

(This is only an advertisement for information purposes and not a prospectus announcement) HRH NEXT SERVICES LIMITED (Formerly known as HRH Next Services Private Limited)

Scan this QR Code to w the Prospectus (FOI Inerty RIOWI ds TREFT Next) Set VICES FTIVATE Limited Limited (Set VICES FTIVATE Limited) (we the Prospectus) Our Company was originally incorporated as Private Limited Company in the name of "IRH Next Services Frivate Limited" on Fobruary 02, 2007 under the provision of the Companies Act, 1956 bearing Corporate Identification Number U72200AP2007PTC052582 issued by Registrar of Companies – Andhra Pradesh. Subsequently, the CIN of our company changed to U72200TG2007PTC052582 vide MCA notification dated June 02, 2014 on account of Re-organization of Andhra Pradesh and formation of Telangana. Subsequently, our company was converted into Public Limited Company under the Companies Act, 2013 and the name of our Company was changed to "HRH Next Services Fried" vide a fresh Certificate of Incorporation consequent upon conversion from Private Company to Public Company dated August 25, 2023 bearing Corporate Identification Number U72200TG2007PLC052582 issued by Registrar of Companies – Hyderabad. For further details of change in name and registered office of our company, please refer to section titled "Our History and Certain Corporate Matters" beginning on page no 139 of the Prospectus. anization of Andhra Pradesh

Registered office: 4-1-976, Abid Road Hyderabad- 500001, Telangana, India. Contact Person: Mr. Akash Tiwari, Company Secretary & Compliance Officer,

Tel No: +91 95536 04777, E-Mail ID: cs@hrhnext.com; Website: www.hrhnext.com; CIN: U72200TG2007PLC052582 OUR PROMOTERS: (I) MR. ANKIT SANJAY SHAH, (II) MR. PARIKSHIT PANKAJ SHAH, AND (III) MRS. TARA SANJAY SHAH WITH CHAPTER IX OF PROPOSED TO BE LISTED ON SME PLATFORM OF NSE (NSE EMERGE)

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFER OF 26,58,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH ("EQUITY SHARES") OF HRH NEXT SERVICES LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹36/- PER EQUITY SHARE, INCLUDING A SHARE PREMIUM OF ₹26/- PER EQUITY SHARE (THE "ISSUE PRICE"), AGGREGATING TO ₹ 956.88 LAKHS ("THE ISSUE"), OF WHICH 1,35,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH FOR CASH AT A PRICE OF ₹36/- PER EQUITY SHARE, AGGREGATING TO ₹ 48.60 LAKHS WILL BE RESERVED FOR SUBSCRIPTIONS BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS MARKET MAKER RESERVATION PORTION LE ISSUE OF 25,23,000 EQUITY SHARES OF FACE VALUE OF 40/- EACH FOR CASH AT A PRICE OF 36/- PER E QUITY SHARE, AGGREGATI MARGANALISATION TO THE 150-2 ELEMONTHAL TANKAR ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 28,87% AND 27.41% RESPECTIVELY OF THE POST ISSUE PAIDUP EQUITY SHARE CAPITAL OF THE COMPANY.

THIS OFFER IS BEING MADE IN TERMS OF CHAPTER IX OF THE SEBI (ISSUE OF CAPITAL AND DISCLOSURE REQUIRMENT) REGULATIONS, 2018 (THE "SEBI (ICDR) REGULATIONS") READ WITH RULE 19(2) (b)(i) OF SCRR AS AMENDED. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET OFFER TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATION 253(2) OF THE SEBI (ICDR) REGULATIONS (For further details please see "The Issue" beginning on page no. 46 of the Prospectus.) THE FACE VALUE OF THE EQUITY SHARES IS≹ 10/- EACH AND THE ISSUE PRICE IS ₹36/- EACH. THE ISSUE PRICE IS 3.6 TIMES OF THE FACE VALUE OF THE EQUITY SHARES. ISSUE PROGRAMME: ISSUE OPENED ON: DECEMBER 27, 2023 and CLOSED ON: DECEMBER 29, 2023,

PROPOSED DATE OF LISTING: JANUARY 03, 2024*. **RISK TO INVESTOR**

- Our top ten clients contribute majority of our revenues from operations. Any loss of business from one or more of them may adversely affect our revenues and profitability Our inability to effectively manage our rapid growth could have a material adverse effect on our operations, results of operations and financial condition 10 HRH Next Services Limited
- Our business is highly dependent on technology and any disruption or failure of our technology systems may affect our operations. 3
- The business of our company is exposed to operational disruptions which can disrupt the normal functioning of our company's operations. These disruptions can be caused by various factors such as system failures, cyberattacks, or international disruptions which can be caused by various factors and the caused by th 4 inefficiencies.
- Our failure to perform in accordance with the standards prescribed in our client contracts could result in loss of business or payment of liquidated damages.

