

This is an abridged prospectus containing salient features of the Prospectus. You are encouraged to read greater details available in the Prospectus.

**THE DOCUMENT CONSISTS OF FOUR PAGES OF APPLICATION FORM ALONG WITH INSTRUCTIONS AND SIX PAGES OF ABRIDGED PROSPECTUS. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.**

You may obtain a physical copy of the Application form and the Prospectus from Stock Exchange, Registrar to the Issue, Share Transfer Agents, Depository Participants, Stock Brokers, Underwriters, Bankers to the Issue, Investors' Associations or Self Certified Syndicate Banks. You may also download the Prospectus from the websites of SEBI, Stock Exchange and Lead Manager; that is [www.sebi.gov.in](http://www.sebi.gov.in); [www.bseindia.com](http://www.bseindia.com) and [www.afsl.co.in](http://www.afsl.co.in)



## **NET PIX SHORTS DIGITAL MEDIA LIMITED**

**CIN: U22300MH2019PLC327005**

**Registered Office:** 1402, Z A Towers, Zohra Aghadi, Yari Road, Versova, Andheri West, Mumbai - 400 061

**Tel No.:** +91 8828231678; **Email:** [info@netpixshorts.com](mailto:info@netpixshorts.com); **Website:** [www.netpixshorts.com](http://www.netpixshorts.com)

**Contact Person:** Ms. Akanksha Sharma, Company Secretary and Compliance Officer.

### **PROMOTER OF OUR COMPANY**

**Mr. Danish Zakaria Aghadi**

### **ISSUE DETAILS, LISTING AND PROCEDURE**

Public Issue of 9,00,000 Equity Shares of Rs 10 each ("Equity Shares") of Net Pix Shorts Digital Media Limited ("NPSDML" or the "Company") for cash at a price of Rs. 30 per share (the "Issue Price"), aggregating to Rs 270.00 lakhs ("the Issue"), of which 52,000 Equity Shares of Rs 10 each will be reserved for subscription by Market Maker to the Issue (the "Market Maker Reservation Portion"). The Issue less the Market Maker reservation portion i.e. Issue of 8,48,000 equity shares of Rs 10 each is hereinafter referred to as the "Net Issue". The Issue and the Net Issue will constitute 28.12% and 26.50%, respectively of the post issue paid up equity share capital of the Company.

**These Equity Shares are proposed to be listed on the BSE Start-up segment under SME Platform of BSE Limited.**

This IPO being Fixed Price Issue, the price per Equity Share is been fixed at Rs 30 per share of Face value of Rs 10 each and the minimum application size is 4,000 Equity Shares and in multiple of 4,000 Equity Shares thereafter and for which Pre-Issue advertisement shall be advertised in all editions of Business Standard (a widely circulated English national newspaper) and all editions of Business Standard (Hindi) (a widely circulated Hindi national newspaper) and in Mumbai edition of Mumbai Lakshadeep (a widely circulated Marathi newspaper). For details about the "Basis for Issue Price", please refer page no. 60 of the Prospectus.

#### **Procedure:**

If you wish to know about processes and procedures applicable to public issues, you may request for a copy of the General Information Document from Lead Manager (LM) or download it from the websites of BSE at [www.bseindia.com](http://www.bseindia.com) and the LM [www.afsl.co.in](http://www.afsl.co.in)

### **ELIGIBILITY FOR THE ISSUE**

Whether the company is compulsorily required to allot at least 75% of the Net Issue to public, to QIBs – **No**

This being an Issue under Chapter IX of SEBI (ICDR) Regulations, 2018. The Company is Eligible for the Issue in terms of Regulation 229(1) of SEBI (ICDR) Regulations, 2018.

### **INDICATIVE TIMETABLE**

Issue Opening Date	November 18, 2020	Initiation of Allotment / Refunds / Unblocking of Funds	on or before November 27, 2020
Issue Closing Date	November 23, 2020	Credit of Equity Shares to Demat accounts of Allotees	on or before December 01, 2020
Finalisation of Basis of Allotment with the Designated Stock Exchange	on or before November 26, 2020	Commencement of trading of Equity Shares on the Stock Exchanges	on or before December 02, 2020

### **GENERAL RISKS**

Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Company and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Prospectus. Specific attention of the investors is invited to "Risk Factors" at page 18 of the Prospectus and on page 7 of this Abridged Prospectus.

