

For Equity Issues

OLYMPIC CARDS LIMITED

- 1 **Type of Issue** : Initial Public Offer (IPO)
- 2 **Issue Size** : ₹ 2500.00 Lacs (As per Basis of Allotment)
- 3 **IPO Grade** : "IPO Grade 1" by CRISIL Limited
- 4 **Subscription Level** : 0.93 times

5 **QIB holding (as a % of total outstanding capital) as disclosed to Stock Exchanges (See Clause 35 of the Listing Agreement)**

- (i) allotment in the issue : Nil
- (ii) at the end of the 1st Quarter : Nil
- (iii) at the end of 1st FY (2011-2012) : Nil
- (iv) at the end of 2nd FY (2012-2013) : Nil
- (v) at the end of 3rd FY (2013-14) : Nil

Source: BSE's website

6 **Financials of the Issuer (as per the annual financial results submitted to stock exchanges under Clause 41 of the listing agreement)**

(₹ in Lacs)

Parameters	1 st FY (2011-12)	2 nd FY (2012-13)	3 rd FY (2013-14)
Income from operations	4,316.76	4,757.46	5,250.59
Net Profit for the period	238.04	263.06	265.22
Paid-up equity share capital	1,630.87	1,630.87	1,630.87
Reserves excluding revaluation reserves	1,991.27	2,132.43	2,290.91

Source: BSE's website

7 **Trading status in the scrip of the issuer** (whether frequently traded (as defined under Regulation 2 (j) of SEBI (SAST) Regulations, 2011) or infrequently traded/ delisted/ suspended by any stock exchange, etc.)

- (i) at the end of 1st FY (2011-12) : Frequently Traded
- (ii) at the end of 2nd FY (2012-13) : Frequently Traded
- (iii) at the end of 3rd FY (2013-14) : Frequently Traded

8 **Change, if any, in directors of issuer from the disclosures in the offer document (See Clause 30 of the listing agreement)**

- (i) at the end of 1st FY (2011-12) : No Change
- (ii) at the end of 2nd FY (2012-13) : YES (W.E.F. September 21, 2012, Mrs. S. Jarina, Whole Time Director, resigned from Directorship and Mr. N Mohamed Iqbal was appointed as a Whole Time Director for a period of 3 years).
- (iii) at the end of 3rd FY (2013-14) : No change

Source: BSE's website

9 Status of implementation of project/ commencement of commercial production (as submitted to stock exchanges under Clause 41 (IV) (e) of the listing agreement)

	Setting up of a new factory near Chennai					Capital Expenditure for establishing 4 own retail outlets of the Company
	Land and Site Development	Building Construction	Plant & Machinery	Furnitures & Fixtures	Computers & Accessories	Interior Designing
(i) as disclosed in the offer document	Already Completed	January 2013	January 2013	January 2013	January 2013	December 2012
(ii) Actual implementation	Already Completed	Completed	Completed in March 2014	Completed in March 2014	Completed in March 2014	Completed
(iii) Reasons for delay in implementation, if any	NA	Delay in getting the required approvals from various Governmental Authorities for construction of the new manufacturing unit & rains	Delayfor completion of factory building	Delayfor completion of factory building	Delay for completion of factory building	Non availability of suitable buildings for the retail outlets at the suitable places. All the four Retail outlets were opened and functioning now.

Source: BSE & Issuer Company

Note: Commercial Production commenced at Company's new manufacturing unit located near Chennai with effect from 31.3.2014. Capacity utilization is expected to grow in stages through the year

10 Status of utilization of issue proceeds (as submitted to stock exchanges under Clauses 41, 43 and 43A of the listing agreement)

(₹ in Lacs)

	Setting up of a new manufacturing unit	Capital Expenditure for establishing 4 own retail outlets	Issue Expenses	Total
(i) as disclosed in the offer document	1982.50	316.00	176.80	2475.30
(ii) Proportionate allocation as per subscription level*	1871.69	298.33	166.92	2336.94
(iii) Actual utilization (as on March 31, 2014)**	1871.69	298.33	166.92	2336.94
(iv) Reasons for deviation, if any	-	-	-	-

