

# Avenue Supermarts Limited

Plot No. B-72 & B-72A, Wagle Industrial Estate, Thane (West), Maharashtra, India - 400 604

Tel.: 91 22 33400500 \* Fax: 91 22 33400599 \* e-mail: info@dmartindia.com \* Website: www.dmartindia.com

Date: March 7, 2017

**General Manager**  
Listing Department  
BSE Limited  
P.J. Tower, Dalal Street  
Mumbai 400 001

**Vice President**  
Listing Department  
National Stock Exchange of India Limited  
'Exchange Plaza', Bandra-Kurla Complex  
Bandra (East), Mumbai 400 051

**Re: INITIAL PUBLIC OFFERING OF EQUITY SHARES OF FACE VALUE OF RS. 10 EACH (THE "EQUITY SHARES") OF AVENUE SUPERMARTS LIMITED ("COMPANY") ("THE ISSUE")**

The IPO Committee of the Company at its meeting held on March 7, 2017 in consultation with the Global Coordinator and Book Running Lead Manager and the Book Running Lead Managers, have finalized allocation of 18,762,541 Equity Shares in aggregate, to Anchor Investors at Rs.299 per Equity Share (including share premium of Rs.289 per Equity Share) in the following manner:

S.no	Name of the Anchor Investor	No. of Equity Shares allocated	% of Anchor Investor Portion (%)	Bid price (₹)
1	Smallcap World Fund, Inc	1,337,800	7.13%	299
2	New World Fund Inc	1,337,800	7.13%	299
3	Government Pension Fund Global	569,550	3.04%	299
4	General Atlantic Singapore Fund FII PTE Limited	569,550	3.04%	299
5	FIL Investments Mauritius Ltd	569,550	3.04%	299
6	First State Indian Subcontinent Fund	569,550	3.04%	299
7	Fidelity Investment Trust Fidelity International Discovery Fund	569,550	3.04%	299
8	Franklin Templeton Investment Funds	569,550	3.04%	299
9	Government of Singapore	569,550	3.04%	299
10	Wasatch Emerging India Fund	569,550	3.04%	299
11	Goldman Sachs India Fund	569,550	3.04%	299
12	HSBC Indian Equity Mother Fund	569,550	3.04%	299
13	JP Morgan India Smaller Companies Fund	569,550	3.04%	299
14	The Nomura Trust and Banking Co. Ltd As the Trustee of Nomura India Stock Mother Fund	569,550	3.04%	299
15	Acacia Banyan Partners	569,550	3.04%	299
16	T Rowe Price New Asia Fund	569,550	3.04%	299
17	GMO Emerging Domestic Opportunities Fund, A Series of GMO Trust	569,550	3.04%	299
18	Axis Mutual Fund Trustee Company Limited A/C Axis Mutual Fund A/C Axis Equity Fund	401,350	2.14%	299
19	DSP Blackrock Small and Midcap Fund	401,350	2.14%	299
20	Franklin Templeton Mutual Fund A/C Franklin India Prima Fund	401,350	2.14%	299
21	Amansa Holdings Private Limited	335,450	1.79%	299
22	Neuberger Berman Emerging Markets Equity Fund	251,541	1.34%	299
23	PI OPPORTUNITIES FUND I	167,225	0.89%	299
24	Alchemy India Long Term Fund Limited	167,225	0.89%	299
25	OHM Juniper Longterm Fund Limited	167,225	0.89%	299
26	Volardo Venture Partners Fund II	167,225	0.89%	299
27A	Motilal Oswal MOST Focused 25 Fund	29,550	0.16%	299
27B	Motilal Oswal MOST Focused Multicap 35 Fund	333,000	1.77%	299
27C	Motilal Oswal MOST Focused Long Term Fund	18,400	0.10%	299
27D	Motilal Oswal MOST Focused Dynamic Equity Fund	20,400	0.11%	299
28A	Sundaram Mutual Fund A/C Sundaram Select Focus	133,600	0.71%	299
28B	Sundaram Mutual Fund A/C Sundaram Select Midcap	133,750	0.71%	299
28C	Sundaram Mutual Fund A/C Sundaram Equity Multiplier	67,000	0.36%	299
28D	Sundaram Mutual Fund A/C Sundaram Balanced Fund	67,000	0.36%	299
29A	UTI - Top 100 Fund	256,750	1.37%	299
29B	UTI - India Lifestyle Fund	91,000	0.49%	299

*Abhin Gupta*



CIN: U51900MH2000PLC126473

REGISTERED ADDRESS: Anjaneya, Opp. Hiranandani Foundation School, Powai, Mumbai, Maharashtra, India - 400076

