

March 16, 2026

To
General Manager
Listing Department
 BSE Limited
 PJ Tower, Dalal Street
 Mumbai - 400 001

Dear Sir,

Sub: Public Offer of equity shares of face value of Rs. 10/- each of Novus Loyalty Limited ("Company" and "Offer", respectively)

The Board of Directors of the Company at their meeting held on March 16, 2026, in consultation with Smart Horizon Capital Advisors Private Limited, Book Running Lead Manager to the Offer, has finalized allocation of 11,30,000 Equity Shares, to Anchor Investors at Anchor Investor allocation price of Rs. 146/- per Equity Share (including share premium of Rs. 136/- per Equity Share) in the following manner:

| Sr. No. | Name of the Anchor Investor | No. of Equity Shares allocated | % of Anchor Investor Portion | Bid price (Rs. per Equity Share) |
|--------------|---|--------------------------------|------------------------------|----------------------------------|
| 1 | BENGAL FINANCE & INVESTMENT PRIVATE LIMITED | 3,43,000 | 30.35% | 146/- |
| 2 | RAJASTHAN GLOBAL SECURITIES PRIVATE LIMITED | 2,74,000 | 24.25% | 146/- |
| 3 | PESB ALHPA FUND | 1,34,000 | 11.85% | 146/- |
| 4 | VINEY GROWTH FUND | 1,03,000 | 9.11% | 146/- |
| 5 | SB OPPORTUNITIES FUND II | 69,000 | 6.11% | 146/- |
| 6 | PARADISE MOON INVESTMENT FUND - I | 69,000 | 6.11% | 146/- |
| 7 | VIKASA INDIA EIF I FUND - INCUBE GLOBAL OPPORTUNITIES | 69,000 | 6.11% | 146/- |
| 8 | CCV EMERGING OPPORTUNITIES FUND-I | 69,000 | 6.11% | 146/- |
| Total | | 11,30,000 | 100.00 % | |

No bids were received from mutual funds, life insurance companies and pension funds in the Anchor Investor Portion, and accordingly no equity shares in Anchor Investor Portion have been allocated to mutual funds, life insurance companies and pension funds.

As per the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirement) Regulations, 2009, as amended, in case the Offer 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

Please note that capitalized terms used and not defined herein shall have the respective meaning ascribed to them in the Red Herring Prospectus dated March 06, 2026 filed with the Registrar of Companies, Haryana to be read along with Pre-Issue and Price Band Advertisement dated March 10, 2026.

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

Thanking You,
For Novus Loyalty Limited

Authorised Signatory

Name: Deepak Tomar



Designation: Chairman and Managing Director
DIN : 02484965

cc: **Securities and Exchange Board of India**
Corporation Finance Department,
Division of Issues and Listing,
Plot No. C4 A, G Block
Bandra Kurla Complex, Bandra (East)
Mumbai 400 051, India