PRICE INFORMATION OF LEAD MANAGER

PRICE INFORMATION OF ARYAMAN FINANCIAL SERVICES LIMITED

Issue Name	Name of the Merchant Banker	+/- % change in closing price, [+/- % change in closing benchmark]		
		30 <sup>th</sup> calendar days from listing	90 <sup>th</sup> calendar days from listing	180 <sup>th</sup> calendar days from listing
Atal Realtech Ltd	Aryaman Financial Services Limited	N.A.	N.A.	N.A.
Nirmitee Robotics India Ltd		19.46% [0.97%]	35.14% [22.14%]	79.86% [30.51%]
Valencia Nutrition Ltd		0.00% [1.15%]	0.00% [-32.17%]	-2.27% [-11.44%]
Vishwaraj Sugar Industries Ltd		10.38% [5.58%]	50.33% [8.71%]	9.75% [-19.08%]
Galactico Corporate Services Ltd		0.00% [6.48%]	6.96% [7.05%]	-0.87% [-27.73%]
Shiv Aum Steels Ltd		0.57% [4.56%]	2.27% [7.89%]	2.27% [-23.76%]
Transpact Enterprises Ltd		4.62% [2.81%]	1.54% [11.48%]	3.85% [5.40%]

Notes:

- Since the listing dates of Atal Realtech Limited was October 15, 2020, information related to closing price and benchmark index as on the 30th Calendar day, 90th Calendar day and 180th Calendar day from the listing date is not available.
- The respective Designated Stock Exchange for each Issue has been considered as the Benchmark index for each of the above Issues.
- In the event any day falls on a holiday, the price/index of the immediate preceding working day has been considered. If the stock was not traded on the said calendar days from the date of listing, the share price is taken of the immediately preceding trading day.
- Source: [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com) BSE Sensex and Nifty Fifty as the Benchmark Indices.
- Disclosures subject to 7 recent issues (initial public offerings) in current financial year and two preceding financial years managed by the Merchant Bankers

Names of Lead Manager and contact details (Telephone and Email ID)	<b>Aryaman Financial Services Limited</b> 60, Khatau Building, Gr. Floor, Alkesh Dinesh Modi Marg, Fort, Mumbai - 400 001, Maharashtra, India <b>Tel. No.:</b> +91- 22 - 6216 6999; <b>Email:</b> ipo@afsl.co.in; <b>Website:</b> www.afsl.co.in <b>Investor Grievance Email:</b> feedback@afsl.co.in <b>Contact Person:</b> Mr. Vimal Maniyar / Ms. Kruti Bhatt
Name of Registrar to the Issue and contact details (Telephone and Email ID)	<b>Cameo Corporate Services Limited</b> Subramanian Building No. 1, Club House Road, Chennai – 600 002 <b>Tel. No.:</b> +91 - 44 - 2846 0390/ 1989; <b>Email:</b> cameo@cameoindia.com; <b>Website:</b> www.cameoindia.com <b>Contact Person:</b> Mr. R. D. Ramasamy
Name of Statutory Auditor	M/s. B. L. Dasheda & Associates, Chartered Accountants.
Name of Credit Rating Agency and the rating or grading obtained, if any	NA
Name of Debenture trustee, if any	NA
<b>Self Certified Syndicate Banks:</b> The list of banks is available on the website of SEBI at <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes</a> . which is updated from time to time The list of SCSBs through which Applications can be submitted by RIIs using the UPI Mechanism, including details such as the eligible Mobile Apps and UPI handle which can be used for such Applications, is available on the website of the SEBI at <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmId=40">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmId=40</a>	

**Registered Brokers:** You can submit Application Forms in the Issue to Registered Brokers at the Broker Centres. The details of such Broker Centres, along with the names and contact details of the Registered Brokers are available on the website of the Stock Exchange ([www.bseindia.com](http://www.bseindia.com)). For further details, see section titled “*Issue Procedure*” beginning at page no. 178 of the Prospectus.

**Details regarding website address(es)/link(s) from which the investor can obtain list of registrar to Issue and share transfer agents and depository participants who can accept application from investor (as applicable):** The details of the Designated Registrar and Share Transfer Agents Locations and Designated Collecting Depository Participant Locations, along with their names and contact details are available on the website of the Stock Exchange ([www.bseindia.com](http://www.bseindia.com)) and updated from time to time.

### **PROMOTER OF OUR COMPANY**

**Mr. Danish Zakaria Aghadi**, aged 28 years is the Promoter and Managing Director of our Company. He is an entrepreneur with primary interests in real Estate and entertainment fields and has over 7 years of business experience. With an intention to capitalise on his passion for acting and music, he started this business under his proprietorship firm, M/s. First Step Entertainment Capital, wherein he provided digital content platform to various talent in the field of entertainment with a focus on short contents. Thereafter, in June 2019 he incorporated this Company with a view to corporatize the proprietary concern business. He has completed a certificate course in Acting and Dance from Actor Prepares - The School for Actor (Anupam Kher's) in 2016. Further, he has attended various acting and theatre workshop and has developed his skill as an actor and film maker. He is also actively involved in theatres, TV commercial, Short Films and Films. As our Managing Director, he is instrumental in devising and implementing the overall strategy and growth of our Company and also is instrumental in maintaining cordial relations with various online portal and OTT services provider.

