

**Prudent** Prudent Corporate Advisory Services Ltd  
Money through wisdom  
Public Issue of Equity Shares

Incorporated in 2003, Prudent Corporate Advisory Services Limited provides **retail wealth management services**. The company offers **Mutual Fund products, Life and General Insurance solutions, Stock Broking services, SIP with Insurance, Gold Accumulation Plan, Asset Allocation, and Trading platforms**. The company offers digital wealth management (DWM) solutions through platforms, namely, FundzBazar, PrudentConnect, Policyworld, WiseBasket and CreditBasket. Prudent Corporate Advisory Services provides investment and financial services platforms for the distribution of financial products through online and offline channels. Prudent Corporate Advisory Services is amongst the top 10 mutual fund distributors in terms of average assets under management AUM as of FY21. As of December 31, 2021, Prudent Corporate Advisory Services provided wealth management services to 13,51,274 unique retail investors through 23,262 channel partners on the business-to-business-to-consumer (B2B2C) network, which is spread across 110 branches in 20 Indian states. The company is also associated as a distributor with 42 AMCs. Prudent Corporate Advisory Services Limited is one of India's leading independent and fastest-growing financial services groups. The company has built a nationwide network, servicing 16,356 PIN codes. Prudent Corporate Advisory Services has 1,067 employees strength, 35.05 lakhs live folios and 15.25 lakhs live SIPs as of December 31, 2021.

**ISSUE HIGHLIGHTS**

Issue opens	10 May 2022
Issue closes	12 May 2022
Price Band	Rs. 595/- to Rs.630/-
Bid Lot	23 Equity Shares and in multiples thereafter
Employee Discount	Rs 59 per share
Fresh Issue	₹538.61 Cr
Listing	BSE /NSE
UPI	<b>All Broker ASBA Retail Applications compulsorily in UPI Mode.</b>
Registrar	Link Intime India Private Ltd

**RETAIL PAYMENT CHART**

No of Lots	No of Shares	Price Per Share (@ upper band Price Band)	Amount (Rs.) @ cut off
1	23	630	14490
2	46	630	28980
3	69	630	43470
4	92	630	57960
5	115	630	72450
6	138	630	86940
7	161	630	101430
8	184	630	115920
9	207	630	130410
10	230	630	144900
11	253	630	159390
12	276	630	173880
13	299	630	188370

**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.