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MY MUDO[®]A MY MUDRA FINCORP LIMITED



Our Company was originally incorporated as a Private Limited Company under the name "My Mudra Fincorp Private Limited" on September 11, 2013 bearing CIN U65191DL2013PTC257611 under the provisions of the Companies Act, 1956 with the Registrar of Companies, National Capital Territory of Delhi and Haryana. Further, pursuant to Special Resolution passed by the shareholders at the Extra Ordinary General Meeting held on August 11, 2023 our company was converted into a Public Limited Company and consequently the name of our Company was changed from "My Mudra Fincorp Private Limited" to "My Mudra Fincorp Limited" vide a fresh Certificate of Incorporation consequent upon conversion from private company to public company dated October 19, 2023 issued by the Registrar of Companies, Delhi, bearing CIN U65191DL2013PLC257611. For further details, please refer to chapter titled "**History and Corporate Structure**" beginning on page 129 of this Red Herring Prospectus.

Registered Office: 17A/45, 2nd Floor, w.e.a. Karol Bagh, Central Delhi, New Delhi, Delhi- 110005, India; Corporate Office: 17A/45, 3rd Floor, w.e.a. Karol Bagh, Central Delhi, New Delhi, Delhi- 110005, India.

Tel No: 011-47010500; E-mail: info@mymudra.com; Website: www.mymudra.com; CIN: U65191DL2013PLC257611

Contact Person: Piyushi Jindal, Company Secretary & Compliance Officer

OUR PROMOTERS: VAIBHAV KULSHRESTHA AND NISHA KULSHRESTHA

"THE ISSUE IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF NSE."

Our company functions as a Channel Partner (DSA) for major Banks and NBFCs operating in India.

THE ISSUE

INITIAL PUBLIC OFFER OF UPTO 30,24,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF MY MUDRA FINCORP LIMITED ("OUR COMPANY" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE (INCLUDING SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE) FOR CASH, AGGREGATING UP TO ₹ [●] LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,53,600 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING ₹ [●] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 28,70,400 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ [●] LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.55% AND 25.20% RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

- **QIB PORTION:** NOT MORE THAN 50.00% OF THE NET ISSUE
- **NON-INSTITUTIONAL PORTION:** NOT LESS THAN 15.00% OF THE NET ISSUE
- **RETAIL PORTION:** NOT LESS THAN 35.00% OF THE NET ISSUE
- **MARKET MAKER PORTION:** UPTO 1,53,600 EQUITY SHARES OR 5.08% OF THE ISSUE

PRICE BAND: RS. 104 TO RS. 110 PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH

THE FLOOR PRICE IS 10.4 TIMES OF THE FACE VALUE AND THE CAP PRICE IS 11 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

BIDS CAN BE MADE FOR A MINIMUM OF 1200 EQUITY SHARES AND IN MULTIPLES OF 1200 EQUITY SHARES THEREAFTER.

RISKS TO INVESTORS:

• Our business is depended on our relationship with Banks & NBFCs. We have entered into agreements with major Banks and NBFCs, any termination of these existing relationship would adversely affect our business, results of operations, financial condition and prospects.

• A substantial portion of the revenue is generated from our banking partners and financial institutions. Our banking partners and financial institutions are regulated by the Reserve Bank of India ("RBI") and any change in the RBI's policies, decisions and regulatory framework could adversely affect our business, cash flows, results of operations and financial condition.

• The Merchant Banker associated with the Issue has handled 53 SME public issues in the past three years out of which 1 SME Issue closed below the Issue Price on listing date.

Average cost of acquisition of Equity Shares held by the Individual Promoters is

Sr. No.	Name of the Promoters	Average cost of Acquisition (in ₹)
1.	Vaibhav Kulshrestha	-
2.	Nisha Kulshrestha	0.02

and the Issue Price at the upper end of the Price Band is Rs. 110 per Equity Share.

• The Weighted average cost of acquisition compared to Floor Price and Cap Price.

- The Price/Earnings ratio based on Diluted EPS for Fiscal 2024 for the company at the upper end of the Price Band is 10.90.
- Weighted Average Return on Net worth for Fiscals 2024, 2023 and 2022 is 40.34%.
- The Weighted average cost of acquisition of all Equity Shares transacted in the last 1 year, 18 months and 3 years from the date of Red Herring Prospectus is as given below:

Period	Weighted Average Cost of Acquisition (in Rs.)	Upper end of the Price Band (Rs. 110) is "X" times the weighted Average cost of Acquisition	Range of acquisition price: Lowest Price Highest Price (in Rs.)
Last 1 year and 18 months	2.45	44.90	0-15200
Last 3 years	3.16	34.78	0-15200

Note:

^aThere were no primary/ new issue of shares (equity/ convertible securities) other than Bonus Issue in last 18 months from the date of this Red Herring Prospectus.

BID/ ISSUE OPENS ON⁽¹⁾: THURSDAY, SEPTEMBER 05, 2024

BID/ ISSUE CLOSES ON: MONDAY, SEPTEMBER 09, 2024

⁽¹⁾Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid/ Issue Opening Date in accordance with the SEBI (ICDR) Regulations, 2018.

In case of any revisions in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Company may, for reasons to be recorded in writing, extend the Bid/ Issue Period for a minimum of one Working Days, subject to the Bid/ Issue Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/ Issue Period, if applicable, will be widely disseminated by notification to the Stock Exchange, by issuing a press release, and also by indicating the change on the website of the Book Running Lead Managers and the terminals of the other members of the Syndicate and by intimation to SCSBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI (ICDR) Regulations, as amended, wherein not more than 50% of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Managers, allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" beginning on page 243 of the Red Herring Prospectus.

