



Latent View Analytics Limited

Public Issue of Equity Shares

Incorporated in 2006, Latent View provides analytics services such as data and analytics consulting, business analytics & insights, advanced predictive analytics, data engineering, and digital solutions. The company provides services to blue-chip companies in Technology, BFSI, CPG & Retail, Industrials, and other industry domains. The company classifies its business into - (i) **Consulting services**, which involves understanding relevant business trends, challenges, and opportunities and preparing a roadmap of data and analytics initiatives that addresses them; (ii) **Data engineering**, to design, architect, and implement the data foundation required to undertake analytics; (iii) **Business analytics**, which delivers analysis and insights for clients to make more accurate, timely and impactful decisions; and (iv) **Digital solutions** which the company develops to automate business processes, predict trends and generate actionable insights. The company has a presence across countries in the United States, Europe, and Asia through their subsidiaries in the United States, Netherlands, Germany, United Kingdom, and Singapore, and their sales offices in San Jose, London, and Singapore. Latent View has worked with over 30 Fortune 500 companies in the last three fiscals and some of the key clients include Adobe, Uber Technology, and 7-Eleven.

ISSUE HIGHLIGHTS

| | |
|--------------|--|
| Issue opens | 10 November 2021 |
| Issue closes | 12 November 2021 |
| Price Band | Rs. 190/- to Rs.197/- |
| Bid Lot | 76 Equity Shares and in multiples thereafter |
| Fresh Issue | ₹ 600.00 |
| Listing | BSE /NSE |
| UPI | All Broker ASBA Retail Applications compulsorily in UPI Mode. |
| Registrar | Link Intime India Private Ltd |

RETAIL PAYMENT CHART

| No. of Shares | Cut off price per share (Rs.197) | Total Amount (Rs.) |
|---------------|----------------------------------|--------------------|
| 76 | 197 | 14972 |
| 152 | 197 | 29944 |
| 228 | 197 | 44916 |
| 304 | 197 | 59888 |
| 380 | 197 | 74860 |
| 456 | 197 | 89832 |
| 532 | 197 | 104804 |
| 608 | 197 | 119776 |
| 684 | 197 | 134748 |
| 760 | 197 | 149720 |
| 836 | 197 | 164692 |
| 912 | 197 | 179664 |
| 988 | 197 | 194636 |

Note: All retail applications compulsorily in UPI Mode All Retail Individual Investors bidding using the UPI mechanism must provide the UPI ID in the relevant space provided in the Bid cum Application Form and the Bid cum Application Form that does not contain the UPI ID are liable to be rejected. Applications made by using third party bank account or using third party linked bank account UPI ID are liable for rejection.

Click here to know more about UPI mechanism - <https://www.npci.org.in/upi-live-ipo> For details & Risk Factors, Please refer to the Red Herring Prospectus.