For further details please refer to the chapter "Risk Factor" on page no. 21 of the Prospectus. The Equity Shares offered through Prospectus are proposed to be listed on the SME Platform of National Stock Exchange of India Limited ("NSE EMERGE"). Our Company has received in-principal approval letter dated December 01, 2023 from NSE for using its name in this offer document for listing of our shares on the SME Platform of National Stock Exchange of India Limited ("NSE EMERGE"). Our Company has received in-principal approval letter dated December 01, 2023 from NSE for using its name in this offer document for listing of our shares on the SME Platform of National Stock Exchange of India Limited ("NSE EMERGE"). For the purpose of this Issue, the Designated Stock Exchange will be the National Stock Exchange of India Limited ("NSE EMERGE"). For the purpose of this Issue, the Designated Stock Exchange will be the National Stock Exchange of India Limited ("NSE EMERGE"). For the purpose of this Issue, the Designated Stock Exchange will be the National Stock Exchange of India Limited. "SUBECRETCECEPTION DETAILS

The Issue was subscribed to an extent of 79.52 times i.e., Gross Subscription of Rs. 7,60,95,72,000/- for 21,13,77,000 equity shares were based on the bid file received from NSE on the day after closure of the Issue received as against Rs. 9,56,88,000/- for 26,58,000 equity shares. (Including subscription by Market Makers to the Issue). The Issue was subscribed to an extent of 61.67 times (after technical rejection and bids not banked). i.e Net Subscription of Rs. 5,90,07,96,000/- for 16,39,11,000 equity shares after eliminating technically rejected and bid not banked applications. Summary of the Valid Applications Received:

Category Less: Rejections No. of Application Equity Share Gross Application No. of Application Equity Share Allotr No. of Application No. of Application Equity Share Equity Share Retail Individual Applicants Non Retail Applicants (Non Institutional Applicants and QIBs) 22,5<u>6,000</u> 3,09,000 12,63,000 12,60,000 26,512 3,233 7,95,39,000 8,42,37,000 3,276 290 Market Maker 1,35,000 26,58,000 1,35,000 16,39,11,000 29,747 712 16,64,76,000 795 25,65,000 nated Stock Exchange – NSE. on January 01, 2024. Total 30,542 Allocation: The Basis of Allotment was finalized in consultation with the Desig

A. Allocation to Market Maker (After Technical & Multiple Rejections and Withdrawal): The Basis of Allotment to the Market Maker, at the issue price of ₹36/- per Equity Share, was finalised in consultation with NSE. The category was subscribed by 1.00 time. The total number of shares allotted in this category is 135000 Equity shares.

	Sr.		Number of applications	% to total	Total No. of Shares applied	% to total	Allocation p	er Applicant		llottees to	Number of successful applicants	Total No. of shares allocated/
	No	(Category wise)	received				Before rounding off	After rounding off	appli	cants	(after rounding)	alloted
lÌ	1	135000	1	100	135000	100	135000	135000	1	1	1	135000
[GRAND TOTAL	1	100	135000	100					1	135000

Multiple Rejections and Withdrawal): The Basis of Allotment to the Retail Individual Investors, at the issue price of ₹36/- per Equity Sha n to Retail Individual Investors (After Technical & with NSE. The category was subscribed by 62.98 times i.e. for 79539000 Equity Shares. Total number of shares allotted in this category is 1263000 Equity Shares to 421 successful applicants mlied for Total No. of Sha A 11 - 42

		it and the second secon	/0 10 10101	rotar rot or buares applied in	/0 10 10101	. mocation p	er applicant	itatio or a		i fumber of successful	Total 100 of shares anotated	
N	o (Category wise)	received		each category		Before rounding off	After rounding off	appli	cants	applicants(after rounding)	alloted	
	1 3000	26513	100	79539000	100	47.64	3000	421	26513	421	1263000	
	GRAND TOTAL	26513	100	79539000	100					421	1263000	
C	C. Allocation to Non Retail Applicants (Non Institutional Applicants and OIBs) (After Technical Rejections & Withdrawal): The Basis of Allotment to Other than Retail Individual Investors, at the issue price of ₹ 36/- per Equity Share.											