Bidders/ Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Investors must ensure that their PAN is linked with Aadhar and are in compliance with CBDT Notification dated February 13, 2020 and press release dated June 25, 2021.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Corporate Structure" on page 129 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 288 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs.12,00,00,000/- (Rupees Twelve Crores Only) divided into 1,20,00,000 (One Crore Twenty Lakhs) Equity Shares of Rs.10/- each. The issued, subscribed and paid-up share capital of the Company before the issue Rs. 8,36,78,000/- (Eight Crores Thirty-Six Lakhs Seventy-Eight Thousand Only) divided into 83,67,800 (Eighty-Three Lakhs Sixty-Seven Thousand Only) Equity Shares of Rs.10 each. For details of the Capital Structure, see "Capital Structure" on the page 59 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company, Nisha Kulshrestha - 9,900 Equity Shares and Ganesh Kumar Mishra - 100 Equity Shares aggregating to 10,000 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 129 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 59 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE Emerge. Our Company has received an 'in-principle' approval from the National Stock Exchange of India Limited (hereinafter referred to as NSE) for the listing of the Equity Shares pursuant to letter Ref: NSE/LIST/4083 dated August 23, 2024. For the purposes of the Issue, the Designated Stock Exchange shall be NSE. A signed copy of the Red Herring Prospectus dated August 29, 2024 has been delivered for filing to the ROC and Prospectus shall be delivered for filing to the ROC in accordance with Sections 26(4), 32 of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 288 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 222 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE ("NSE EMERGE") (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the 'Disclaimer' Clause of NSE.

TRACK RECORD OF BOOK RUNNING LEAD MANAGER: The Merchant Banker associated with the Issue has handled 53 SME public issues in the past three years out of which 1 SME Issue closed below the Issue Price on listing date.

GENERAL RISK: 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 Issuer 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 Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 25 of the Red Herring Prospectus.

ASBA * | Simple, Safe, Smart way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below.
Application- Make use of it!!! Mandatory in Public Issues from January 01, 2016. No cheque will be accepted



UPI-Now available in ASBA for Retail Individual Investors (RII)**

Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI – Now available in ASBA for RIIs applying through Registered Brokers, DPs & RTAs. RIIs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account.

Investors have to apply through the ASBA process. ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 243 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI"), the Stock Exchanges and in the General Information Document.

*ASBA forms can be downloaded from the website of NSE ("NSE Emerge")

**List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. HDFC Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll-free number-18001201740 and Mail Id- ipo.upi@npci.org.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. For issue related grievance investors may contact: Hem Securities Limited-Ravi Kumar Gupta (+91-14-4051000) (Email Id: ib@hemsecurities.com).

BOOK RUNNING LEAD MANAGER TO THE ISSUE

HEM SECURITIES LIMITED

Address: 904, A Wing, Naman Midtown, Senapati Bapat Marg, Elphinstone Road, Lower Parel, Mumbai-400013, Maharashtra, India
Tel. No.: +91-22-49060000; Email: ib@hemsecurities.com
Investor Grievance Email: redressal@hemsecurities.com
Website: www.hemsecurities.com Contact Person: Ravi Kumar Gupta
SEBI Reg. No.: INM00010981; CIN: U67120RJ1995PLC010390

REGISTRAR TO THE ISSUE

SKYLINE FINANCIAL SERVICES PRIVATE LIMITED

Address: D-153A, First Floor, Okhla Industrial Area, Phase - I, New Delhi, Delhi- 110020, India.
Tel No: 011- 40450193-97; Email: ipo@skylinerta.com
Investor Grievance Email: info@skylinerta.com
Website: www.skylinerta.com; Contact Person: Anuj Rana
SEBI Reg. No.: INR000003241; CIN: U74899DL1995PTC071324

COMPANY SECRETARY AND COMPLIANCE OFFICER

PIYUSHI JINDAL BHAROSE KA DUSRA NAAM MY MUDRA FINCORP LIMITED</h3

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Registered Office: 17A/45, 2nd Floor, w.e.a. Karol Bagh, Central Delhi, New Delhi, Delhi- 110005, India. **Corporate Office:** 17A/45, 3rd Floor, w.e.a. Karol Bagh, Central Delhi, New Delhi, Delhi- 110005, India.
Tel No: 011-47010500; **E-mail:** info@mymudra.com; **Website:** www.mymudra.com; **CIN:** U65191DL2013PLC257611; **Contact Person:** Piyushi Jindal, Company Secretary & Compliance Officer

OUR PROMOTERS: VAIBHAV KULSHRESTHA AND NISHA KULSHRESTHA

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THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.55% AND 25.20% RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

- **QIB PORTION:** NOT MORE THAN 50.00% OF THE NET ISSUE
- **NON-INSTITUTIONAL PORTION:** NOT LESS THAN 15.00% OF THE NET ISSUE
- **MARKET MAKER PORTION:** UPTO 1,53,600 EQUITY SHARES OR 5.08% OF THE ISSUE

PRICE BAND: RS. 104 TO RS. 110 PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH

THE FLOOR PRICE IS 10.4 TIMES OF THE FACE VALUE AND THE CAP PRICE IS 11 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

BIDS CAN BE MADE FOR A MINIMUM OF 1200 EQUITY SHARES AND IN MULTIPLES OF 1200 EQUITY SHARES THEREAFTER.

