for the full text of the **"Disclaimer Clause pertaining to BSE"**.

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to **"Risk Factors"** on page 20 of the Red Herring Prospectus.

TRACK RECORD OF BOOK RUNNING LEAD MANAGER: The BRLM associated with the Issue has handled 65 Public Issues in the past three years, out of which 4 issues were closed below the Issue/ Issue Price on listing date

Name of BRLM	Total Issue		Issue closed below IPO Price on listing date
	Mainboard	SME	
Hem Securities Limited	2	63	4 (SME)

BOOK RUNNING LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
 HEM SECURITIES LIMITED Address: 904, A Wing, Naman Midtown, Senapati Bapat Marg, Elphinstone Road, Lower Parel, Mumbai-400013, Maharashtra, India. Tel. No.: +91- 22- 4906 0000 Email: ib@hemsecurities.com Investor Grievance Email: redressal@hemsecurities.com Website: www.hemsecurities.com Contact Person: Ravi Kumar Gupta SEBI Registration Number: INM000010981 CIN: U67120RJ1995PLC010390	 KFIN TECHNOLOGIES LIMITED Address: Selenium Tower-B, Plot 31 & 32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad – 500 032, Telangana, India. Tel No.: 40 6716 2222 Email: cbml ipo@kfintech.com Investor Grievance Email: einward.ris@kfintech.com Website: www.kfintech.com Contact Person: M Murali Krishna Designation: Vice President SEBI Registration Number: INR000000221 CIN: L72400TG2017PLC117649	 Shashank Poddar SHANK BUSINESS MEDIA LIMITED 107, Emarat Firdaus Exhibition Road, Patna, Bihar, India, 800001 Telephone: 0612-2320672/76 Email: info@centurymedia.in; Website: www.centurymedia.in CIN: U73100BR1999PLC009001 Investors may contact the Company Secretary and Compliance Officer or the Registrar to the Issue in case of any pre-Issue or post-Issue related grievances including non-receipt of letters of allotment, non-credit of allotted equity shares in the respective beneficiary account, non-receipt of refund orders or non- receipt of funds by electronic mode, etc. For all Issue related queries and for redressal of complaints investors may also write to the BRLMs.
On behalf of Board of Directors Century Business Media Limited Sd/- Shashank Poddar Company Secretary and Compliance Officer		
Place: Patna Date: September 05, 2026 Disclaimer: Century Business Media Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public Offer of its Equity Shares the Red Herring Prospectus dated September 05, 2026 has been filed with the Registrar of Companies, Patna, Bihar and thereafter with SEBI and the Stock Exchanges. The Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in, website of BSE www.bseindia.com at and is available on the websites of the BRLM at www.hemsecurities.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Red Herring Prospectus including the section titled "Risk Factors" beginning on page 20 of the Red Herring Prospectus. The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, and may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.		



THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY. THIS IS NOT A PROSPECTUS ANNOUNCEMENT AND DOES NOT CONSTITUTE AN INVITATION OR ISSUE TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. THIS PUBLIC ANNOUNCEMENT IS NOT INTENDED FOR PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA.

CENTURY BUSINESS MEDIA LIMITED

(Formerly known as Century Business Private Limited)

THE EQUITY SHARES OF THE COMPANY WILL GET LISTED ON SME PLATFORM OF BSE LIMITED (“BSE SME”)



Our Company was originally incorporated as a Private Limited Company under the name “Century Business Private Limited” on September 23, 1999 bearing Registration No. 009001 having CIN U51505BR1999PTC009001 under the provisions of the Companies Act, 1956 with the Registrar of Companies, Bihar. Consequently, pursuant to Special Resolution passed by the shareholders at the Extra Ordinary General Meeting held on January 08, 2024, our company has changed its name from “Century Business Private Limited” to “Century Business Media Private Limited” vide a fresh Certificate of Incorporation consequent upon change of name dated February 08, 2024 issued by the Registrar of Companies, Patna. Further, pursuant to Special Resolution passed by the shareholders at the Extra Ordinary General Meeting held on June 28, 2024 our company was converted into a Public Limited Company and consequently the name of our Company from “Century Business Media Private Limited” to “Century Business Media Limited” vide a fresh Certificate of Incorporation dated September 16, 2024 issued by the Registrar of Companies, Central Registration Centre. Our Company’s Corporate Identification Number is U73100BR1999PLC009001. For further details please refer to chapter titled **“History and Corporate Structure”** beginning on page 126 of the Red Herring Prospectus.

Registered Office: 107, Emarat Firdaus Exhibition Road, Patna, Bihar, India, 800001
Corporate Office: P S Abacus Room No 204, 2nd Floor NH 12 Action Area II E New Town, North 24 Parganas, West Bengal, India, 700161
Tel.: 0612-2320672/76, **E-mail:** info@centurymedia.in, **Website:** www.centurymedia.in, **Contact Person:** Shashank Poddar, Company Secretary & Compliance Officer

OUR PROMOTERS: SHASHI KUMAR CHAUDHARY, SEEMA CHAUDHARY, SANGITA DOKANIA AND SHREYA CHAUDHARY

THE ISSUE

INITIAL PUBLIC OFFER OF UPTO 23,12,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE “EQUITY SHARES”) OF CENTURY BUSINESS MEDIA LIMITED (“OUR COMPANY” OR “CBML” OR “THE ISSUER”) AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE (INCLUDING SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE) FOR CASH, AGGREGATING UP TO ₹ [●] LAKHS (“PUBLIC ISSUE”) OUT OF WHICH 1,16,800 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING ₹ [●] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE “MARKET MAKER RESERVATION PORTION”). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 21,95,200 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ [●] LAKHS IS HEREIN AFTER REFERRED TO AS THE “NET ISSUE”. THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.39% AND 25.06% RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

*Subject to finalization of Basis of Allotment.

PRICE BAND: ₹70 TO ₹74 PER EQUITY SHARE OF FACE VALUE ₹10/- EACH

THE FLOOR PRICE (₹70) IS 7.0 TIMES THE FACE VALUE OF THE EQUITY SHARES AND THE CAP PRICE IS (₹74) 7.4 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.
THE PRICE TO EARNING RATIO BASED ON DILUTED EPS FOR FISCAL 2026 AT THE FLOOR PRICE IS (₹70) 8.13 TIMES AND AT THE CAP PRICE (₹74) IS 8.59 TIMES.
BIDS CAN BE MADE FOR A MINIMUM OF 3200 EQUITY SHARES AND IN MULTIPLES OF 1600 EQUITY SHARES THEREAFTER

Weighted average return on net worth for the last three fiscal years should be read as 35.89%
The details of the Fresh Issue and the post-Issue market Capitalisation of the Company, each at the Floor Price (₹70) and the Cap Price (₹74), are given below:

Particular	At Floor price of ₹70 per equity share		At Cap price of ₹74 per equity share	
	Up to No of equity Shares of face value of Rs. 10/- each	Up to amount (Rs in Lakhs)	Up to No of equity Shares of face value of Rs. 10/- each	Up to amount (Rs in Lakhs)
Fresh Issue	23,12,000	1618.40	23,12,000	1710.88
Offer for Sale	-	-	-	-
Total Issue Size	23,12,000	1618.40	23,12,000	1710.88
Post-Issue Market Capitalization of the Company	87,61,280	6132.90	87,61,280	6483.35

BID/ ISSUE PROGRAMME

ANCHOR INVESTOR BIDDING DATE: THURSDAY, SEPTEMBER 10, 2026

BID/ ISSUE OPENS ON: FRIDAY, SEPTEMBER 11, 2026

BID/ ISSUE CLOSES ON: WEDNESDAY, SEPTEMBER 16, 2026

*UPI mandate end time shall be at 05:00 p.m. on the Bid/Issue closing date.

BRIEF DESCRIPTION OF THE BUSINESS OF THE COMPANY

Established in 1999, our Company provides advertising services with a primary focus on Out-of-Home (“OOH”) media formats, including both digital and non-digital solutions. We operate primarily in the Airport Out-of-Home (“AOOH”) and Railway Out-of-Home (“ROOH”) segments by offering advertising spaces within and outside airport terminal buildings and through digital and static hoardings across railway stations and railway land. We have recently commenced Metro Out-of-Home (“MOOH”) advertising, including advertisements on Platform Screen Doors (“PSDs”), and have also started offering in-shop branding services. Additionally, we provide a variety of traditional city media formats, including hoardings, billboards, unipole, multipoles, pole kiosks, wall wraps, wall paintings, lollipops, gantries, in-shop branding, and other related media assets.

