



This is an abridged prospectus containing salient features of the Red Herring Prospectus dated February 23, 2026 (the "RHP"). You are encouraged to read greater details available in the RHP (Download link: [www.acetechecommerce.com](http://www.acetechecommerce.com))

THIS ABRIDGED PROSPECTUS CONSISTS OF **EIGHT** PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.

You may obtain a physical copy of the Bid-cum-Application form and the RHP from stock exchange/s, syndicate members, registrar to 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 RHP from the websites of SEBI, Book Running Lead Managers and Stock Exchanges that is [www.sebi.gov.in](http://www.sebi.gov.in) ; [www.gretexcorporate.com](http://www.gretexcorporate.com); [www.nseindia.com](http://www.nseindia.com).



## ACETECH E-COMMERCE LIMITED

**Registered Office:** 1234/C/1 to 1234/C/6 Gala, Bldg. B-5 Prithvi complex, Anjur, Thane, Bhiwandi, Maharashtra, India, 421302

**Contact Person:** Ms. Vandana Mahesh Chandak, Company Secretary and Compliance Officer

**Tel:** +91 84849 93426 | **Email Id:** [info@acetechecommerce.com](mailto:info@acetechecommerce.com) | **Website:** [www.acetechecommerce.com](http://www.acetechecommerce.com)

**PROMOTERS OF THE COMPANY:** MS. SWETA BIPPINKUMAR SARAOGI, MS. MADHAVI GOVINDPRASAD SHARMA AND MR. BIPPINKUMAR VIJAY SARAOGI

### DETAILS OF OFFER TO PUBLIC

Type of Issue (Fresh/ OFS/ Fresh & OFS)	Fresh Issue Size (By no. of shares or by amount in ₹)	OFS Size (by no. of shares or by amount in ₹)	Total Issue Size (By no. of shares or by amount in ₹)	Issue Under 229(1)/ 229 (2)	Share Reservation		
					QIB	NII	II
Fresh Issue	Upto 43,70,400* Equity Shares of face value of ₹ 10.00 each amounting up to ₹  ●  Lakhs	Nil	Upto 43,70,400* Equity Shares of face value of ₹ 10.00 each amounting up to ₹  ●  Lakhs	This Issue Being Made in Terms of Regulation 229(2) Of Chapter IX of The SEBI (ICDR) Regulations, 2018 as amended.	Not more than [●] Equity Shares	Not less than [●] Equity Shares	Not less than [●] Equity Shares

\* Subject to finalization of the Basis of Allotment

These equity shares are proposed to be listed on NSE Emerge (i.e. Emerge Platform of National Stock Exchange Limited).

OFS: Offer for Sale

### Price Band, Minimum Bid Lot & Indicative Timelines

Price Band*	₹ 106.00 to ₹ 112.00 Per Equity Share of Face Value of ₹ 10.00 Each
Minimum Bid Lot Size	2 lots in multiples of 1200 Equity Shares
Bid/Offer Opens On	Friday, February 27, 2026
Bid/Offer Closes On	Wednesday, March 4, 2026
Finalisation of Basis of Allotment	On or before Thursday, March 5, 2026
Initiation of Refunds	On or before Friday, March 6, 2026
Credit of Equity Shares to Demat accounts of Allottees	On or about Friday, March 6, 2026
Commencement of trading of Equity Shares	On or about Monday, March 9, 2026

\*For details of **Price Band** and **Basis for Offer Price**, please refer to price band advertisement and page 114 of RHP.

**Details of WACA of all shares transacted over the trailing eighteen months from the date of RHP.**

Period	Weighted Average Cost of Acquisition (in ₹)	Upper end of the Price Band (₹ 112.00 is "X" times the weighted Average cost of Acquisition*	Range of acquisition price: Lowest Price – Highest Price (in ₹)
Trailing 18 Month from the date of RHP	12.00	9.33	106-112

\*WACA: Weighted Average Cost of Acquisition shall be calculated on a fully diluted basis for the trailing eighteen months from the date of RHP.

### RISK IN RELATION TO THE FIRST OFFER

This being the first public Issue of Equity Shares of our Company, there has been no formal market for the Equity Shares of our Company. The face value of Equity Shares is ₹10.00 each and the Issue Price is [●] times the face value of the Equity Shares. The Issue Price determined and justified by our Company in consultation with the Book Running Lead Manager on the basis of the assessment of market demand for the Equity Shares by way of the book-built process, in accordance with the SEBI ICDR Regulations, and as stated in chapter titled "Basis for Issue Price" on page 114 of the Red Herring Prospectus, should not be considered to be indicative of the market price of the Equity Shares after the Equity Shares are listed. No assurance can be given regarding active and/or sustained trading in the Equity Shares nor regarding the price at which the Equity Shares will be traded after listing.

## GENERAL RISKS

Investment 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 entire 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 our Company and the issue, including the risks involved. The Equity Shares in the issue 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 the section "Risk Factors" beginning on the page 43 of the Red Herring Prospectus.