RISKS TO INVESTORS:

- Our business is depended on our relationship with Banks & NBFCs. We have entered into agreements with major Banks and NBFCs, any termination of these existing relationship would adversely affect our business, results of operations, financial condition and prospects.
- A substantial portion of the revenue is generated from our banking partners and financial institutions. Our banking partners and financial institutions are regulated by the Reserve Bank of India ("RBI") and any change in the RBI's policies, decisions and regulatory framework could adversely affect our business, cash flows, results of operations and financial condition.
- The Merchant Banker associated with the Issue has handled 53 SME public issues in the past three years out of which 1 SME Issue closed below the Issue Price on listing date.
- Average cost of acquisition of Equity Shares held by the Individual Promoters is

Sr. No.	Name of the Promoters	Average cost of Acquisition (in ₹)
1.	Vaibhav Kulshrestha	-
2.	Nisha Kulshrestha	0.02

and the Issue Price at the upper end of the Price Band is Rs. 110 per Equity Share.

- The Price/ Earnings ratio based on Diluted EPS for Fiscal 2024 for the company at the upper end of the Price Band is 10.90.

- Weighted Average Return on Net worth for Fiscals 2024, 2023 and 2022 is 40.34%.
- The Weighted average cost of acquisition of all Equity Shares transacted in the last 1 year, 18 months and 3 years from the date of Red Herring Prospectus is as given below:

Period	Weighted Average Cost of Acquisition (in Rs.)	Upper end of the Price Band (Rs. 110) is "X" times the weighted Average cost of Acquisition	Range of acquisition price: Lowest Price – Highest Price (in Rs.)
Last 1 year and 18 months	2.45	44.90	0-15200
Last 3 years	3.16	34.78	0-15200

- The Weighted average cost of acquisition compared to Floor Price and Cap Price.

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor Price (i.e. ₹ 104)	Cap Price (i.e. ₹ 110)
WACA of primary issuance (exceeding 5% of the pre issue capital)	NA^	NA^	NA^
WACA for secondary sale / acquisition (exceeding 5% of the pre issue capital)	21.71	4.79	5.07

Note:

^There were no primary/ new issue of shares (equity/ convertible securities) other than Bonus Issue in last 18 months from the date of this Red Herring Prospectus.

BASIS FOR ISSUE PRICE

Investors should read the following summary with the section titled "Risk Factors", the details about our Company under the section titled "**Our Business**" and its financial statements under the section titled "**Financial Information of the Company**" beginning on page 25, 105 and 153 respectively of the Red Herring Prospectus. The trading price of the Equity Shares of Our Company could decline due to these risks and the investor may lose all or part of his investment.

Price Band/ Issue Price shall be determined by our Company in consultation with the Book Running Lead Manager on the basis of the assessment of market demand for the Equity Shares through the Book Building Process and on the basis of the qualitative and quantitative factors as described in this section. The face value of the Equity Shares is ₹10/- each and the Issue Price is 10.4 times of the face value at the lower end of the Price Band and 11 times of the face value at the upper end of the Price Band.

QUALITATIVE FACTORS

We believe the following business strengths allow us to successfully compete in the industry:

- Strong portfolio and diverse range of Loan products across consumer preferences
- Diversified revenue from multiple locations and geographies of India
- Capital efficient model with low operating costs
- Strategic Partnerships with Banks and NBFCs
- Experienced Leadership and Management

For a detailed discussion on the qualitative factors which form the basis for computing the price, please refer to sections titled "**Our Business**" beginning on page 105 of this Red Herring Prospectus.

QUANTITATIVE FACTORS

The information presented below relating to our Company is based on the Restated Financial Statements. For details, please refer section titled "**Financial Information of the Company**" on page 153 of this Red Herring Prospectus.

Some of the quantitative factors which may form the basis for calculating the Issue Price are as follows:

1. Basic & Diluted Earnings per share (EPS) (Face value of ₹10 each):

As per the Restated Financial Statements:-

Sr. No.	F.Y./Period	Basic & Diluted (₹)	Weights
1.	Financial Year ending March 31, 2024	10.09	3
2.	Financial Year ending March 31, 2023	4.19	2
3.	Financial Year ending March 31, 2022	0.63	1
	Weighted Average	6.55	6

Notes:

i. The figures disclosed above are based on the Restated Financial Statements of the Company.

ii. The face value of each Equity Share is ₹10.00.

iii. Earnings per Share has been calculated in accordance with Accounting Standard 20 – "Earnings per Share" issued by the Institute of Chartered Accountants of India.

iv. The above statement should be read with Significant Accounting Policies and the Notes to the Restated Financial Statements as appearing in Annexure IV.

v. Basic Earnings per Share = Net Profit/(Loss) after tax, as restated attributable to equity shareholders/ Weighted average number of equity shares outstanding during the year/ period

vi. Diluted Earnings per Share = Net Profit/(Loss) after tax, as restated attributable to equity shareholders/ Weighted average number of diluted potential equity shares outstanding during the year/ period.

2. Price Earnings (P/E) Ratio in relation to the Price Band of ₹104 to ₹110 per Equity Share of Face Value of ₹10/- each fully paid up:

Particulars	(P/E) Ratio at the Floor Price (₹ 104)	(P/E) Ratio at the Cap Price (₹ 110)
P/E ratio based on the Basic & Diluted EPS, as restated for period ending March 31, 2024	10.31	10.90
P/E ratio based on the Weighted Average EPS, as restated.	15.88	16.79

Industry P/E Ratio* (P/E Ratio)

Industry Highest/ Lowest (Akiko Global Services Limited)*

16.15

* For the purpose of industry, we have considered Akiko Global Services Limited as peer which is engaged in the similar line of business segment as of our Company, however, it may not be exact comparable in terms of product portfolio or the size of our Company. The peer has been included for the purpose of broad comparison. The Company, Akiko Global Services Limited, has listed on July 02, 2024. As the data for March 31, 2024 is not available, we have provided the details of industry peer for March 31, 2023 as per the information publicly available.