No Companies have been identified as our Group Companies.

### **BUSINESS MODEL / BUSINESS OVERVIEW AND STRATEGY**

#### **Business Overview:**

Our Company is a technology based entertainment company operating in the niche segment of online short film contents and publishing the same on various digital online portals and OTT platforms. The online digital media industry is a continuously evolving technological industry and we endeavour to exploit these technological advances to reach audiences in India and globally with entertaining, socially relevant and heart-felt content.

Our objective is to offer a platform for enabling digital online entertainment by creating and / or procuring short content in order to make our platform a preferred choice for short content audiences. We started our online content distribution through the internationally renowned ‘YouTube’ portal and our channel – “Net Pix Shorts” went live on January 08, 2018. Currently, we have released 10 titles consisting of 12 videos on our YouTube channel aggregating to 154.94 minutes of content, which has received approximately 314.68 lakhs aggregate views as on November 06, 2020. We have also received the Silver Creator award from YouTube for crossing 1,00,000 subscribers and currently, we have having approximately 2.46 lakhs subscribers to our channel. As on date of this Prospectus, we also have 8 short films which are under production aggregating to approximately 155.84 minutes of content. Besides, some of our videos are also uploaded on various other digital online portals like Hungama Play, Sony Liv, Mx Player, Shorts TV and Hotstar, either directly or through our media partners.

We have recently launched our own music channel on YouTube – ‘Net Pix Raw Music’ which went live August 14, 2020. The idea behind the music channel is to invite new and young musicians to showcase their talents on a global platform, where we offer them an online platform through our channel partners and OTT platform arrangements. As a newly launched channel, we have uploaded nine (9) music videos aggregating to 33.45 minutes of content and are currently in process to add more music content to this channel. These nine (9) titles on this channel have received an aggregate of 7.87 lakhs views as on November 06, 2020. Having recently launched the channel, we have more than 1,700 subscribers on Net Pix Raw Music. This music channel provides an open platform for budding talents who are given an opportunity to display their content of songs and music videos made with fresh ideas and ambitions.

**IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE PROSPECTUS**

Further, as part of our growth strategy, our Company is in the process of developing its own digital application – App, for mobiles, PCs and other devices, where we can upload our videos and music. This App is intended will be in line with the various online digital media platforms like Hunagma Play, Alt-Balaji, Zee5, Voot, etc.

**Our Strategy:**

The key elements of our business strategy are as follows:

- Scaling up Content
- Diversify our Business Portfolio
- Development of Application
- Reduce Operational expenses to increase profitability
- Focus on core competence

**BOARD OF DIRECTORS**

Sr. No.	Name	Designation	Experience including current/past position held in other firms
1.	Mr. Danish Zakaria Aghadi	Managing Director	For details please refer to page no. 5 of this Abridged Prospectus.
2.	Ms. Nazish Furniturewala	Non Executive Non Independent Director	She completed Diploma in Scriptwriting from Actor Prepares. She provides us with her knowledge and inputs in finalising the stories and ideas for our content and also assists in the scripting of some of our short films.
3.	Ms. Sony Pandey	Non Executive Independent Director	She completed BMS degree and MBA in Industry Integrated Department of Management. She has almost a decade of experience in handling all back office related work for law firm. At present, she is working with Armstrong Law Associates
4.	Mr. Rahul Dayama	Non Executive Independent Director	He completed Bachelors of Commerce and also a member of ICAI. He has more a decade of experience in the field of Internal Auditing, Internal Financial Controls, Taxation, Finance & Accounting, Tax Audit and Statutory Auditing.

**OBJECTS OF THE ISSUE**

The Objects of the Net Issue is to raise funds for:

- (a) Acquisition of workshop & Godown and Writer’s Lounge on a long term lease basis
- (b) Further Augment our Digital Media Content Library
- (c) General Corporate Purpose

The details of the proceeds of the Issue are set forth in the table below:

(Rs. in lakhs)

Sr. No.	Particulars	Amount
1	Gross Proceeds from the Issue	270.00
2	<b>Less:</b> Issue related Expenses	52.90
	<b>Net Proceeds from the Issue</b>	<b>217.10</b>

**IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE PROSPECTUS**

The fund requirements for each of the object of the Net Issue are stated as below:

(Rs. in lakhs)