THIS ISSUE IS BEING MADE THROUGH BOOK BUILDING PROCESS, IN TERMS OF CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 (THE “SEBI (ICDR) REGULATIONS”), AS AMENDED READ WITH RULE 19(2)(B) OF SECURITIES CONTRACT (REGULATION) RULES, 1957, AS AMENDED FROM TIME TO TIME (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF BSE LIMITED (“BSE SME”)

THE EQUITY SHARES OF THE COMPANY WILL GET LISTED ON SME PLATFORM OF BSE LIMITED (“BSE SME”). FOR THE PURPOSE OF THE ISSUE, THE DESIGNATED STOCK EXCHANGE WILL BE BSE LIMITED.

ALLOCATION OF THE ISSUE

- QIB PORTION : NOT MORE THAN 50.00% OF THE NET ISSUE
 - INDIVIDUAL PORTION : NOT LESS THAN 35.00% OF THE NET ISSUE
- NON-INSTITUTIONAL PORTION : NOT LESS THAN 15.00% OF THE NET ISSUE
 - MARKET MAKER PORTION : UPTO 1,16,800 EQUITY SHARES OR 5.05% OF THE ISSUE

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN RED HERRING PROSPECTUS AND THE TERMS OF THE ISSUE, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE ISSUE AVAILABLE IN ANY MANNER, potential investors should only refer to this pre-issue and price band advertisement for the issue and should not rely on any media articles/ reports in relation to the valuation of the company as these are not endorsed, published or confirmed either by the company or the Book Running Lead Manager to the issue (“BRLM”).

In accordance with the recommendation of the Independent Directors of our Company, pursuant to their resolution dated August 14, 2026 the above provided price band is justified based on quantitative factors/ KPIs disclosed in the ‘Basis for Issue Price’ section beginning on page 85 of the Red Herring Prospectus (“RHP”) vis-a-vis the weighted average cost of acquisition (“WACA”) of primary and secondary transaction(s), as applicable, disclosed in ‘Basis for Issue Price’ section beginning on page 85 of the Red Herring Prospectus and provided below in the advertisement.

RISKS TO INVESTORS

For details refer to section titled “Risk Factors” on page 20 of the Red Herring Prospectus.

1. Risk to investors summary description of key risk factors based on materiality
- a) Our Company and Promoters our involved in certain legal proceeding(s) and potential litigations. Any adverse decision in such proceeding(s) may render them liable to liabilities/ penalties.
 - b) Our business is significantly dependent on concession, licensing, and marketing agreements granted by government and quasi-government authorities, and failure to renew or retain such rights could materially and adversely affect our revenues and market position.
 - c) We are required to provide substantial security deposits under our concession agreements, the forfeiture or invocation of which could materially affect our liquidity.
 - d) Certain concession agreements require us to pay Minimum Monthly Guarantees (MMG) irrespective of revenue, and any inability to meet these obligations could materially affect our business and financial condition.
 - e) We are yet to place orders for certain static and digital media assets for our Out-of-Home (“OOH”) advertising business, and any delays could postpone implementation and increase costs.
 - f) Our operations are geographically concentrated in a few Indian states, exposing us to region-specific economic, political, and regulatory risks.
 - g) Our ability to execute city-based Out-of-Home (OOH) advertising campaigns depends on the availability and cost of suitable media sites, including hoardings, and any shortage or price escalation in such inventory may adversely affect our business, financial condition, and results of operations.
 - h) Our Trade Payables Holding Period for Fiscal 2024 and Fiscal 2025 was inadvertently miscalculated in the DRHP and the revised holding periods may differ from the previously disclosed figures.
 - i) We are dependent on a limited number of high-revenue advertising rights and concession contracts at select airports and railway zones, and any failure to retain or renew these contracts could materially affect our revenue and profitability.
 - j) Our Company's logo is not registered as on date of this Red Herring Prospectus. We may be unable to adequately protect our intellectual property. Furthermore, we may be subject to claims alleging breach of third-party intellectual property rights which could have a material adverse effect on our business, results of operations and financial condition.
- Average cost of acquisition of Equity Shares held by the Promoters are

Sr. No.	Name of Promoter	Type	No. of Shares held	Average Cost of Acquisition (in ₹)
1.	Shashi Kumar Chaudhary	Promoter	52,19,720	0.34
2.	Seema Chaudhary	Promoter	2,49,920	0.86
3.	Sangita Dokania	Promoter	6,47,400	2.47
4.	Shreya Chaudhary	Promoter	5,080	0.00

And the Issue Price at the upper end of the Price Band is Rs. 74 per Equity Share.

- The Price/ Earnings ratio based on Diluted EPS for Fiscal 2026 for the company at the upper end (₹74) of the Price Band is 8.59
- Weighted Average Return on Net worth for Fiscals 2026, 2025 and 2024 is 35.89%.

2. Details of suitable ratios of the company for the latest full financial year:

(₹ In lakhs)

Name of Company	Current Market Price (₹)	Face Value	EPS		PE	RoNW (%)	Book Value (₹)	Total Income (₹ In lakhs)
			Basic	Diluted				
Century Business Media Limited	[●]*	10	8.61	8.61	[●]^	30.83%	27.94	4,643.34
Peer Group								
Bright Outdoor Media Limited	361.40	10	12.26	12.26	29.48	12.96%	85.03	15,302.65
Signpost India Limited	270.05	2	13.14	13.14	20.55	24.13%	54.44	57,593.43
Simca Advertising Limited	240.80	10	18.88	18.88	12.75	57.24%	24.24	12,721.81

*CMP of our Company is considered as Issue Price.

^to be included post finalization of the Issue Price.

- Notes:
- i. Source-All the financial information for listed industry peer “Bright Outdoor Media Limited” and “Signpost India Limited” mentioned above is sourced from the Annual Reports of the aforesaid companies for the year ended March 31, 2025, March 31, 2024 and “Simca Advertising Limited” the same is sourced from, prospectus filed with stock exchange dated August 05, 2025 & May 13, 2026 respectively. For the year ended March 31, 2026 Financial Information is sourced from Outcome of Board meeting submitted to exchange for all 3 listed peers companies mentioned above.
 - ii. Market Price for the listed peer mentioned above is sourced from stock exchange data dated August 12, 2026 to compute the corresponding financial ratios.
 - iii. Further, P/E Ratio is based on the current market price of the respective scrips available on BSE SME, NSE Emerge and BSE respectively.
 - iv. The EPS, NAV, RoNW and Total Income of our Company are taken as per Restated Financial Statement for the Financial Year 2025-26.
 - v. NAV per share is computed as the closing net worth divided by the closing outstanding number of paid-up equity shares.
 - vi. P/E Ratio of the peer companies are based on the audited financial results of the company for the year ended March 31, 2026. RoNW has been computed as net profit after tax divided by closing net worth.
 - vii. Net worth has been computed as total of Equity Share Capital and Reserves & Surplus.
 - viii. The face value of Equity Shares of our Company is ₹10/- per Equity Share and the Issue price is [●] times the face value of equity share.
3. Weighted average return on net worth for the last 3 FYs:

As per restated financial statements:

Sr. No.	Period	RONW (%)	Weights
1.	Period ending March 31, 2024	47.38	1
2.	Period ending March 31, 2025	37.74	2
3.	Period ending March 31, 2026	30.83	3
	Weighted Average	35.89	6

Note:

- i. The figures disclosed above are based on the Restated Financial Statements of the Company.