Note:

i) The P/E ratio of our Company has been computed by dividing Issue Price with EPS.

ii) P/E Ratio of the peer company is based on the Audited Results for the F.Y. 2022-23 and stock exchange data dated August 23, 2024.

3. Return on Net worth (RoNW)

Sr. No.	Period	RONW (%)	Weights
1.	Period ending March 31, 2024	49.74%	3
2.	Period ending March 31, 2023	41.07%	2
3.	Period ending March 31, 2022	10.70%	1
	Weighted Average	40.34%	6

Note:

i. The figures disclosed above are based on the Restated Financial Statements of the Company.

ii. The RoNW has been computed by dividing restated net profit after tax (excluding exceptional items) with restated Net worth as at the end of the year/period

iii. Weighted average = Aggregate of year-wise weighted RoNW divided by the aggregate of weights i.e. (RoNW x Weight) for each year/Total of weights.

4. Net Asset Value (NAV) per Equity Share:

Sr. No.	NAV per Equity Share	(Amount in ₹)
1.	As at March 31, 2022	5.85
2.	As at March 31, 2023	10.20
3.	As at March 31, 2024	20.29
4.	NAV per Equity Share after the Issue	
a) at Floor Price	42.35	
b) at Cap Price	43.94	

Continued from previous page

7. Set forth below are the details of comparison of key performance indicators with our listed industry peer:

Akiko Global Services Limited

(Amount in ₹ Lakhs except percentages and ratios)

Key Financial Performance	As at the Period/ Year ended		
	31-01-2024*	31-03-2023	31-03-2022
Revenue from operations ⁽¹⁾	2590.30	3958.11	1351.92
EBITDA ⁽²⁾	460.08	632.42	118.25
EBITDA Margin ⁽³⁾	17.63%	15.97%	8.74%
PAT ⁽⁴⁾	321.48	453.26	77.85
PAT Margin ⁽⁵⁾	12.41%	11.45%	5.76%
RoE ⁽⁶⁾	32.44%	129.22%	92.44%
RoCE (%) ⁽⁷⁾	29.23%	109.99%	63.39%
Net Worth ⁽⁸⁾	1403.37	578.40	123.14

^{*} Not Annualized[#]The above Company has listed on July 02, 2024. As the data for March 31, 2024 is not available, we have provided the details of KPI for January 31, 2024 as per the information publicly available.

Notes:

(1) Revenue from operation means revenue from sales, service and other operating revenues

(2) EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses - Other Income

(3) 'EBITDA Margin' is calculated as EBITDA divided by Revenue from Operations

(4) PAT is calculated as Profit before tax - Tax Expenses

(5) 'PAT Margin' is calculated as PAT for the period/year divided by revenue from operations.

(6) Return on Equity is ratio of Profit after Tax and Average Shareholder Equity

(7) Return on Capital Employed is calculated as EBIT divided by capital employed, which is defined as shareholders' equity plus total borrowings (current & non-current).

(8) Net Worth = Equity Share Capital + Reserve and Surplus (including surplus in the Statement of Profit & Loss) - Preliminary Expenses to the extent not written-off.

Explanation for KPI metrics:

KPI	Explanations
Revenue from Operations	Revenue from Operations is used by our management to track the revenue profile of the business and in turn helps to assess the overall financial performance of our Company and volume of our business
EBITDA	EBITDA provides information regarding the operational efficiency of the business
EBITDA Margin (%)	EBITDA Margin (%) is an indicator of the operational profitability and financial performance of our business
PAT	Profit after tax provides information regarding the overall profitability of the business.
PAT Margin (%)	PAT Margin (%) is an indicator of the overall profitability and financial performance of our business.
RoE (%)	RoE provides how efficiently our Company generates profits from shareholders' funds.
RoCE (%)	RoCE provides how efficiently our Company generates earnings from the capital employed in the business.
Net Worth	Net worth is used by the management to ascertain the total value created by the entity and provides a snapshot of current financial position of the entity.

Weighted average cost of acquisition

a) The price per share of our Company based on the primary/ new issue of shares (equity/ convertible securities)

There has been no issuance of Equity Shares other than Equity Shares issued pursuant to a bonus issue on May 15, 2024, during the 18 months preceding the date of this Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of 30 days. ("Primary Issue")

b) The price per share of our Company based on the secondary sale/ acquisition of shares (equity shares)

Except as stated below, there have been no secondary sale/ acquisitions of Equity Shares, where the promoters, members of the promoter group or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts of shares), during the 18 months preceding the date of this certificate, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days. ("Secondary Issue")

Date of Transfer	Name of Transferor	Name of Transferee	No. of Equity Shares	Price per Equity shares	Adjusted Price Per equity share (post bonus)*	Nature of Transaction	Total Consideration (in Rs.)			
24.04.2024	Anish Mehta	Darshana Mehta	482	15200	21.71	Cash	73,26,400			
			214	15200			32,52,800			
09.05.2024	Rashi Agarwal	Ritu Dua	294	15200	21.71	Cash	44,68,800			
			294	15200			44,68,800			
Total Consideration							1,95,16,800			
Weighted Average Cost of Acquisition [Total consideration/Total number of shares transacted]							21.71			

Weighted average cost of acquisition & Issue price

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price* (i.e. ₹ 104)	Cap price* (i.e. ₹ 110)
Weighted average cost of acquisition of primary/ new issue as per paragraph 8(a) above.	NA^	NA^	NA^
Weighted average cost of acquisition for secondary sale/ acquisition as per paragraph 8(b) above.	21.71	4.79	5.07

Note:

[^] There were no primary/ new issue of shares (equity/ convertible securities) other than Bonus Issue in last 18 months from the date of this Red Herring Prospectus.^{*} To be updated at Prospectus stage.