29C	UTI - CCP Advantage Fund	53,600	0.29%	299
30A	Birla Sunlife Trustee Company Private Limited A/C Birla Sunlife India Gennext Fund	63,200	0.34%	299
30B	Birla Sunlife Trustee Company Private Limited A/C Birla Sunlife Small and Midcap Fund	150,000	0.80%	299
30C	Birla Sunlife Emerging Leaders Fund - Series 2	135,000	0.72%	299
30D	Birla Sunlife Trustee Company Private Limited A/C Birla Sunlife Balanced Advantage Fund	53,150	0.28%	299
31A	Kotak Classic Equity	7,450	0.04%	299
31B	Kotak India Growth Fund Series I	67,900	0.36%	299
31C	Kotak Midcap	69,500	0.37%	299
31D	Kotak Monthly Income Plan	1,200	0.01%	299
31E	Kotak Opportunities	255,300	1.36%	299
32A	HDFC Trustee Co. Ltd A/C HDFC Equity Fund	429,000	2.29%	299
32B	HDFC Trustee Co. Ltd A/C HDFC Balanced Fund	231,650	1.23%	299
32C	HDFC Trustee Co. Ltd A/C HDFC Equity Saving Fund	79,750	0.43%	299
32D	HDFC Trustee Co. Ltd A/C HDFC Growth Fund	28,850	0.15%	299
33A	ICICI Prudential Business Cycle Fund Series I	100,300	0.53%	299
33B	ICICI Prudential Mutual Fund A/C Midcap Fund	334,450	1.78%	299
33C	ICICI Prudential Multicap Fund	334,500	1.78%	299
34A	Reliance Capital Trustee Company Limited A/C Reliance Growth Fund	384,650	2.05%	299
34B	Reliance Capital Trustee Company Limited A/C Reliance Top 200 Fund	384,600	2.05%	299
35A	SBI FMCG Fund	100,350	0.53%	299
35B	SBI Magnum Multiplier Fund	334,450	1.78%	299
35C	SBI Magnum Equity Fund	334,450	1.78%	299
	<b>Total</b>	<b>18,762,541</b>	<b>100.00%</b>	

12 Mutual Funds have applied through a total of 35 schemes, scheme-wise details provided in table below:

S.no	Name of Scheme	No. of Equity Shares Allocated	% of Anchor Investor Portion (%)	Bid price (₹)
1	Axis Mutual Fund Trustee Company Limited A/C Axis Mutual Fund A/C Axis Equity Fund	401,350	2.14%	299
2	DSP Blackrock Small and Midcap Fund	401,350	2.14%	299
3	Franklin Templeton Mutual Fund A/C Franklin India Prima Fund	401,350	2.14%	299
4A	Motilal Oswal MOST Focused 25 Fund	29,550	0.16%	299
4B	Motilal Oswal MOST Focused Multicap 35 Fund	333,000	1.77%	299
4C	Motilal Oswal MOST Focused Long Term Fund	18,400	0.10%	299
4D	Motilal Oswal MOST Focused Dynamic Equity Fund	20,400	0.11%	299
5A	Sundaram Mutual Fund A/C Sundaram Select Focus	133,600	0.71%	299
5B	Sundaram Mutual Fund A/C Sundaram Select Midcap	133,750	0.71%	299
5C	Sundaram Mutual Fund A/C Sundaram Equity Multiplier	67,000	0.36%	299
5D	Sundaram Mutual Fund A/C Sundaram Balanced Fund	67,000	0.36%	299
6A	UTI - Top 100 Fund	256,750	1.37%	299
6B	UTI - India Lifestyle Fund	91,000	0.49%	299
6C	UTI - CCP Advantage Fund	53,600	0.29%	299
7A	Birla Sunlife Trustee Company Private Limited A/C Birla Sunlife India Gennext Fund	63,200	0.34%	299
7B	Birla Sunlife Trustee Company Private Limited A/C Birla Sunlife Small and Midcap Fund	150,000	0.80%	299
7C	Birla Sunlife Emerging Leaders Fund - Series 2	135,000	0.72%	299
7D	Birla Sunlife Trustee Company Private Limited A/C Birla Sunlife Balanced Advantage Fund	53,150	0.28%	299

*Abhinav Gupta*



S.no	Name of Scheme	No. of Equity Shares Allocated	% of Anchor Investor Portion (%)	Bid price (₹)
8A	Kotak Classic Equity	7,450	0.04%	299
8B	Kotak India Growth Fund Series I	67,900	0.36%	299
8C	Kotak Midcap	69,500	0.37%	299
8D	Kotak Monthly Income Plan	1,200	0.01%	299
8E	Kotak Opportunities	255,300	1.36%	299
9A	HDFC Trustee Co. Ltd A/C HDFC Equity Fund	429,000	2.29%	299
9B	HDFC Trustee Co. Ltd A/C HDFC Balanced Fund	231,650	1.23%	299
9C	HDFC Trustee Co. Ltd A/C HDFC Equity Saving Fund	79,750	0.43%	299
9D	HDFC Trustee Co. Ltd A/C HDFC Growth Fund	28,850	0.15%	299
10A	ICICI Prudential Business Cycle Fund Series 1	100,300	0.53%	299
10B	ICICI Prudential Mutual Fund A/C Midcap Fund	334,450	1.78%	299
10C	ICICI Prudential Multicap Fund	334,500	1.78%	299
11A	Reliance Capital Trustee Company Limited A/C Reliance Growth Fund	384,650	2.05%	299
11B	Reliance Capital Trustee Company Limited A/C Reliance Top 200 Fund	384,600	2.05%	299
12A	SBI FMCG Fund	100,350	0.53%	299
12B	SBI Magnum Multiplier Fund	334,450	1.78%	299
12C	SBI Magnum Equity Fund	334,450	1.78%	299
	<b>Total</b>	<b>6,287,800</b>	<b>33.51%</b>	

As per the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirement) Regulations, 2009, as amended, in case the Issue Price discovered through book building process is higher than the Anchor Investor allocation price, Anchor investors will be required to pay the difference by the pay-in as specified in the revised CAN.

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

All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Red Herring Prospectus/Prospectus.

Thanking you,

Yours faithfully,

For Avenue Supermarts Limited

*Ashu Gupta*

Authorised Signatory

Name: Ashu Gupta

Designation: Company Secretary & Compliance Officer