- ii. The RoNW has been computed by dividing restated net profit after tax (excluding exceptional items) with restated Net worth as at the end of the year/period
 - iii. Weighted average = Aggregate of year-wise weighted RoNW divided by the aggregate of weights i.e. (RoNW x Weight) for each year/Total of weights.
4. Weighted average cost of acquisition of all the shares transacted in the three years, 18 months and one year preceding the date of the Red Herring Prospectus-

Period	Weighted Average Cost of Acquisition (in Rs.)	Cap Price (₹74) is 'X' times the Weighted Average Cost of Acquisition	Range of acquisition price: Lowest Price – Highest Price (in Rs.)
Last one year, last 18 Months & three years preceding the date of the Red Herring Prospectus	Nil	Nil	0-0

5. Disclosures as per clause (9)(K)(4) of Part A to Schedule VI:

- a) The price per share of our Company based on the primary/ new issue of shares (equity/ convertible securities)
- There has been no issuance of Equity Shares other than Equity Shares issued pursuant to bonus issue made on March 23, 2025, during the 18 months preceding the date of the Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of 30 days.
- b) The price per share of our Company based on the secondary sale/ acquisition of shares (equity shares)
- There have been no secondary sale/ acquisitions of Equity Shares, where the promoters, members of the promoter group or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts of shares), during the 18 months preceding the date of the certificate, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of the Company (calculated based on the pre-Issue capital before such transaction/s and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.
- c) Price per share based on the last five Primary Issuances or Secondary Transactions
- Since there are no such transactions to report to under (a) and (b) therefore, information based on last 5 primary or secondary transactions (secondary transactions where Promoter/ Promoter Group entities or shareholder(s) having the right to nominate director(s) in the Board of our Company, are a party to the transaction), not older than 3 years prior to the date of the certificate irrespective of the size of transactions, is as below:

Primary Transaction:

Except as disclosed below, there have been no primary transactions in the last three years preceding the date of the Red Herring Prospectus:

Date of Allotment	No. of equity Shares allotted	Face value per Equity share (₹)	Issue price per Equity share (₹)	Nature of Allotment	Nature of consideration	Total Consideration (in ₹ lakhs)
March 23, 2025	56,43,120	10	Nil	Bonus Issue in the ration of 7:1	Other than Cash	Nil

Secondary Transaction:

S. No.	Date of Transfer	Name of Transferors	Name of Transferee	Number of Equity Shares	Percentage of pre-issue share capital of the company	Nature of Issue
1.	August 14, 2026	Sangita Dokania	Shashi Kumar Choudhary	472600	7.33%	Gift
2.		Seema Chaudhary	Neeraj Kumar Kedia	2000	0.03%	Gift
3.		Shashi Kumar Choudhary	Khushi Choudhary	5000	0.08%	Gift
4.			Shreya Choudhary	5000	0.08%	Gift
5.	February 29, 2024	Shashi Kumar Choudhary	Shreya Choudhary	10	Negligible	Gift

Weighted average cost of acquisition & Issue price

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price (i.e. ₹ 70)	Cap price (i.e. ₹ 74)
Weighted average cost of acquisition of primary / new issue	NA^	NA^	NA^
Weighted average cost of acquisition for secondary sale / acquisition	NA^^	NA^^	NA^^
Weighted average cost of acquisition of primary issuances / secondary transactions	Nil	Nil	Nil

Note:

^There were no primary/ new issue of shares (equity/ convertible securities) in last 18 months from the date of the Red Herring Prospectus.

^^There were no secondary transactions as mentioned above, in last 18 months from the date of the Red Herring Prospectus.

The Issue Price shall be determined by our Company in consultation with the BRLM, on the basis of the demand from investor for the Equity Shares through Book Building Process.

ADDITIONAL INFORMATION FOR INVESTORS:

- Details of proposed /undertaken pre-Issue placements from the DRHP filing date - Not Applicable
- Transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company by promoter(s) and promoter group(s) from the DRHP filing date: Our Promoters, Shashi Kumar Choudhary, Seema Choudhary and Sangita Dokania have transferred/ Sold 4,84,600 Equity Shares to certain individuals, as detailed below (together the “Secondary Transaction”). The details of the transfer/sale are as follows:

Continued from previous page

S. No.	Date of Transfer	Name of Transferors	Nature of relationship with company	Name of Transferee	Nature of Relationship with Company	Nature of Transaction	Number of Equity Shares	Percentage of pre-issue share capital of the company	Transfer Price per Equity Share (Rs.)	Total Consideration (in Rs.)
1	August 14, 2026	Shashi Kumar Choudhary	Promoter	Khushi Choudhary	Promoter Group	Secondary Sale	5,000	0.08%	-	-
2				Shreya Choudhary	Promoter		5,000	0.08%	-	-
TOTAL							10,000	0.16%	-	-
3	August 14, 2026	Seema Choudhary	Promoter	Neeraj Kedia	Promoter Group	Secondary Sale	2,000	0.03%	-	-
TOTAL							2,000	0.03%	-	-
4	August 14, 2026	Sangita Dokania	Promoter	Shashi Kumar Choudhary	Promoter	Secondary Sale	4,72,600	7.33%	-	-
TOTAL							4,72,600	7.33%	-	-
GRAND TOTAL							4,84,600	7.52%	-	-

3. Pre and Post Issue Shareholding of Promoter(s), Members of the Promoter Group and Additional Top 10 Shareholders of the Company:

Sr. No.	Pre-Issue shareholding as at the date of Advertisement			Post-Issue shareholding as at Allotment ^(a)			
	Shareholders	Number of Equity Shares (2)	Share Holding (in%) ⁽²⁾	At the lower end of the price band (₹70)		At the upper end of the price band (₹74)	
				Number of Equity Shares ⁽²⁾	Share holding (in%) ⁽²⁾	Number of Equity Shares ⁽²⁾	Share holding (in%) ⁽²⁾
Promoters							
1.	Shashi Kumar Chaudhary	52,19,720	80.93	52,19,720	59.58	52,19,720	59.58
	Seema Chaudhary	2,49,920	3.88	2,49,920	2.85	2,49,920	2.85
	Sangita Dokania	6,47,400	10.04	6,47,400	7.39	6,47,400	7.39
	Shreya Chaudhary	5,080	0.08	5,080	0.06	5,080	0.06
	Sub-total (A)	61,22,120	94.93	61,22,120	69.88	61,22,120	69.88
Promoter Group ⁽¹⁾							
2.	Shreyash Dokania	1,60,000	2.48	1,60,000	1.83	1,60,000	1.83
	Shivangi Dokania	1,60,000	2.48	1,60,000	1.83	1,60,000	1.83
	Khushi Chaudhary	5,080	0.08	5,080	0.06	5,080	0.06
	Niraj Kumar Kedia	2,080	0.03	2,080	0.02	2,080	0.02
	Sub-total (B)	3,27,160	5.07	3,27,160	3.73	3,27,160	3.73
Top 10 Shareholders							
	NIL			Nil			
	Sub-total (C)			Nil			
	Total (A+B+C)	64,49,280	100.00%	64,49,280	73.61%	64,49,280	73.61%

- Notes:
- The Promoter Group shareholders are Shreyash Dokania, Shivangi Dokania, Khushi Chaudhary and Niraj Kumar Kedia.
 - Includes all options that have been exercised until date of prospectus and any transfers of equity shares by existing shareholders after the date of the pre-issue and price band advertisement until date of prospectus.
 - Based on the Issue price of ₹[●] and subject to finalization of the basis of allotment.



BASIS FOR ISSUE PRICE

The **"Basis of the Issue Price"** on page 85 of the issue document has been updated with the above price band. Please refer to the website of the BRLM i.e. www.hemsecurities.com for the **"Basis of the Issue Price"** updated with the above price band. (You may scan the QR code for accessing the website of Hem Securities Limited)

INDICATIVE TIMELINE FOR THE ISSUE

Our Company may in consultation with the BRLM, consider participation by Anchor Investors in accordance with the SEBI ICDR Regulations.

Sequence of Activities	Listing within T+3 days (T is Issue Closing Date)
Application Submission by Investors	Electronic Applications (Online ASBA through 3-in-1 accounts) – Upto 4 pm on T Day. Electronic Applications (Bank ASBA through Online channels like Internet Banking, Mobile Banking and Syndicate UPI ASBA etc.) – Upto 4 pm on T Day. Electronic Applications (Syndicate Individual Bidder, Non-Institutional Applications) – Upto 3 pm on T Day. Physical Applications (Bank ASBA) – Upto 1 pm on T Day. Physical Applications (Syndicate Individual Bidder, Non-Institutional Applications of QIBs and NILs) – Upto 12 pm on T Day and Syndicate members shall transfer such applications to banks before 1 pm on T Day.
Bid Modification	From Issue opening date up to 4 pm on T Day.
Validation of bid details with depositories	From Issue opening date up to 5 pm on T Day.
Reconciliation of UPI mandate transactions (Based on the guidelines issued by NPCI from time to time): Among Stock Exchanges –Sponsor Banks – NPCI and NPCI – PSPs/TPAPs** – Issuer Banks; Reporting formats of bid information, UPI analysis report and compliance timelines.	On daily basis Merchant Bankers to submit to SEBI, sought as and when.
UPI Mandate acceptance time	T Day– 5 pm
Issue Closure T day	T Day – 4 pm for Individual Investor, QIB, NII and other reserved categories
Third party check on UPI applications	On daily basis and to be completed before 9:30 AM on T+1 day
Third party check on Non-UPI applications	On daily basis and to be completed before 1 pm on T+1 day
Submission of final certificates: -For UPI from Sponsor Bank -For Bank ASBA, from all SCSBs -For syndicate ASBA UPI ASBA	Before 09:30 pm onT+1 day All SCSBs for Direct ASBA – Before 07:30 pm on T Day Syndicate ASBA - Before 07:30 pm on T Day
Finalization of rejections and completion of basis	Before 6 pm on T+1 day.
Approval of basis by Stock Exchange	Before 9 pm on T+1 day
Issuance of fund transfer instructions in separate files for debit and unblock. For Bank ASBA and Online ASBA – To all SCSBs For UPI ASBA – To Sponsor Bank	Intimation not later than 9:30 am on T+2 day. Completion before 2 pm on T+2 day for fund transfer; Completion before 4 pm on T+2 day for unlocking
Corporate action execution for credit of shares	Initiation before 2 pm on T+2 day Completion before 6 pm on T+2 day
Filing of listing application with Stock Exchanges and issuance of trading notice	Before 7:30 pm on T+2 day
Publish allotment advertisement	On the website of Issuer, Merchant Banker and RTI - before 9 pm on T+2 day. In newspapers - on T+3 day but not later than T+4 day
Trading starts T+3 day	T+3 day