This is a Book Built Issue and the price band for the same shall be published 2 working days before opening of the Issue in all editions of the English national newspaper Business Standard, all editions of Hindi national newspaper Business Standard and Delhi edition of Regional newspaper Pratah Kiran where the registered office of the company is situated each with wide circulation.

The Price Band/ Floor Price/ Issue Price shall be determined by our Company in consultation with the BRLM and will be justified by us in consultation with the BRLM on the basis of the above information. Investors should read the above mentioned information along with "Our Business", "Risk Factors" and "Restated Financial Statements" on pages 105, 25 and 153 respectively, to have a more informed view. The trading price of the Equity Shares of our Company could decline due to the factors mentioned in "Risk Factors" or any other factors that may arise in the future and you may lose all or part of your investments.

BID/ ISSUE PROGRAM

BID/ ISSUE OPENS ON⁽¹⁾: THURSDAY, SEPTEMBER 05, 2024

BID/ ISSUE CLOSES ON: MONDAY, SEPTEMBER 09, 2024

⁽¹⁾Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid/ Issue Opening Date in accordance with the SEBI (ICDR) Regulations, 2018.

In case of any revisions in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Company may, for reasons to be recorded in writing, extend the Bid/Issue Period for a minimum of one Working Days, subject to the Bid/Issue Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/Issue Period, if applicable, will be widely disseminated by notification to the Stock Exchange, by issuing a press release, and also by indicating the change on the website of the Book Running Lead Managers and the terminals of the other members of the Syndicate and by intimation to SCSBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI (ICDR) Regulations, as amended, wherein not more than 50% of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Managers, allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid bids being received at or above the Issuer Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" beginning on page 243 of the Red Herring Prospectus.

Bidders/ Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Investors must ensure that their PAN is linked with AADHAR and are in compliance with CBDT Notification dated February 13, 2020 and press release dated June 25, 2021.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Corporate Structure" on page 129 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 288 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs.12,00,00,000/- (Rupees Twelve Crores Only) divided into 1,20,00,000 (One Crore Twenty Lakhs) Equity Shares of Rs.10/- each. The issued, subscribed and paid-up share capital of the Company before the issue Rs. 8,36,78,000/- (Eight Crores Thirty-Six Lakhs Seventy-Eight Thousand Only) divided into 83,67,800 (Eighty-Three Lakhs Sixty-Seven Thousand Eight hundred only) Equity Shares of Rs.10 each. For details of the Capital Structure, see "Capital Structure" on the page 59 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company, Nisha Kulshrestha – 9,900 Equity Shares and Ganesh Kumar Mishra - 100 Equity Shares aggregating to 10,000 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 129 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE EmERGE. Our Company has received an 'in-principle' approval from the National Stock Exchange of India Limited (hereinafter referred to as NSE) for the listing of the Equity Shares pursuant to letter Ref: NSE/LIST/4083 dated August 23, 2024. For the purposes of the Issue, the Designated Stock Exchange shall be NSE. A signed copy of the Red Herring Prospectus dated August 29, 2024 has been delivered for filing to the ROC and Prospectus shall be delivered for filing to the RoC in accordance with Sections 26(4), 32 of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 288 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 222 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE ("NSE EMERGE") (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the Disclaimer Clause of NSE.

TRACK RECORD OF BOOK RUNNING LEAD MANAGER: The Merchant Banker associated with the Issue has handled 53 SME public issues in the past three years out of which 1 SME Issue closed below the Issue Price on listing date.

GENERAL RISK: 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 Issuer 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 Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 25 of the Red Herring Prospectus.

ASBA * | Simple, Safe, Smart way of Application- Make use of it!!! * Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below.

Mandatory in Public Issues from January 01, 2016. No cheque will be accepted



UPI-Now available in ASBA for Retail Individual Investors (RII)**

Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI – Now available in ASBA for RIIs applying through Registered Brokers, DPs & RTAs. RIIs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account. Investors have to apply through the ASBA process. ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and

सोशल मीडिया पर ऑफिशियल हुआ कृति और कबीर का रिश्ता

बॉलीवुड अभिनेत्री कृति सेनन कई दिनों से अपने लव रिलेशनशिप को लेकर चर्चा में बनी हुई है। कृति ने अपना जन्मदिन अपने कथित ब्लॉयफ्रेंड कबीर बहिया और बहन नुपुर के साथ ग्रीस में मनाया था, जिसकी कई तस्वीरें और वीडियोज उन्होंने खुद अपने सोशल मीडिया पर जारी किए थे। इसके अलावा सोशल मीडिया पर भी कृति और कबीर की साथ में कई तस्वीरें जमकर वायरल हुई थीं।
बॉलीवुड अभिनेत्री कृति सेनन के डांस परफॉर्मेंस पर कबीर बहिया ने जो कमेंट किया है, उसे पढ़कर फैंस बेहद खुश हैं उन्होंने कबीर को अपने जीज की तरह अपना लिया है। हालांकि, कृति और कबीर की ओर से दोनों के रिलेशनशिप को लेकर किसी भी तरह की कोई आधिकारिक घोषणा नहीं हुई है। कबीर के पोस्ट के बाद से यही अफवाहें फैल रही हैं कि वे अपने रिश्ते को ऑनलाइन अपना चुके हैं। कबीर, जिनका नाम हाल के हफ्तों में कृति से रोमांटिक रूप से जोड़ा गया है, उनके इंस्टाग्राम पोस्ट पर अपनी पहले कमेंट से ही सबको चौका दिया है।
कृति और कबीर के लव रिलेशन में होने की अटकलें तब शुरू हुई थीं, जब कृति ने इकाना स्टेडियम में आयोजित यूपी टी20 सीजन 2 के उद्घाटन समारोह में अपने शानदार प्रदर्शन का एक बिहाइंड द सीन वीडियो पोस्ट किया। कैप्शन में, उन्होंने मजाकिया अंदाज में लिखा, यह एक डेली एक्ट था! लेकिन स्टेडियम में लाइव परफॉर्मेंस से ज्यादा रोमांचकारी कुछ नहीं होता। प्राप्त-प्राप्ति के पोस्ट पर जारीक ऐसा