Sr. No.	Objects of the Issue	Total Funds Required	Amount Deployed till Date	Amount to be financed from Net Proceeds of Issue	Estimated Net Proceeds Utilization in FY 2020-21
1	Acquisition of workshop & Godown and Writer's Lounge on a long term lease basis	100.00	Nil	100.00	100.00
2	Further Augment our Digital Media Content Library	80.00	Nil	80.00	80.00
3	General Corporate Purpose	37.10	Nil	37.10	37.10
	<b>Total</b>	<b>217.10</b>	<b>Nil</b>	<b>217.10</b>	<b>217.10</b>

Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues/rights issues, if any, of the Company in the preceding 10 years – Not Applicable

Name of monitoring agency, if any – Not Applicable

Terms of Issuance of Convertible Security, if any – Not Applicable

### Shareholding Pattern

Sr. No.	Particulars	Pre Issue Number of Shares	% holding of Pre-Issue	Post Issue Number of Shares*	% holding of Post-Issue
1.	Promoter and Promoter Group	23,00,000	100.00%	23,00,000	71.87%
2.	Public	60	0.00%	9,00,060	28.13%
	<b>Total</b>	<b>23,00,060</b>	<b>100.00%</b>	<b>32,00,060</b>	<b>100.00%</b>

\*Assuming full subscription in the Issue.

### RESTATED AUDITED FINANCIALS

(Rs in lakhs)

Particulars	For the period ended June 30, 2020	For the year ended March 31, 2020
Total income from operations (net)	1.14	18.37
Net Profit / (Loss) before tax and extraordinary items	(3.14)	3.05
Net Profit / (Loss) after tax and extraordinary items	(3.14)	3.05
Equity Share Capital	160.01	160.01
Reserves & Surplus	0.53	2.28
Net Worth	160.54	162.29
<b>Earnings Per Share:</b>		
Basic (Rs)	(0.11) <sup>(1)</sup>	0.14
Diluted (Rs)	(0.11) <sup>(1)</sup>	0.14
Return on Net Worth (%)	-1.09%	1.40%
Net Asset Value Per Share (Rs)	10.03	10.14

<sup>(1)</sup> Not Annualised

### INTERNAL RISK FACTORS

1. The continuing effect of the COVID-19 pandemic on our business and operations is highly uncertain and cannot be predicted. Our revenues and profitability are directly linked to monetization of our Content. Any failure to monetize content could adversely affect our profitability and business growth.
2. Our revenues and profitability are directly linked to monetization of our Content. Any failure to monetize content could adversely affect our profitability and business growth.

3. We depend on our relationships with platform owners for monetization of our Content Library. Any failure to maintain and grow these relationships could adversely affect our ability to distribute & monetize content, which would in turn affect our growth and profitability.
4. Any failure to source content could adversely affect our profitability and business growth. Further, intensified competition may result in high cost of acquisition for content.
5. Our ability to remain competitive may be adversely affected by emerging technologies with respect to distribution platform and our ability to adapt to such changes.
6. We cannot forecast our content will be successful. Also, change in consumer tastes further compromise our ability to predict the kind of content that would appeal to the audiences. Further we have limited experience in publishing digital content, which could adversely affect the quality and consequently the profitability of the contents we showcase.
7. Currently our revenue is dependent on a few customers and the loss of, or a significant reduction in revenue from such customers could adversely affect our financial performance.
8. We cannot be certain that our Content Library does not infringe upon the intellectual property rights of third parties.
9. The IPO Proceeds will be used to pay an interest free refundable security deposit to the owners of the workshop & godown and the Writer's Lounge.
10. Any failure to protect or enforce our right to own or use trademarks and brand names and identities could have and adverse effect on our business and competitive position.

**SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION**

- A. Total number of outstanding litigations against our Company and the amount involved: There are no outstanding litigations filed against us and hence no amount is involved.
- B. Brief details of top 5 material outstanding litigations against our Company and amount involved: There are no outstanding litigations filed against us and hence no amount is involved.
- C. No regulatory or disciplinary action has been taken by SEBI or stock exchanges against the Promoters/ Group Companies in last 5 financial years.
- D. **Brief details of outstanding criminal proceedings against our Promoter:** There is no outstanding criminal proceedings against our Promoter

**ANY OTHER IMPORTANT INFORMATION AS PER LEAD MANAGER / COMPANY - NIL**

**DECLARATION BY THE COMPANY**

We, hereby declare that, all the relevant provisions of the Companies Act, 2013 and the guidelines issued by the Government of India or the regulations or guidelines issued by the Securities and Exchange Board of India, as the case may be, have been complied with and no statement made in the Prospectus is contrary to the provisions of the Companies Act, 2013 (to the extent notified), the Securities and Exchange Board of India Act, 1992, each as amended or rules made there under or guidelines / regulations issued, as the case may be. We further certify that all the disclosures and statements made in the Prospectus are true and correct.