Submission of Bids (other than Bids from Anchor Investors):

Bid/Issue Period (except the Bid/ Issue Closing Date)	
Submission and Revision in Bids	Only between 10.00 a.m. and 5.00 p.m. (Indian Standard Time ("IST"))
Bid/ Issue Closing Date* (i.e. September 16, 2026)	
Submission of Electronic Applications (Online ASBA through 3-in-1 accounts) – For Individual Investors other than QIBs and Non-Institutional Investors	Only between 10.00 a.m. and up to 4.00 p.m. IST

Submission of Electronic Applications (Bank ASBA through Online channels like Internet Banking, Mobile Banking and Syndicate UPI ASBA applications)	Only between 10.00 a.m. and up to 4.00 p.m. IST
Submission of Electronic Applications (Syndicate Non- Individual Applications)	Only between 10.00 a.m. and up to 3.00 p.m. IST
Submission of Physical Applications (Bank ASBA)	Only between 10.00 a.m. and up to 1.00 p.m. IST
Submission of Physical Applications (Applications of QIBs and Non-Institutional Investors)	Only between 10.00 a.m. and up to 12.00 p.m. IST

Modification/ Revision/cancellation of Bids	
Upward Revision of Bids by Individual Investors, QIBs and Non-Institutional Investors categories #	Only between 10.00 a.m. on the Bid/Issue Opening Date and up to 4.00 p.m. IST on Bid/Issue Closing Date

*UPI mandate end time and date shall be at 5:00 pm on the Bid/Issue Closing Date

#Individual Investors, QIBs and Non-Institutional Investors can neither revise their bids downwards nor cancel/ withdraw their Bids. On the Bid/Issue Closing Date, the Bids shall be uploaded until: 4.00 p.m. IST in case of Bids by Individual Investors, QIBs and Non-Institutional Investors.

Event	Indicative Dates
Bid/ Issue Opening Date	Friday, September 11, 2026
Bid/ Issue Closing Date	Wednesday, September 16, 2026
Finalization of Basis of Allotment with the Designated Stock Exchange (T+1)	Thursday, September 17, 2026
Initiation of Allotment/ Refunds/ Unblocking of Funds from ASBA Account or UPI Id Linked Bank Account (T+2)	Friday, September 18, 2026
Credit of Equity Shares to Demat Accounts of Allottees (T+2)	Friday, September 18, 2026
Commencement of Trading of The Equity Shares on the Stock Exchange (T+3)	Monday, September 21, 2026

ASBA*

Simple, Safe, Smart way of Application- Make use of it!!!

***Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below.**

Mandatory in Public Issues from January 01, 2016. No cheque will be accepted



UPI – Now available in ASBA for Individual investors and Non-Institutional investor applying for amount up to ₹5,00,000/- applying through Registered Brokers, DP's & RTAs. UPI Bidder also have the option to submit the Application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account. Investors are required to ensure that the Bank Account used for bidding is linked to their PAN. Bidders must ensure that their PAN is linked with Aadhaar and are in compliance with CBDT notification dated February 13, 2020, issued by the CBDT and the subsequent press release, including press release dated June 25, 2021 and September 17, 2021 and CBDT circular no. 7 of 2022, dated March 30, 2022 read with press release dated March 28, 2023 and any subsequent press releases in this regard.

ASBA has to be availed by all the investors except anchor investors. UPI may be availed by (i) Individual Investors Portion. (ii) Non-Institutional Investors with an application size of up to ₹5,00,000 in the Non-Institutional Portion. For details on the ASBA and UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section **"Issue Procedure"** on page 254 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI") and Stock Exchanges and in the General Information Document. ASBA bid-cum-application forms can be downloaded from the websites of Stock Exchanges and can be obtained from the list of banks that is displayed on the website of SEBI at <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=35> and <https://www.sebi.gov.in/sebiweb/OtherAction.do?doRecognisedFpi=yes&intmId=43>, respectively as updated from time to time. For the list of UPI apps and banks live on IPO, please refer to the link: www.sebi.gov.in. UPI mechanism may apply through the SCSBs and mobile applications whose names appear on the website of SEBI, as updated from time to time. Kotak Mahindra Bank Limited has been appointed as Sponsor Banks for the Issue, in accordance with the requirements of the SEBI Circular dated November 1, 2018 as amended. For Issue related queries, please contact the BRLMs on their respective email IDs as mentioned below. For UPI related queries, investors can contact NPCI at the toll-free number: 18001201740 and mail Id: ipo.upi@npci.org.in.

In case of any revision in the Price Band, the Bid/Issue Period shall be extended for at least three additional working days after such revision of the Price Band, subject to the total Bid/Issue Period not exceeding 10 working Days. In cases of force majeure, banking strike or similar circumstances, our Company in consultation with the Book Running Lead Manager for reasons to be recorded in writing extend the Bid/Issue Period for a minimum of one working Day, subject to the Bid/Issue Period not exceeding 10 working Days. Any revision in the Price Band, and the revised Bid/Issue Period, if applicable, shall be widely disseminated by notification to the Stock Exchange by issuing a press release and also by indicating the change on the website of the Book Running Lead Manager and at the terminals of the Syndicate Members and by intimation to Self-Certified Syndicate Banks ("SCSBs"), other Designated Intermediaries and the Sponsor Banks, as applicable.

This Issue is being made through the Book Building Process, in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended (the "SCRR") read with Regulation 229 of the SEBI ICDR Regulations and in compliance with Regulation 253(1) and 253(2) of the SEBI ICDR Regulations read with SEBI ICDR (Amendment) Regulations, 2025, wherein not more than 50.00% of the Net Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company in consultation with the BRLMs may allocate up to 60.00% of the QIB Portion to Anchor Investors on a discretionary basis ("Anchor Investor Portion"). Pursuant to the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) (Third Amendment) Regulations, 2025, out of the Anchor Investor Portion, 40% shall be reserved, of which (i) 33.33% shall be available for allocation to domestic Mutual Funds and (ii) 6.67% shall be available for allocation to life insurance companies and pension funds, subject to valid Bids being received from domestic Mutual Funds, life insurance companies, and pension funds at or above the Anchor Investor Allocation Price. In the event of under-subscription under (ii) above, the allocation may be made to domestic Mutual Funds. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the remaining QIB Portion (other than the Anchor Investor Portion) ("Net QIB Portion"). Further, 5.00% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders, other than Anchor Investors, including Mutual Funds, subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5.00% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, the SEBI ICDR Regulations read with SEBI ICDR (Amendment) Regulations, 2025, states that not less than 35% of the Net Issue shall be available for allocation to Individual Investors who applies for minimum application size. Not less than 15% of the Net Issue shall be available for allocation to Non-Institutional Investors of which one-third of the Non-Institutional Portion will be available for allocation to Bidders with an application size of more than two lots and up to such lots as equivalent to not more than ₹10.00 Lakhs and two-thirds of the Non-Institutional Portion will be available for allocation to Bidders with an application size of more than ₹10.00 Lakhs and under-subscription in either of these two sub-categories of Non-Institutional Portion may be allocated to Bidders in the other sub-category of Non-Institutional Portion. Subject to the availability of shares in non-institutional investors' category, the allotment to each Non-Institutional Investors shall not be less than the minimum application size in Non-Institutional Category and the remaining available Equity Shares, if any, shall be allocated on a proportionate basis in accordance with the conditions specified in this regard in Schedule XIII of the SEBI (ICDR) (Amendment) Regulations, 2025. All Potential Bidders, other than Anchor Investors, are required to participate in the Issue by mandatorily utilising the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account (as defined hereinafter) in which the corresponding Bid Amounts will be blocked by the Self-Certified Syndicate Banks ("SCSBs") or under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, please refer to the chapter titled **"Issue Procedure"** on page 254 of the Red Herring Prospectus.