A close-up portrait of a man with dark hair and a beard, wearing sunglasses and a brown and white checkered blazer over a black turtleneck. He is smiling at the camera.

A portrait of a young woman with long brown hair styled in two braids, wearing a white sleeveless top with a floral pattern. She is smiling and looking towards the camera. The background is bright and slightly blurred.

ध्वनि भानुशाली ने शुरू की अभिनय यात्रा

मैं किसी को एनिमल देखने
की सलाह नहीं दूँगा

फिल्म निर्माता-अभिनेता फरहान अख्तर ने कहा कि वह फिल्म एनिमल से जुड़ाव महसूस नहीं कर पाए। रणबीर कपूर के किरदार को समर्याग्रस्त बताते हुए उन्होंने कहा कि वह किसी को भी यह फिल्म देखने की सिफारिश नहीं करेंगे। अभिनेता और फिल्म निर्माता फरहान अख्तर ने हाल ही में संदीप रेड़ी वांगा की 2023 की फिल्म एनिमल के बारे में अपनी राय व्यक्त की। रणबीर कपूर के किरदार को समर्याग्रस्त बताते हुए फरहान ने कहा कि वह किसी को भी यह फिल्म देखने वाली चाहत नहीं देंगे। दावा पर्याप्त नहीं किया जा सकता।



का सलाह नहीं दग्ध। इससे पहल उनक
पिता जावेद अख्तर ने भी फिल्म की
आलोचना की थी।

फरहान अख्तर ने कहा कि एनिमल ने
उनके लिए कुछ खास नहीं किया। उन्होंने
कहा, क्या यह ऐसी फिल्म है जिसे मैं
किसी को देखने की सलाह दूँगा? यह मुझे
पसंद नहीं आई। मेरे लिए, मुझे लगता है कि यह किरदार समस्याग्रस्त है। उन्होंने कहा,
मुझे नहीं लगता कि कुछ चीजें नहीं दिखाई जानी चाहिए। हम ऐसे क्षेत्र में हैं, जहां अगर
कोई मुझसे कहता है, आप इस तरह की फिल्म नहीं बना सकते, तो मैं कहूँगा, आप कौन
होते हैं मुझे यह बताने वाले कि मुझे क्या बनाना चाहिए और क्या नहीं? मुझे इस देश के
कानून द्वारा अनुपस्थिति दी गई है, और मुझे जो कुछ भी कहना है, उसे कहने की कलात्मक
अभिव्यक्ति की स्वतंत्रता है। दर्शक क्या सुनना चाहते हैं, यह वे तय करेंगे। मैं कभी भी
किसी फिल्म निर्माता या लेखक या निर्माता या किसी से नहीं कहूँगा, यार इसे मत बनाओ,
या, इस तरह की फिल्म नहीं बनाई जा सकती। हर किसी का अपना, क्योंकि मुझे नहीं
लगता कि यह सही है और ऐसा करना खतरनाक है।

एनिमल एक जटिल पिता-पुत्र के रिश्ते के इर्द-गिर्द घूमती है। रणबीर के अलावा, फिल्म
में अनिल कपूर, रशिमका मंदाना और बॉबी देओल भी महत्वपूर्ण भूमिकाओं में थे। यह

जब श्रद्धा ने शादी को लेकर बताई थी दिल की बात

श्रद्धा कपूर इन दिनों अपनी हॉसर-कॉमेडी फिल्म स्त्री 2 को लेकर लगातार सुर्खियों में बनी हुई हैं। इसके अलावा श्रद्धा अक्सर अपने लव रिलेशनशिप को लेकर भी लगातार चर्चा में बनी रहती हैं। एक इंटरव्यू के दौरान स्त्री 2 अभिनेत्री ने खुलासा अपनी शादी के बारे में अपने विचार व्यक्त किए थे। साथ ही श्रद्धा ने हमसफर को लेकर अपने दिल की एक खास बात भी बतायी। श्रद्धा कपूर इन दिनों स्त्री 2 की सफलता का आनंद ले रही हैं। यह कहना बिल्कुल भी गलत नहीं होगा कि स्त्री 2 की रिलीज के बाद से श्रद्धा की फैन फॉलोइंग काफी बढ़ गई है। यहां तक की उन्होंने सोशल मीडिया प्लेटफॉर्म इंस्टाग्राम पर कई दिग्जिटों को पछाड़ दिया है। मीडिया रिपोर्ट्स के अनुसार, इस समय श्रद्धा इंस्टाग्राम पर तीसरे नंबर पर है। या यूं कह सकते हैं कि श्रद्धा जल्द ही क्रिकेटर विराट कोहली को भी पछाड़ सकती हैं। श्रद्धा को उनके निर्मल स्वभाव की वजह से डाउन-टू-अर्थ माना जाता है और वह अक्सर सोशल मीडिया पर अपने प्रशंसकों को सकारात्मक संदेश भेजती हैं। एक इंटरव्यू के दौरान श्रद्धा ने अपनी शादी के बारे में अपने विचार खुलकर बताए थे। श्रद्धा ने अपने जीवनसाथी के साथ पूरी तरह से खुश रहने बात कही थी। दरअसल, यह बात है 2020 में स्ट्रीट डांसर 3डी के प्रमोशन के दौरान की, जब श्रद्धा कपूर ने बताया था कि शादी के बाद वह खुद को कैसे देखती हैं। श्रद्धा ने सुझाव दिया कि उन्हें अपने पार्टनर के समान ही पागलपन के स्तर पर रहने की जरूरत है। आगे श्रद्धा ने कहा था, जब भी मैं शादी करूँगी, चाहे मैं किसी से भी शादी करूँ, मुझे उस व्यक्ति के साथ पूरी तरह से घुलना-मिलना होगा। यह मेरे लिए बहुत अहम बात है।