was finalized in consultation with NSE. The category was subscribed by 66.85 times i.e. for 84237000 Equity Shares. Total number of shares allotted in this category is 1260000 Equity Shares to 290 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr.	No. of Shares	Number of	% to	Total No. of	% to	Allocation	per	Ration	of	Number of	Total No.	Sr.	No. of Shares	No. of	% to	Total No. of	% to total	Allocation per Applica	t Ratio of	No. of	Total No. of
No	applied for	applications	total	Shares applied in	total	Applicant.	After	allottees	to	successful	of shares	No	applied for	Applications	total	Equity Shares		After rounding off	allottees to	Succesful	Equity Shares
11 I	(Category	received		each category		rounding	off	applicar	its	applicants (after	allocated/		(Category	Received		Applied		_	applicants	Applicants	Allotted
H	wise)									rounding)	alloted		wise)								
1	6000	2101	64.98	12606000	14.96	89.75	3000		101	63	189000	53	174000	1	0.03	174000	0.2	2602.66 3000	1 1	1	3000
2	9000	233	7.2	2097000	2.48	134.62	3000		233	10	30000	54	180000	3	0.09	540000	0.64	2692.4 3000	1 1	3	9000
3	12000	183	5.66	2196000	2.6	179.49	3000		83	11	33000	55	183000	2	0.06	366000	0.43	2737.28 3000	1 1	2	6000
4	15000	71	2.19	1065000	1.26	224.37	3000		71	5	15000	56	192000	2	0.06	384000	0.45	2871.9 3000	1 1	2	6000
5	18000	37	1.14	666000	0.79	269.24	3000		37	3	9000	57	195000	1	0.03	195000	0.23	2916.77 3000	1 1	1	3000
6	21000	26	0.8	546000	0.64	314.11	3000		26	3	9000	58	198000	1	0.03	198000	0.23	2961.64 3000		1	3000
<u> </u>	24000	39		936000	1.11	358.99	3000		39	5	15000	59	204000	1	0.03	204000	0.24	3051.39 3000		1	3000
8	27000 30000	55 172	1.7	1485000 5160000	1.76 6.12	403.86 448.73	3000 3000		55 72	26	21000 78000	60 61	219000 225000	1	0.03	219000 450000	0.25	3275.76 3000 3365.5 3000		1	3000 6000
10	33000	1/2	0.37	396000	0.47	493.61	3000		12	20	6000	62	231000	2	0.08	231000	0.55	3455.25 3000		2	3000
10	36000	10	0.37	360000	0.47	538.48	3000		12	2	6000	63	249000	1	0.03	249000	0.27	3724.49 3000	1 1	1	3000
12	39000	3	0.09	117000	0.13	583.35	3000		3	1	3000	64	255000	1	0.03	255000	0.29	3814.24 3000	1 1	1	3000
13	42000	5	0.15	210000	0.24	628.23	3000	i	5	1	3000	65	273000	2	0.06	546000	0.64	4083.48 3000		2	6000
14	42000	33	1.02	1485000	1.76	673.1	3000	7	33	7	21000	66	0	0	0.00	0	0.04	0 3000	1 2	1	3000
15	48000	8	0.24	384000	0.45	717.97	3000		8	2	6000	67	276000	3	0.09	828000	0.98	4128.35 3000	1 1	3	9000
16	51000	13	0.4	663000	0.78	762.85	3000		13	3	9000	68	0	0	0.05	020000	0.90	0 3000	1 3	Ĩ	3000
17	54000	12	0.37	648000	0.76	807.72	3000	3	12	3	9000	69	279000	2	0.06	558000	0.66	4173.23 3000	1 1	2	6000
18	57000	6	0.18	342000	0.4	852.59	3000	2	6	2	6000	70	0	0	0	0	0	0 3000	1 2	1	3000
19	60000	20	0.61	1200000	1.42	897.47	3000	6	20	6	18000	71	282000	1	0.03	282000	0.33	4218.1 3000	1 1	1	3000
20	63000	13	0.4	819000	0.97	942.34	3000	4	13	4	12000	72	297000	1	0.03	297000	0.35	4442.47 3000	1 1	1	3000
21	66000	9	0.27	594000	0.7	987.21	3000	3	9	3	9000	73	300000	5	0.15	1500000	1.78	4487.34 3000	1 1	5	15000
22	69000	6	0.18	414000	0.49	1032.09	3000	2	6	2	6000	74	0	0	0	0	0	0 3000	2 5	2	6000
23	72000	1	0.03	72000	0.08	1076.96	3000		0	0	0	75	327000	4	0.12	1308000	1.55	4891.2 3000	1 1	4	12000