Bidders/ Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Investors must ensure that their PAN is linked with AADHAR and are in compliance with CBDT Notification dated February 13, 2020 and press release dated June 25, 2021.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Corporate Structure" on page 126 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 293 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The liability of the member(s) is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: As on the date of Red Herring Prospectus, the Authorized share Capital of the Company is Rs. 10,00,00,000/- (Rupees Ten Crore only) divided into 1,00,00,000 (One Crore) Equity Shares of face value of Rs.10/- each. The issued, subscribed and paid-up share capital of the Company before the Issue Rs. 6,44,92,800/- (Rupees Six Crore Forty Four Lakhs Ninety Two Thousand and Eight Hundred Only) divided into 64,49,280 (Sixty Four Lakh Forty Nine Thousand Two Hundred and Eighty) Equity Shares of face value Rs.10/- each. For details of the Capital Structure, see "Capital Structure" on the page 62 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company, Shashi Kumar Chaudhary-10 and Banwari Lal Chaudhary-10, aggregating to 20 Equity Shares of face value of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 126 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see **"Capital Structure"** on page 62 of the Red Herring Prospectus.

LISTING: The Equity Shares Issued through the Red Herring Prospectus are proposed to be listed on the SME Platform of BSE Limited (**"BSE SME"**). Our Company has received an "in-principle" approval from the BSE for the listing of the Equity Shares pursuant to letter dated November 27, 2025. For the purposes of the Issue, the Designated Stock Exchange shall be BSE (**"BSE SME"**). A signed copy of the Red Herring Prospectus has been filed and the Prospectus shall be filed with the RoC in accordance with Section 26 and Section 32 of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus until the Bid/ Issue Closing Date, see **"Material Contracts and Documents for Inspection"** beginning on page 293 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Issue Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 232 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF BSE ("BSE SME") (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE Limited ("BSE") should not in any way be deemed or construed that the contents of the Prospectus or the price at which the equity shares are offered has been cleared, solicited or approved by BSE, nor does it certify the correctness or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Prospectus for the full text of the **"Disclaimer Clause pertaining to BSE"**.

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to **"Risk Factors"** on page 20 of the Red Herring Prospectus.

TRACK RECORD OF BOOK RUNNING LEAD MANAGER: The BRLM associated with the Issue has handled 65 Public Issues in the past three years, out of which 4 issues were closed below the Issue/ Issue Price on listing date

Name of BRLM	Total Issue		Issue closed below IPO Price on listing date
	Mainboard	SME	
Hem Securities Limited	2	63	4 (SME)

BOOK RUNNING LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
 Hem Securities HEM SECURITIES LIMITED Address: 904, A Wing, Naman Midtown, Senapati Bapat Marg, Elphinstone Road, Lower Parel, Mumbai-400013, Maharashtra, India. Tel. No.: +91- 22- 4906 0000 Email: ib@hemsecurities.com Investor Grievance Email: redressal@hemsecurities.com Website: www.hemsecurities.com Contact Person: Ravi Kumar Gupta SEBI Registration Number: INM000010981 CIN: U67120RJ1995PLC010390	 KFINTECH EXPERIENCE TRANSFORMATION KFIN TECHNOLOGIES LIMITED Address: Selenium Tower-B, Plot 31 & 32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad – 500 032, Telangana, India. Tel No.: 40 6716 2222' Email: cbml.ipo@kfintech.com Investor Grievance Email: einward.ris@kfintech.com Website: www.kfintech.com Contact Person: M Murali Krishna Designation: Vice President SEBI Registration Number: INR000000221 CIN: L72400TG2017PLC117649	 Century CDM Media Access & Solutions Shashank Poddar CENTURY BUSINESS MEDIA LIMITED 107, Emarat Firdaus Exhibition Road, Patna, Bihar, India, 800001 Telephone: 0612-2320672/76 Telehone: 0612-2320672/76 Email: info@centurymedia.in , Website: www.centurymedia.in CIN: U73100BR1999PLC009001 Investors may contact the Company Secretary and Compliance Officer or the Registrar to the Issue in case of any pre-Issue or post-Issue related grievances including non-receipt of letters of allotment, non-credit of allotted equity shares in the respective beneficiary account, non-receipt of refund orders or non- receipt of funds by electronic mode, etc. For all Issue related queries and for redressal of complaints investors may also write to the BRLMS.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of SEBI at <https://www.sebi.gov.in/>, website of the Company at www.centurymedia.in/, the website of the BRLM to the Issue at <https://www.hemsecurities.com/>, the website of BSE at www.bseindia.com respectively.

AVAILABILITY OF THE ABRIDGED PROSPECTUS: A copy of the abridged prospectus shall be available on the website of the Company, BRLM and BSE at www.centurymedia.in/, <https://www.hemsecurities.com/> and www.bseindia.com, respectively.

SYNDICATE MEMBER: Hem Finlease Private Limited

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: Century Business Media Limited, Telephone: 0612-2320672/76; BRLM: Hem Securities Limited, Telephone: +91-22-4906 0000 and the Syndicate Members: Hem Finlease Private Limited, Telephone: +91-141-4051000 and at the selected locations of the Sub-Syndicate Members, Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application Forms will also be available on the websites of BSE and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

BANKER TO THE ISSUE/ ESCROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: Kotak Mahindra Bank Limited.

UPI: UPI Bidders can also Bid through UPI Mechanism.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus.

Place: Patna
Date: September 05, 2026

On behalf of Board of Directors
Century Business Media Limited
SD/-
Shashank Poddar
Company Secretary and Compliance Officer

Disclaimer- Century Business Media Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public Offer of its Equity Shares the Red Herring Prospectus dated September 05, 2026 has been filed with the Registrar of Companies, Patna, Bihar and thereafter with SEBI and the Stock Exchanges. The Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in, website of BSE www.bseindia.com at and is available on the websites of the BRLM at www.hemsecurities.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Red Herring Prospectus including the section titled **"Risk Factors"** beginning on page 20 of the Red Herring Prospectus.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the **"Securities Act"**) or any state securities laws in the United States, and unless so registered, and may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY. THIS IS NOT A PROSPECTUS ANNOUNCEMENT AND DOES NOT CONSTITUTE AN INVITATION OR ISSUE TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. THIS PUBLIC ANNOUNCEMENT IS NOT INTENDED FOR PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA.



CENTURY BUSINESS MEDIA LIMITED

(Formerly known as Century Business Private Limited)

THE EQUITY SHARES OF THE COMPANY WILL GET LISTED ON SME PLATFORM OF BSE LIMITED ("BSE SME")



Our Company was originally incorporated as a Private Limited Company under the name "Century Business Private Limited" on September 23, 1999 bearing Registration No. 009001 having CIN U51505BR1999PTC009001 under the provisions of the Companies Act, 1956 with the Registrar of Companies, Bihar. Consequently, pursuant to Special Resolution passed by the shareholders at the Extra Ordinary General Meeting held on January 08, 2024, our company has changed its name from "Century Business Media Private Limited" to "Century Business Media Private Limited" vide a fresh Certificate of Incorporation consequent upon change of name dated February 08, 2024 issued by the Registrar of Companies, Patna. Further, pursuant to Special Resolution passed by the shareholders at the Extra Ordinary General Meeting held on June 28, 2024 our company was converted into a Public Limited Company and consequently the name of our Company from "Century Business Media Private Limited" to "Century Business Media Limited" vide a fresh Certificate of Incorporation dated September 16, 2024 issued by the Registrar of Companies, Central Registration Centre. Our Company's Corporate Identification Number is U73100BR1999PLC009001. For further details please refer to chapter titled "History and Corporate Structure" beginning on page 126 of the Red Herring Prospectus.