मीडिया रिपोर्ट्स के अनुसार, इस बीच, श्रद्धा कपूर ने हाल ही में स्त्री 2 की रिलीज के बीच अपने कथित बॉयफ्रेंड राहुल मोदी को इंस्टाग्राम पर अनफॉलो कर दिया है। जुलाई में श्रद्धा द्वारा राहुल के साथ अपने रिश्ते को सोशल मीडिया पर



ਬੁਝਾਵਾਈ ਅਤੇ ਦਕ੍ਖਾ ਡਾਇਗਿਂਗ ਮੈਂਨੇ ਪਸ਼ਟੀਵ ਥੈਕ

अभिनेत्री रविरा भारद्वाज ने अपने शौक के बारे में खुलकर बात की। उन्होंने बताया कि उन्हें घुड़सवारी और स्कूबू डाइविंग बहुत पसंद है। शो औकात से ज्यादा में उमिला की भूमिका निभाने वाली रविरा ने कहा, अपने खाली समय में मैं कई तरह के शौक पूरा करना पसंद करती हूं, जो मुझे खुशी और सुकून देते हैं। पैटिंग एक ऐसी चीज है जो मुझे वाकई सुकून देती है। यह खुद को व्यक्त करने और एक लंबे दिन के बाद आराम करने का एक तरीका है। डासिंग मेरा एक और जनून है, यह मुझे संगीत से जुड़ने का एक मौका देता है। जियू कैसे की अभिनेत्री ने आगे कहा, मगर मुझे घुड़सवारी और स्कूबू डाइविंग बहुत पसंद है। घुड़सवारी मुझे अविश्वसनीय रूप से रोमांच और जानवर से जुड़ने का मौका देती है। वहीं स्कूबू डाइविंग एक दूसरी

एक ही तरह के
किरदार में नहीं
बंधना चाहते इसलिए
टुकराई आरसी16

विजय सेतुपति की गिनती देश के सबसे प्रतिभाशाली अभिनेताओं में होती है। शाहरुख खान समेत हिंदी फिल्म इंडस्ट्री के कई दिग्गज उनके अभिनय के कायल हैं। हाल ही में विजय का लेकर जानकारी सामने आई थी कि आरसी16 निर्माताओं ने उनसे संपर्क किया है। फिल्म में उन्हें राम चरण के पिता का किरदार निभाने की पेशकश की गई थी। हालांकि, अभिनेता ने इस प्रस्ताव को ठुकरा दिया था, जिसके बाद निर्माताओं ने इस रोल के लिए शिवराज कुमार से संपर्क किया था। विजय सेतुपति ने इन्हें बड़े प्राजेक्ट को क्यों ठुकराया अब इसका लेकर बड़ी जानकारी सामने आई है। मीडिया रिपोर्ट्स के मुताबिक अभिनेता एक ही तरह के किरदार में बंधना नहीं चाहते हैं। टाइपकार्स होने की चिंता की वजह से उन्होंने इस भूमिका को बहुत ही विनम्रता के साथ अस्वीकार कर दिया। उपेणा और महाराजा जैसी फिल्मों में वह पिता की भूमिका में उन्होंने भी निभायी हैं। उन्होंने भी फिल्मों में

उनकी अदाकारी को लोगों ने खूब सराहा था। कहा जा रहा है कि फैस से मिले इन किरदारों को प्यार के बाबजूद विजय भविष्य में इस तरह के और किरदार को दोहरान नहीं चाहते हैं। मीडिया रिपोर्ट्स के दावे के मुताबिक उन्होंने बुची बाबू से यह कहते हुए फिल्म को अस्वीकार कर दिया कि वह फिल्म की हाई-प्रोफाइल प्रकृति के बाबजूद, इस तरह की भूमिकाओं में वर्गीकृत होने से बचना चाहते थे। विजय को हाल ही में फिल्म महाराजा में देखा गया था।

इस फिल्म ने बाक्स
ऑफिस पर अच्छी
कमाई की थी। वहाँ,
ओटीटी पर भी इस
फिल्म ने खुब धमाल
मचाया था। फिल्म
आर16 की बात करें तो
इसमें जान्हवी कपूर राम
चरण के साथ मुख्य
भूमिका में होंगी। यह
एक स्पोर्ट्स ड्रामा फिल्म
होगी। फिलहाल, यह
फिल्म प्री-प्रोडक्शन
चरण में है।
फिल्म की
शृंखला जल्द
ही शुरू
होने की
उम्मीद है।