24	75000	14	0.43	1050000	1.24	1121.83	3000		14	5	15000	76	0	0	0	0	0	0 3000	3 4	3	9000
25	78000	5	0.15	390000	0.46	1166.71	3000		5	2	6000	77	330000	1	0.03	330000	0.39	4936.07 6000	1 1	1	6000
26	81000	3	0.09	243000	0.28	1211.58	3000	1	3	1	3000	78	342000	1	0.03	342000	0.4	5115.57 6000	1 1	1	6000
27	84000	8	0.24	672000	0.79	1256.46	3000	3	8	3	9000	79	351000	1	0.03	351000	0.41	5250.19 6000	1 1	1	6000
28	87000	2	0.06	174000	0.2	1301.33	3000		2	1	3000	80	381000	1	0.03	381000	0.45	5698.92 6000		1	6000
29	90000 96000	10	0.3	900000 192000	1.06	1346.2 1435.95	3000		10 2	5	15000 3000	81 82	417000 447000	1	0.03	417000 894000	0.49	6237.4 6000 6686.14 6000		1	6000 12000
31	99000	4	0.08	396000	0.22	1435.95	3000		4	2	6000	82	447000	2	0.08	480000	0.56	7179.74 6000		2	6000
32	102000	4	0.12	204000	0.47	1525.7	3000	2	2	1	3000	84	507000	1	0.03	507000	0.56	7583.6 9000	1 1	1	9000
33	102000	1	0.08	105000	0.24	1525.7	3000	1	2	1	3000	85	519000	1	0.03	519000	0.61	7763.1 9000		1	9000
34	103000	4	0.03	432000	0.12	1615.44	3000	2	4	2	6000	86	549000	1	0.03	549000	0.65	8211.83 9000		1	9000
35	111000	2	0.06	222000	0.26	1660.32	3000		2	1	3000	87	555000	2	0.05	1110000	1.31	8301.58 9000		2	18000
36	117000	2	0.06	234000	0.20	1750.06	3000	î	2	1	3000	88	573000	1	0.03	573000	0.68	8570.82 9000		1	9000
37	120000	7	0.21	840000	0.99	1794.94	3000	4	7	4	12000	89	600000	2	0.06	1200000	1.42	8974.68 9000	1 î	2	18000
38	123000	2	0.06	246000	0.29	1839.81	3000	1	2	1	3000	90	636000	1	0.03	636000	0.75	9513.16 9000	1 1	1	9000
39	126000	2	0.06	252000	0.29	1884.68	3000	1	2	1	3000	91	705000	1	0.03	705000	0.83	10545.25 12000	1 1	1	12000
40	129000	2	0.06	258000	0.3	1929.56	3000	1	2	1	3000	92	828000	1	0.03	828000	0.98	12385.06 12000	1 1	1	12000
41	132000	1	0.03	132000	0.15	1974.43	3000	1	1	1	3000	93	876000	1	0.03	876000	1.03	13103.03 12000	1 1	1	12000
42	135000	2	0.06	270000	0.32	2019.3	3000	1	2	1	3000	94	909000	1	0.03	909000	1.07	13596.64 15000	1 1	1	15000
43	138000	1	0.03	138000	0.16	2064.18	3000	1	1	1	3000	95	999000	1	0.03	999000	1.18	14942.84 15000	1 1	1	15000
44	141000	2	0.06	282000	0.33	2109.05	3000	1	2	1	3000	96	1422000	1	0.03	1422000	1.68	21269.99 21000	1 1	1	21000
45	144000	1	0.03	144000	0.17	2153.92	3000	1	1	1	3000	97	1818000	1	0.03	1818000	2.15	27193.28 27000	1 1	1	27000
46	147000	1	0.03	147000	0.17	2198.8	3000	1	1	1	3000	98	1950000	1	0.03	1950000	2.31	29167.71 30000	1 1	1	30000
47	150000	11	0.34	1650000	1.95	2243.67	3000	0	11	8	24000	99	2145000	1	0.03	2145000	2.54	32084.48 33000	1 1	1	33000
48	153000	3	0.09	459000	0.54	2288.54	3000	2	3	2	6000	100	2463000	1	0.03	2463000	2.92	36841.06 36000	1 1	1	36000
49	159000	1	0.03	159000	0.18	2378.29	3000	1	1	1	3000	101	2523000	3	0.09	7569000	8.98	37738.52 36000	1 1	3	108000
50	162000	1	0.03	162000	0.19	2423.16	3000	1	1	1	3000	102	0	0	0	0	0	0 3000	2 3	2	6000
51	165000	3	0.09	495000	0.58	2468.04	3000	2	3	2	6000 3000	6	rand Total	3233	100	84237000	100			290	1260000
52	171000		0.03	171000	0.2	2557.78	3000		1	1	0000										
The	soard of Dir	ectors of the	comna	ny at its meeti	ng held i	on January	01 202	4 has an	nrove	d the Basis of	Allotment	of Ear	uty shares as	approved b	v the De	esignated stoc	c Exchang	e viz NSE and a	a meeting he	id on Januar	V UT 2024 has