Registered Office: 107, Emarat Firdaus Exhibition Road, Patna, Bihar, India, 800001
Corporate Office: P S Abacus Room No 204, 2nd Floor NH 12 Action Area II E New Town, North 24 Parganas, West Bengal, India, 700161
Tel.: 0612-2320672/76, E-mail: info@centurymedia.in, Website: www.centurymedia.in, Contact Person: Shashank Poddar, Company Secretary & Compliance Officer

OUR PROMOTERS: SHASHI KUMAR CHAUDHARY, SEEMA CHAUDHARY, SANGITA DOKANIA AND SHREYA CHAUDHARY

THE ISSUE

INITIAL PUBLIC OFFER OF UPTO 23,12,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF CENTURY BUSINESS MEDIA LIMITED ("OUR COMPANY" OR "CBML" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ (●) PER EQUITY SHARE (INCLUDING SHARE PREMIUM OF ₹ (●) PER EQUITY SHARE) FOR CASH, AGGREGATING UP TO ₹ (●) LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,16,800 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ (●) PER EQUITY SHARE FOR CASH, AGGREGATING ₹ (●) LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 21,95,200 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ (●) PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ (●) LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.39% AND 25.06% RESPECTIVELY OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

*Subject to finalization of Basis of Allotment.

PRICE BAND: ₹70 TO ₹74 PER EQUITY SHARE OF FACE VALUE ₹10/- EACH

THE FLOOR PRICE (₹70) IS 7.0 TIMES THE FACE VALUE OF THE EQUITY SHARES AND THE CAP PRICE IS (₹74) 7.4 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.
THE PRICE TO EARNING RATIO BASED ON DILUTED EPS FOR FISCAL 2026 AT THE FLOOR PRICE IS (₹70) 8.13 TIMES AND AT THE CAP PRICE (₹74) IS 8.59 TIMES.
BIDS CAN BE MADE FOR A MINIMUM OF 3200 EQUITY SHARES AND IN MULTIPLES OF 1600 EQUITY SHARES THEREAFTER

Weighted average return on net worth for the last three fiscal years should be read as 35.89%

The details of the Fresh Issue and the post-Issue market Capitalisation of the Company, each at the Floor Price (₹70) and the Cap Price (₹74), are given below:

Particular	At Floor price of ₹70 per equity share		At Cap price of ₹74 per equity share	
	Up to No of equity Shares of face value of Rs. 10/- each	Up to amount (Rs in Lakhs)	Up to No of equity Shares of face value of Rs. 10/- each	Up to amount (Rs in Lakhs)
Fresh Issue	23,12,000	1618.40	23,12,000	1710.88
Offer for Sale	-	-	-	-
Total Issue Size	23,12,000	1618.40	23,12,000	1710.88
Post-Issue Market Capitalization of the Company	87.61,280	6132.90	87.61,280	6483.35

BID/ ISSUE PROGRAMME

ANCHOR INVESTOR BIDDING DATE: THURSDAY, SEPTEMBER 10, 2026

BID/ ISSUE OPENS ON: FRIDAY, SEPTEMBER 11, 2026

BID/ ISSUE CLOSING ON: WEDNESDAY, SEPTEMBER 16, 2026

*UPI mandate end time shall be at 05:00 p.m. on the Bid/Issue closing date.

BRIEF DESCRIPTION OF THE BUSINESS OF THE COMPANY

Established in 1999, our Company provides advertising services with a primary focus on Out-of-Home ("OOH") media formats, including both digital and non-digital solutions. We operate primarily in the Airport Out-of-Home ("AOOH") and Railway Out-of-Home ("ROOH") segments by offering advertising spaces within and outside airport terminal buildings and through digital and static hoardings across railway stations and railway land. We have recently commenced Metro Out-of-Home ("MOOH") advertising, including advertisements on Platform Screen Doors ("PSDs"), and have also started offering in-shop branding services. Additionally, we provide a variety of traditional city media formats, including hoardings, billboards, unipole, multipoles, pole kiosks, wall wraps, wall paintings, lollipops, gantries, in-shop branding, and other related media assets.

THIS ISSUE IS BEING MADE THROUGH BOOK BUILDING PROCESS, IN TERMS OF CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 (THE "SEBI (ICDR) REGULATIONS"), AS AMENDED READ WITH RULE 19(2)(B) OF SECURITIES CONTRACT (REGULATION) RULES, 1957, AS AMENDED FROM TIME TO TIME (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF BSE LIMITED ("BSE SME") THE EQUITY SHARES OF THE COMPANY WILL GET LISTED ON SME PLATFORM OF BSE LIMITED ("BSE SME"). FOR THE PURPOSE OF THE ISSUE, THE DESIGNATED STOCK EXCHANGE WILL BE BSE LIMITED.

ALLOCATION OF THE ISSUE

- QIB PORTION : NOT MORE THAN 50.00% OF THE NET ISSUE
- NON-INSTITUTIONAL PORTION : NOT LESS THAN 15.00% OF THE NET ISSUE
- INDIVIDUAL PORTION : NOT LESS THAN 35.00% OF THE NET ISSUE
- MARKET MAKER PORTION : UPTO 1,16,800 EQUITY SHARES OR 5.05% OF THE ISSUE

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE ISSUE, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE ISSUE AVAILABLE IN ANY MANNER, potential investors should only refer to this pre-issue and price band advertisement for the issue and should not rely on any media articles/ reports in relation to the valuation of the company as these are not endorsed, published or confirmed either by the company or the Book Running Lead Manager to the Issue ("BRLM").

In accordance with the recommendation of the Independent Directors of our Company, pursuant to their resolution dated August 14, 2026 the above provided price band is justified based on quantitative factors/ KPIs disclosed in the "Basis for Issue Price" section beginning on page 85 of the Red Herring Prospectus ("RHP") vis-a-vis the weighted average cost of acquisition ("WACA") of primary and secondary transaction(s), as applicable, disclosed in "Basis for Issue Price" section beginning on page 85 of the Red Herring Prospectus and provided below in the advertisement.

RISKS TO INVESTORS

For details refer to section titled "Risk Factors" on page 20 of the Red Herring Prospectus.

1. Risk to investors summary description of key risk factors based on materiality

- Our Company and Promoters or involved in certain legal proceedings(s) and potential litigations. Any adverse decision in such proceedings(s) may render them liable to liabilities/ penalties.
- Our business is significantly dependent on concession, licensing, and marketing agreements granted by government and quasi-government authorities, and failure to renew or retain such rights could materially and adversely affect our revenues and market position.
- We are required to provide substantial security deposits under our concession agreements, the forfeiture or invocation of which could materially affect our liquidity.
- Certain concession agreements require us to pay Minimum Monthly Guarantees (MMG) irrespective of revenue, and any inability to meet these obligations could materially affect our business and financial condition.
- We are yet to place orders for certain static and digital media assets for our Out-of-Home ("OOH") advertising business, and any delays could postpone implementation and increase costs.
- Our operations are geographically concentrated in a few Indian states, exposing us to region-specific economic, political, and regulatory risks.
- Our ability to execute city-based Out-of-Home (OOH) advertising campaigns depends on the availability and cost of suitable media sites, including hoardings, and any shortage or price escalation in such inventory may adversely affect our business, financial condition, and results of operations.
- Our Trade Payables Holding Period for Fiscal 2024 and Fiscal 2025 was inadvertently miscalculated in the DRHP and the revised holding periods may differ from the previously disclosed figures.
- We are dependent on a limited number of high-revenue advertising rights and concession contracts at select airports and railway zones, and any failure to retain or renew these contracts could materially affect our revenue and profitability.
- Our Company's logo is not registered as on date of this Red Herring Prospectus. We may be unable to adequately protect our intellectual property. Furthermore, we may be subject to claims alleging breach of third-party intellectual property rights which could have a material adverse effect on our business, results of operations and financial condition.

• Average cost of acquisition of Equity Shares held by the Promoters are

Sl. No.	Name of Promoter	Type	No. of Shares held	Average Cost of Acquisition (in ₹)
1.	Shashi Kumar Chaudhary	Promoter	52,19,720	0.34
2.	Seema Choudhary	Promoter	2,49,920	0.86
3.	Sangita Dokania	Promoter	6,47,400	2.47
4.	Shreya Choudhary	Promoter	5,080	0.00

And the Issue Price at the upper end of the Price Band is Rs. 74 per Equity Share.

• The Price/ Earnings ratio based on Diluted EPS for Fiscal 2026 for the company at the upper end (₹74) of the Price Band is 8.59

• Weighted Average Return on Net worth for Fiscals 2026, 2025 and 2024 is 35.89%.