संसेक्स

82,134.61 पर बंद

निपटी

25,151.95 पर बंद

व्यापार

आईपीओ के बाद शेयरों के दाम चढ़ाने के लिए एसएमई देरहाँ गलत जानकारी

नयी दिल्ली, एजेंसी। आईपीओ के बाद शेयरों के दाम चढ़ाने के लिए एसएमई गलत जानकारी दे रही है। इसके लेकर सेवी ने निवेशकों से सोच-समझकर पैसा लगाने की दी राह लाई है।

छोटी और मोशीली कंपनियों यानी एसएमई के प्रारंभिक सांख्यिक नियम (आईपीओ) में आ रही पैसें की बाढ़ के बीच बाजार नियमक सेवी ने



निवेशकों से कहा है कि वे इस तरह के आईपीओ में निवेश करते समय सावधानी बरतें। सच्चाई ही, असत्यापित सोचल मीडिया पोर्ट पर भरोसा न करें। गैरभरोसेमंद सूझावों का अफवाह के आधार पर निवेश न करें। शेयरों के भाव बढ़ाने के लिए एसएमई प्लेटफॉर्म पर कई कंपनियां सूचीबद्ध होने के बाद गलत जानकारी दे रही हैं।

भारतीय प्रतिभूति एवं विनियम बोर्ड (सेवी) ने कहा, बाजार में सूचीबद्ध होने के बाद एसएमई या उनके प्रवर्तक सार्वत्रिक घोषणाओं में बानस इयू स्टॉक बिभाजन, तेजीहां अवतन के मामले में गलत जानकारी दे रहे हैं। इसे देखते हुए निवेशक इनमें भारी पैसा लगा रहे हैं, जिससे पैसा ढूँकने का खतरा है।

दाम चढ़ाकर प्रवर्तक बेच देते हैं हिस्सा - ज्यादा बोनस एवं स्टॉक बिभाजन जैसे एलान निवेशकों को ऐसे शेयरों में निवेश के लिए प्रेरित करते हैं। इसके बाद जब शेयरों के दाम चढ़ जाते हैं, तब प्रवर्तक ऊंचे कीमतों पर अपना ज्यादातर हिस्सा बेचकर निकल जाते हैं। सेवी ने चार मासों में ऐसी पांच कंपनियों पर बाजार में प्रतिवध लगाया है। इन सभी की कार्यप्रणाली एक जैसी थी, जिससे निवेशकों को बाया हुआ।

जमाटो ने पेटीएम के मनोरंजन और टिकटिंग विजनेस की डील हुई फाइनल

नयी दिल्ली, एजेंसी। फूडटीलीवी कंपनी जोगेटो ने मनोरंजन और टिकटिंग बिजनेस के लिए पेटीएम के साथ डील की है। पेटीएम की सहायक कंपनियों का अधिकार पूरा हो गया है। कंपनी ने ये जानकारी एक्सेंजेंस में दी है दीपिंदर प्रभाजी के नेतृत्व वाली कंपनी जोगेटो ने पेटीएम की मनोरंजन शाया के अधिकारण के लिए फाइनल सूचीबद्ध करती है।

इस वर्ष 21 अप्रैल को स्टॉक एक्सचेंज को दी गई सूचना में नोएडा स्थित पेटीएम ने भी इस



घटनाक्रम की पृष्ठी की थी। कंपनी ने एक्सचेंजों को भेजी जिसमें मैं कहा कि किनद-सूक्ष्म, त्रै-सूक्ष्म आधार पर 2,048 करोड़ रुपये का यह सेवा पेटीएम द्वारा अपने मोरोंजन टिकटिंग व्यवसाय के माध्यम से बाजार गए मूल्य का प्रवाण है, जो अपनी सेवाओं और पैमाने के साथ लाखों भारतीयों के लिए विकल्प और सुविधा लेकर आया है। इस सम्बूद्धि के तहत, आधील अपने मोरोंजन टिकटिंग व्यवसाय को अपनी 10 प्रतिशत सहायता करने वाली कंपनियों, ऑटोरेंजन टेक्नोलॉजीज प्राइवेट लिमिटेड (आईटीएल) और वेस्टलैंड एंटरटेनमेंट प्राइवेट लिमिटेड (डब्ल्यूईपीएल) को हताहत रिटर्न करने और अपनी सहायक कंपनियों ओटोपीएल और डब्ल्यूईपीएल, जो क्रमशः टिकटन्यू और इनसाइट प्लेटफॉर्म का संचालन करती है।

यह एक बाल अपने एक्सचेंजों को दी गई है।

यह एक बाल अपने एक्सचेंजों को दी गई है।

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यह एक बाल अपने एक्सचेंजों को दी गई है।

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यह एक बाल अपने एक्सचेंजों को दी गई है।

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यह एक बाल अपने एक्सचेंजों को दी गई है।

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यह एक बाल अपने एक्सचेंजों को दी गई है।

यह एक बाल अपने एक्सचेंजों को दी गई है।

यह एक बाल अपने एक्सचेंजों को दी गई है।

यह एक बाल अपने एक्सचेंजों को दी गई है।

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यह एक बाल अपने एक्सचेंजों को दी गई है।

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यह एक बाल अपने एक्सचेंजों को दी गई है।

यह एक बाल अपने एक्सचेंजों को दी गई है।

यह एक बाल अपने एक्सचेंजों को दी गई है।

यह एक बाल अपने एक्सचेंजों को दी गई है।

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यह एक बाल अपने एक्सचें