The Board of Directors of the company at its meeting held on January 01, 2024 has approved the Basis of Allotment of Equity shares as approved by the Designated stock Exchange viz. NSE and at a meeting held on January 01, 2024 has

In terms of the Prospectus dated December 20, 2023 and as per the SEBI (ICDR) Regulations wherein a minimum of 50% of the net offer of shares to the Public shall initially be made available for allotment to retail individual investors as the case may be. The balance net offer of shares to the public shall be made available for allotment to a) individual applicants other than retail investors and b) other investors, including Corporate Bodies / Institutions irrespective of number of shares applied for. The unsubscribed portion of the net offer to any one of the categories specified in (a) or (b) shall be made available for allocation in the other category, if so required. "For the purpose of sub-regulation (2) of regulations 253, if the retail individual investors shall be allocated that higher percentage".

The instructions to Self Certified Syndicate Banks for unblocking the amount has been processed on January 01, 2024. Further, the CAN-cum-Refund advices and allotment advice and/or notices will be forwarded to the address/email id of the Applicants as registered with the depositories as filled in the application form on or before January 02, 2024. In case the same is not received within 10 days, investors may contact at the address given below. The Equity Shares allocated to successful applicants are being credited to their beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is taking steps to get the Equity Shares admitted for trading on the NSE EMERGE within three working days from the date of the closure of the Issue

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated December 20, 2023 ("Prospectus") The Lead Manager associated with the Offer have handled 23 SME public issues and Nil Main Board public issue during the current financial year and three financial years preceding the current Financial Year, out of which 7 SME public issues closed below the issue price on the listing date.

Туре	FY 2023-24*	FY 2022-23	FY 2021-22	FY 2020-21	Total
SME IPO	3	12	7	1	23
Main Board IPO	-	-	-	-	-
Total	3	12	7	1	23
Issue closed Below Issue Price on Listing Day	-	5	2	-	7
Issue closed above Issue Price on Listing Day	3	7	5	1	16
* Status upto January 01, 2024					

INVESTORS PLEASE NOTE The details of the allotment made would also be hosted on the website of the Registrar to the Issuer, http://cambridge.cameoindia.com/Module/IPO_Status.aspx All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First/ Sole applicants, serial number of the Application Form, number of shares applied for and Bank Branch where the application had been lodged and payment details at the address of the Registrar given below:

CAMEO CORPORATE SERVICES LIMITED

"Subramanian Building", #1, Club House Road, Chennai - 600 002, India

Telephone: +91-44-40020700, 28460390 Facsimile: +91-44-28460129 Email: investor@cameoindia.com Website: www.cameoindia.com

Contact Person: Mr. R.D. Ramasamy, Director SEBI Registration Number: INR000003753 CIN : U67120TN1998PLC041613

For HRH Next Services Limited

On behalf of the Board of Directors

Ankit Saniay Shah

Managing Director DIN:00218044

Place : Hyderabad Date : January 02, 2024

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES ON LISTING OR THE BUSINESS PROSPECTS OF HRH NEXT SERVICES LIMITED