2. Details of suitable ratios of the company for the latest full financial year:

Name of Company	Current Market Price (₹)	Face Value	EPS		PE	RoNW (%)	Book Value (₹)	Total Income (₹ In lakhs)
			Basic	Diluted				
Century Business Media Limited	●	10	8.61	8.61	●	30.83%	27.94	4,643.34
Peer Group								
Bright Outdoor Media Limited	361.40	10	12.26	12.26	29.48	12.96%	85.03	15,302.65
Signpost India Limited	270.05	2	13.14	13.14	20.55	24.13%	54.44	57,593.43
Simca Advertising Limited	240.80	10	18.88	18.88	12.75	57.24%	24.24	12,721.81

*CMP of our Company is considered as Issue Price.

*to be included post finalization of the Issue Price.

- Source-All the financial information for listed industry peer "Bright Outdoor Media Limited" and "Signpost India Limited" mentioned above is sourced from the Annual Reports of the aforesaid companies for the year ended March 31, 2025, March 31, 2024 and "Simca Advertising Limited" the same is sourced from prospectus filed with stock exchange dated August 05, 2025 & May 13, 2026 respectively. For the year ended March 31, 2026 Financial information is sourced from Outcome of Board meeting submitted to exchange for all 3 listed peers companies mentioned above.
- Market Price for the listed peer mentioned above is sourced from stock exchange data dated August 12, 2026 to compute the corresponding financial ratios.
- Further, P/E Ratio is based on the current market price of the respective stocks available on BSE SME, NSE EmERGE and BSE respectively.
- The EPS, NAV, RoNW and Total Income of our Company are taken as per Restated Financial Statement for the Financial Year 2025-26.
- NAV per share is computed as the closing net worth divided by the closing outstanding number of paid-up equity shares.
- P/E Ratio of the peer companies are based on the audited financial results of the company for the year ended March 31, 2026. RoNW has been computed as net profit after tax divided by closing net worth.
- Net worth has been computed as total of Equity Share Capital and Reserves & Surplus.
- The face value of Equity Shares of our Company is ₹10/- per Equity Share and the issue price is ● times the face value of equity share.

3. Weighted average return on net worth for the last 3 FYs:

As per restated financial statements:

Sl. No.	Period	RoNW (%)	Weights
1.	Period ending March 31, 2024	47.38	1
2.	Period ending March 31, 2025	27.74	2
3.	Period ending March 31, 2026	30.83	3
	Weighted Average	35.89	6

Note:

i. The figures disclosed above are based on the Restated Financial Statements of the Company.

- The RoNW has been computed by dividing restated net profit after tax (excluding exceptional items) with restated Net worth as at the end of the year/period
- Weighted average = Aggregate of year-wise weighted RoNW divided by the aggregate of weights i.e. (RoNW x weight) for each year/Total of weights.
- Weighted average cost of acquisition of all the shares transacted in the three years, 18 months and one year preceding the date of the Red Herring Prospectus-

Period	Weighted Average Cost of Acquisition (in Rs.)	Cap Price (₹74) is 'X' times the Weighted Average Cost of Acquisition	Range of acquisition price: Lowest Price – Highest Price (in ₹ lakhs)
Last one year, last 18 Months & three years preceding the date of the Red Herring Prospectus	Nil	Nil	0-0

5. Disclosures as per clause (9)(K)(4) of Part A to Schedule VI:

a) The price per share of our Company based on the primary/ new issue of shares (equity/ convertible securities)

There has been no issuance of Equity Shares other than Equity Shares issued pursuant to bonus issue made on March 23, 2025, during the 18 months preceding the date of the certificate, where either acquisition or sale is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of 30 days.

b) The price per share of our Company based on the secondary sale/ acquisition of shares (equity shares)

There have been no secondary sale/ acquisitions of Equity Shares, where the promoters, members of the promoter group or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts of shares), during the 18 months preceding the date of the certificate, where either acquisition or sale is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

c) Price per share based on the last five Primary Issuances or Secondary Transactions

Since there are no such transactions to refer to under (a) and (b) therefore, information based on last 5 primary or secondary transactions (secondary transactions where Promoter/ Promoter Group entities or shareholder(s) having the right to nominate director(s) in the Board of our Company, are a party to the transaction), not older than 3 years prior to the date of the certificate irrespective of the size of transactions, is as below:

Primary Transaction:

Except as disclosed below, there have been no primary transactions in the last three years preceding the date of the Red Herring Prospectus:

Date of Allotment	No. of equity Shares allotted	Face value per Equity share (₹)	Issue price per Equity share (₹)	Nature of Allotment	Nature of consideration	Total Consideration (in ₹ lakhs)
March 23, 2025	56,43,120	10	Nil	Bonus Issue in the ratio of 7:1	Other than Cash	Nil

Secondary Transaction:

S. No.	Date of Transfer	Name of Transferees	Name of Transferee	Number of Equity Shares	Percentage of pre-issue share capital of the company	Nature of Issue
1.	August 14, 2026	Sangita Dokania	Shashi Kumar Choudhary	472600	7.33%	Gift
2.		Seema Choudhary	Neeraj Kumar Kedia	2000	0.03%	Gift
3.		Shashi Kumar Choudhary	Khushi Choudhary	5000	0.08%	Gift
4.		Shashi Kumar Choudhary	Shreya Choudhary	5000	0.08%	Gift
5.	February 29, 2024	Shashi Kumar Choudhary	Shreya Choudhary	10	Negligible	Gift

Weighted average cost of acquisition & Issue price

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price (i.e. ₹ 70)	Cap price (i.e. ₹ 74)
Weighted average cost of acquisition of primary / new issue	NA ^a	NA ^a	NA ^a
Weighted average cost of acquisition for secondary sale / acquisition	NA ^{a,b}	NA ^{a,b}	NA ^{a,b}
Weighted average cost of acquisition of primary issuances / secondary transactions	Nil	Nil	Nil

Note:

^aThere were no primary/ new issue of shares (equity/ convertible securities) in last 18 months from the date of the Red Herring Prospectus.

^bThere were no secondary transactions as mentioned above, in last 18 months from the date of the Red Herring Prospectus.

The Issue Price shall be determined by our Company in consultation with the BRLM, on the basis of the demand from investor for the Equity Shares through Book Building Process.

ADDITIONAL INFORMATION FOR INVESTORS:

- Details of proposed /undertaken pre-issue placements from the DRHP filing date : Not Applicable
- Transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company by promoter(s) and promoter group(s) from the DRHP filing date: Our Promoters, Shashi Kumar Choudhary, Seema Choudhary and Sangita Dokania have transferred/ Sold 4,84,600 Equity Shares to certain individuals, as detailed below (together the "Secondary Transaction"). The details of the transfer/sale are as follows:

Continued on next page

Continued from previous page

S. No.	Date of Transfer	Name of Transferees	Nature of relationship with company	Name of Transferee	Nature of Relationship with Company	Nature of Transaction	Number of Equity Shares	Percentage of pre-issue share capital of the company	Transfer Price per Equity Share (Rs.)	Total Consideration (in Rs.)
1	August 14, 2026	Shashi Kumar Choudhary	Promoter	Khushi Choudhary	Promoter Group	Secondary	5,000	0.08%	-	-
2				Shreya Choudhary	Promoter	Sale	5,000	0.08%	-	-
				TOTAL			10,000	0.16%	-	-
3	August 14, 2026	Seema Choudhary	Promoter	Neeraj Kedia	Promoter Group	Secondary	2,000	0.03%	-	-
				TOTAL			2,000	0.03%	-	-
4	August 14, 2026	Sangita Dokania	Promoter	Shashi Kumar Choudhary	Promoter	Secondary	4,72,600	7.33%	-	-
				TOTAL			4,72,600	7.33%	-	-
				GRAND TOTAL			4,84,600	7.52%	-	-

3. Pre and Post Issue Shareholding of Promoter(s), Members of the Promoter Group and Additional Top 10 Shareholders of the Company:

Sr. No.	Shareholders	Pre-Issue shareholding as at the date of Advertisement			Post-Issue shareholding as at Allotment ^(*)		
		Number of Equity Shares (2)	Share Holding (in%) ⁽¹⁾	At the lower end of the price band (₹70)	Number of Equity Shares ⁽¹⁾	Share holding (in%) ⁽¹⁾	At the upper end of the price band (₹74)
				Number of Equity Shares ⁽¹⁾		Number of Equity Shares ⁽¹⁾	
Promoters							
1.	Shashi Kumar Chaudhary	52,19,720	80.93	52,19,720	59.58	52,19,720	59.58
	Seema Chaudhary	2,49,920	3.88	2,49,920	2.85	2,49,920	2.85
	Sangita Dokania	6,47,400	10.04	6,47,400	7.39	6,47,400	7.39
	Shreya Chaudhary	5,080	0.08	5,080	0.06	5,080	0.06
	Sub-total (A)	61,22,120	94.93	61,22,120	69.88	61,22,120	69.88
Promoter Group ^(*)							
2.	Shreyash Dokania	1,60,000	2.48	1,60,000	1.83	1,60,000	1.83
	Shivangi Dokania	1,60,000	2.48	1,60,000	1.83	1,60,000	1.83
	Khushi Chaudhary	5,080	0.08	5,080	0.06	5,080	0.06
	Niraj Kumar Kedia	2,080	0.03	2,080	0.02	2,080	0.02
	Sub-total (B)	3,27,160	5.07	3,27,160	3.73	3,27,160	3.73
Top 10 Shareholders							
	NIL			NIL			
	Sub-total (C)			NIL			
	Total (A+B+C)	64,49,280	100.00%	64,49,280	73.61%	64,49,280	73.61%

Notes:

- The Promoter Group shareholders are Shreyash Dokania, Shivangi Dokania, Khushi Chaudhary and Niraj Kumar Kedia.
- Includes all options that have been exercised until date of prospectus and any transfers of equity shares by existing shareholders after the date of the pre-issue and price band advertisement until date of prospectus.
- Based on the Issue price of ₹70 and subject to finalization of the basis of allotment.



BASIS FOR ISSUE PRICE

The 'Basis of the Issue Price' on page 85 of the issue document has been updated with the above price band. Please refer to the website of the BRLM i.e. www.hemsecurities.com for the 'Basis of the Issue Price' updated with the above price band. (You may scan the QR code for accessing the website of Hem Securities Limited)

INDICATIVE TIMELINE FOR THE ISSUE

Our Company may in consultation with the BRLM, consider participation by Anchor Investors in accordance with the SEBI ICDR Regulations.

Sequence of Activities	Listing within T-3 days (T is Issue Closing Date)
Application Submission by Investors	Electronic Applications (Online ASBA through 3-in-1 accounts) – Upto 4 pm on T Day. Electronic Applications (Bank ASBA through Online channels like Internet Banking, Mobile Banking and Syndicate UPI ASBA etc.) – Upto 4 pm on T Day. Electronic Applications (Syndicate Individual Bidder, Non-Institutional Applications) – Upto 3 pm on T Day. Physical Applications (Syndicate Individual Bidder, Non-Institutional Applications of QIBs and NIs) – Upto 12 pm on T Day and Syndicate members shall transfer such applications to banks before 1 pm on T Day.
Bid Modification	From Issue opening date up to 4 pm on T Day.
Validation of bid details with depositories	From Issue opening date up to 5 pm on T Day.
Reconciliation of UPI mandate transactions (Based on the guidelines issued by NPCI from time to time); Among Stock Exchanges – Sponsor Banks – NPCI and NPCI – PSPs/TPAs – Issuer Banks; Reporting formats of bid information, UPI analysis report and compliance timelines.	On daily basis
UPI Mandate acceptance time	T Day – 5 pm
Issue Closure T day	T Day – 4 pm for Individual Investor, QIB, NI and other reserved categories
Third party check on UPI applications	On daily basis and to be completed before 9:30 AM on T+1 day
Submission of final certificates: -For UPI from Sponsor Bank -For Bank ASBA, from all SCBSs -For syndicate ASBA UPI ASBA	Before 09:30 pm on T+1 day All SCBSs for Direct ASBA – Before 07:30 pm on T Day Syndicate ASBA – Before 07:30 pm on T Day
Finalization of rejections and completion of basis	Before 6 pm on T+1 day.
Approval of basis by Stock Exchange	Before 9 pm on T+1 day
Issuance of fund transfer instructions in separate files for debit and unblock, For Bank ASBA and Online ASBA – To all SCBSs For UPI ASBA – To Sponsor Bank	Intimation not later than 9:30 am on T+2 day. Completion before 2 pm on T+2 day for fund transfer; Completion before 4 pm on T+2 day for unblocking
Corporate action execution for credit of shares	Initiation before 2 pm on T+2 day Completion before 6 pm on T+2 day
Filing of listing application with Stock Exchanges and issuance of trading notice	Before 7:30 pm on T+2 day
Public allotment advertisement	On the website of Issuer, Merchant Banker and RTI – before 9 pm on T+2 day. In newspapers – on T+3 day but not later than T+4 day
Trading starts T+3 day	T+3 day

Submission of Bids (other than Bids from Anchor Investors):

Bid/Issue Period (except the Bid/ Issue Closing Date)	
Submission and Revision in Bids	Only between 10.00 a.m. and 5.00 p.m. (Indian Standard Time ("IST"))
Bid/ Issue Closing Date* (i.e., September 16, 2026)	
Submission of Electronic Applications (Online ASBA through 3-in-1 accounts) – For Individual Investors other than QIBs and Non-Institutional Investors	Only between 10.00 a.m. and up to 4.00 p.m. IST

BOOK RUNNING LEAD
MANAGER TO THE ISSUE

REGISTRAR TO THE ISSUE

COMPANY SECRETARY AND
COMPLIANCE OFFICER

Hem Securities Limited Address: 904, A Wing, Naman Midtown, Senapati Bapat Marg, Elphinstone Road, Lower Parel, Mumbai-400013, Maharashtra, India. Tel. No.: +91-22-4906 0000 Email: ib@hemsecurities.com Investor Grievance Email: redressal@hemsecurities.com Website: www.hemsecurities.com Contact Person: Ravi Kumar Gupta SEBI Registration Number: INM000010981 CIN: U67120RJ1995PLC010390	KFIN TECHNOLOGIES LIMITED Address: Selenium Tower-B, Plot 31 & 32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad – 500 032, Telangana, India. Tel No.: 40 6716 2222 Email: cmbl ipo@kfintech.com Investor Grievance Email: einward_ris@kfintech.com Website: www.kfintech.com Contact Person: M Murali Krishna Designation: Vice President SEBI Registration Number: INR000000221 CIN: L27400TG2017PLC117649	Shashank Poddar CENTURY BUSINESS MEDIA LIMITED 107, Emarat Firdaus Exhibition Road, Patna, Bihar, India, 800001 Telephone: 0612-2320627/6 Email: info@centuriamedia.in Website: www.centuriamedia.in CIN: U73100BR1999PLC030901 Investors may contact the Company Secretary and Compliance Officer or the Registrar to the Issue in case of any pre-issue or post-issue related grievances including non-receipt of letters of allotment, non-credit of allotted equity shares in the respective beneficiary account, non-receipt of refund orders or non-credit of funds by electronic mode, etc. For all issue related queries and for redressal of complaints investors may also write to the BRLMs.
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AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of SEBI at <https://www.sebi.gov.in/>, website of the Company at www.centuriamedia.in/, the website of the BRLM to the Issue at <https://www.hemsecurities.com/>, website of BSE at www.bseindia.com respectively.

AVAILABILITY OF THE ABRIDGED PROSPECTUS: A copy of the abridged prospectus shall be available on the website of the Company, BRLM and BSE at www.centuriamedia.in/, <https://www.hemsecurities.com/> and www.bseindia.com, respectively.

SYNDICATE MEMBER: Hem Fintbase Private Limited

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: Century Business Media Limited, Telephone: +91-22-6320627/6; BRLM: Hem Securities Limited, Telephone: +91-22-4906 0000 and the Syndicate Members: Hem Fintbase Private Limited, Telephone: +91-141-4051000 and at the selected locations of the Sub-Syndicate Members, Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application Forms will also be available on the websites of BSE and the designated branches of SCBSs, the list of which is available at websites of the stock exchanges and SEBI.

BANKER TO THE ISSUE (SCRIP COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: Kotak Mahindra Bank Limited.

UPI: UPI Bidders can also Bid through UPI Mechanism.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus.

Place: Patna
Date: September 05, 2026

Disclaimer: Century Business Media Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares the Red Herring Prospectus dated September 05, 2026 has been filed with the Registrar of Companies, Patna, Bihar and thereafter with SEBI and the Stock Exchanges. The Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in/, website of BSE www.bseindia.com and at is available on the websites of the BRLM at www.hemsecurities.com/. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Red Herring Prospectus including the section titled "Risk Factors" beginning on page 28 of the Red Herring Prospectus. The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any state securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

On behalf of Board of Directors
Century Business Media Limited
Sd/-
Shashank Poddar
Company Secretary and Compliance Officer

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