*As against the total issue size of 2475.30 Lacs of the IPO, the Subscription raised through IPO was only ₹ 2336.94 Lacs. Hence, the allocation to each item of projected expenditure is shown

**The Equity Shares of the Company got listed at BSE on March 28, 2012 and funds were received thereafter.

Source: BSE's website

11 Comments of Monitoring Agency : Not Applicable (No Monitoring Agency was appointed as the Issue size was less than ₹ 500 crores)

12 Price- Related Data

Issue Price : ₹ 30/- Per Equity Share

Price parameters	At close of listing day (March 28, 2012)	At close of 30 th calendar day from listing day (April 26, 2012)	At close of 90 th calendar day from listing day (June 25, 2012)	As at the end of 1 st FY after the listing of the issue (2011-12)			As at the end of 2 nd FY after the listing of the issue (2012-13)			As at the end of 3 rd FY after the listing of the issue (2013-14)		
				Closing price*	High	Low	Closing price #	High	Low	Closing price	High	Low
Market Price	28.50	29.05	37.00	28.65	30.00	27.25	59.20	72.90	28.00	27.60	65.75	22.00
BSE SENSEX (Designated Stock Exchange)	17121.62	17130.67	16882.16	17404.20	17439.51	16920.61	18,835.77	20,203.66	15,748.98	22386.27	22467.2	17448.71
Sectoral Index	-	-	-	-	-	-	-	-	-	-	-	-

* Market Price and Index were considered as on March 30, 2012 since March 31, 2012 was not a trading day.

Market Price and Index were considered as on March 28, 2013 since March 29, 2013 to March 31, 2013 were not trading days.

13 Basis for Issue Price and Comparison with Peer Group & Industry Average

Accounting ratio	Name of company	As disclosed in the offer document (See Clause (2) (VII) (K) of Schedule VIII to SEBI (ICDR) Regulations, 2009)	At the end of 1 st FY (2011-12)*	At the end of 2 nd FY (2012-13)	At the end of 3 rd FY (2013-14)
EPS (₹)	Olympic Cards Ltd.	2.59	2.73	1.61	1.63
	Peer Group:				
	1) Archies Ltd.	3.20	2.81	2.07	1.55
	2) Sundaram Multi Pap Ltd.	1.20	1.07	0.21	0.01
	Industry Avg:	-	-	-	-
P/E	Olympic Cards Ltd.	11.58	10.49	36.77	16.93
	Peer Group:				
	1) Archies Ltd.	9.40	8.38	5.26	10.80
	2) Sundaram Multi Pap Ltd.	-	43.88	17.33	-
	Industry Avg:	10.60	11.50	9.30	10.80
RoNW (%)	Olympic Cards Ltd.	19.81	6.57	6.99	6.76
	Peer Group:				
	1) Archies Ltd.	11.80	9.00	6.32	4.59
	2) Sundaram Multi Pap Ltd.	8.50	7.00	4.00	0.06
	Industry Avg:	-	-	-	-
NAV per share based on balance sheet (₹)	Olympic Cards Ltd.	12.96	22.21	23.07	24.04
	Peer Group:				
	1) Archies Ltd.	28.80	31.20	32.77	54.76
	2) Sundaram Multi Pap Ltd.	14.70	-	5.28	7.33
	Industry Avg:	-	-	-	-

* Source: Data for calculating all the ratios except P/E Industry Average is taken from BSE's website.

Source: Capital Market Magazine (April 16-29, 2012) for F.Y. 2011-12, (April 01-14, 2013) for F.Y. 2012-13 and (April 28-May 11, 2014) for F.Y. 2013-14 for P/E Industry Average of Printing and Stationary Industry

14 Any other material information 1 Commercial Production commenced at Company's new manufacturing unit located near Chennai with effect from 31.3.2014. Capacity utilization is

Source: BSE's website

2 In the offer document for IPO the Company has stated that they do not intend to purchase any second hand machinery but a suitable second hand imported machinery with latest model and good working condition has been purchased by the Company amounting to Rs. 255.21 Lakhs.