## PRICE INFORMATION OF BOOK RUNNING LEAD MANAGER

### A. DISCLOSURE OF PRICE INFORMATION OF PAST ISSUES HANDLED BY GRETEX CORPORATE SERVICES LIMITED

Sr. No.	Issuer Name	Issue Size (₹ in Cr.)	Issue Price	Listing Date	Opening Price on Listing Date (₹)	+/- % Change in Closing Price, (+/- % Change in Closing Benchmark) 30 <sup>th</sup> Calendar Days from Listing	+/- % Change in Closing Price, (+/- % Change in Closing Benchmark) 90 <sup>th</sup> Calendar Days from Listing	+/- % Change in Closing Price, (+/- % Change in Closing Benchmark) 180 <sup>th</sup> Calendar Days from Listing
<b>Main Board</b>								
1.	Akme Fintrade (India) Limited	132.00	120.00	June 26, 2024	127.00	-11.82, [3.38]	-13.15, [7.93]	-28.58, [-0.17]
<b>SME Platform</b>								
1.	Retaggio Industries Limited	15.50	25.00	April 07, 2025	25.10	-18.25, [10.4]	-19.44, [14.08]	-6.75, [10.73]
2.	Moving Media Entertainment Limited	43.40	70.00	July 03, 2025	71.00	3.11 [-3.31]	11.46 [-3.03]	-32.45 [2.10]
3.	Silky Overseas Limited	30.68	161.00	July 07, 2025	171.00	-24.84 [-3.48]	-28.59, [-1.51]	-11.11 [3.41]
4.	Sellowrap Industries Limited	30.28	83.00	August 01, 2025	90.00	9.05 [0.24]	9.84, [6.06]	-23.81, [3.16]
5.	ARC Insulation & Insulators Limited	41.19	125.00	August 29, 2025	145.00	-28.71 [0.85]	-42.9, [7.28]	N.A.
6.	Taurian MPS Limited	42.53	171.00	September 16, 2025	210.00	49.66, [1.87]	-6.1, [3.12]	N.A.
7.	M P K Steels (I) Limited	25.74	79.00	October 06, 2025	80.00	-8.74, [2.04]	71.56, [4.46]	N.A.
8.	Munish Forge Limited	73.92	96.00	October 08, 2025	105.00	7.94, [1.78]	-6.58, [4.52]	N.A.
9.	Flywings Simulator Training Centre Limited	57.05	191.00	December 12, 2025	195.00	3.54, [-0.99]	N.A.	N.A.
10	Brandman Retail Limited	86.08	176.00	February 11, 2026	183.00	N.A.	N.A.	N.A.

**Sources:** All share price data is from [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com)

**Note:**

- The BSE SENSEX and NSE NIFTY are considered as the Benchmark Index.
- Price on BSE & NSE are considered for all the above calculations.
- In case 30<sup>th</sup>, 90<sup>th</sup> and 180<sup>th</sup> day is not a trading day, the price / index of the immediately preceding working day has been considered.
- In case 30<sup>th</sup>, 90<sup>th</sup> and 180<sup>th</sup> day, scripts are not traded then the share price is taken of the immediately preceding trading day.

As per SEBI Circular No. CIR/CFD/DIL/7/2015 dated October 30, 2015, the above table should reflect maximum 10 issues (Initial Public Offers) managed by the Lead Manager. Hence, disclosure pertaining to recent 10 issues handled by the Lead Managers are provided.

<b>Name of BRLM and contact details (telephone and email id)</b>	<b>GRETEX CORPORATE SERVICES LIMITED</b> <b>Address:</b> A-401, Floor 4 <sup>th</sup> , Plot FP-616, (PT), Naman Midtown, Senapati Bapat Marg, Near Indiabulls, Dadar (W), Delisle Road, Mumbai-400013, Maharashtra, India. <b>Contact Person :</b> Mr. Pradip Agarwal; <b>Tel No.:</b> +91 93319 26937 <b>Email:</b> <a href="mailto:info@gretexgroup.com">info@gretexgroup.com</a> ; <b>Website:</b> <a href="http://www.gretexcorporate.com">www.gretexcorporate.com</a> <b>SEBI Registration No:</b> INM000012177 <b>CIN:</b> L74999MH2008PLC288128
<b>Name of the Syndicate Member</b>	<b>ARIHANT CAPITAL MARKETS LIMITED</b> <b>Address:</b> 1011 Solitaire Corporate Park, Bldg no -10, 1 <sup>st</sup> Floor, Guru Hargovindji Road, Chakala, Andheri (East), Mumbai – 400093 <b>Contact Person:</b> Mr. Ravi Thaker ; <b>Tel. No.:</b> 022-42254800; <b>Email:</b> <a href="mailto:mbd@arihantcapital.com">mbd@arihantcapital.com</a> ; <b>Website:</b> <a href="http://www.arihantcapital.com">www.arihantcapital.com</a> <b>SEBI Registration No:</b> INZ00180939 <b>CIN:</b> L66120MP1992PLC007182

<b>Name of the Market Makers</b>	<b>ARIHANT CAPITAL MARKETS LIMITED</b> Address: 1011 Solitaire Corporate Park, Bldg no -10, 1 <sup>st</sup> Floor, Guru Hargovindji Road, Chakala, Andheri (East), Mumbai - 400093 Contact Person: Mr. Ravi Thaker; Contact Number: 022-42254800 Email ID: mbd@arihantcapital.com CIN: L66120MP1992PLC007182 SEBI Reg no: INZ00180939 Market Maker member code: 07839
<b>Name of Registrar to the Issue and contact details</b>	<b>SKYLINE FINANCIAL SERVICES PRIVATE LIMITED</b> Address: D-153/ A, First Floor, Okhla Industrial Area, Phase - I, New Delhi – 110020 Tel. No.: +91-11-40450193-97 E-mail ID: <a href="mailto:ipo@skylinerta.com">ipo@skylinerta.com</a> Investor Grievance Email ID: <a href="mailto:grievances@skylinerta.com">grievances@skylinerta.com</a> ; Website: <a href="http://www.skylinerta.com">www.skylinerta.com</a> Contact person: Mr. Anuj Kumar SEBI Regn. No.: INR000003241 CIN - U74899DL1995PTC071324
<b>Name of Statutory Auditor &amp; Peer Review Auditor</b>	M/S. PDMS And CO LLP Chartered Accountants
<b>Name of Credit Rating Agency and the rating or grading obtained if any</b>	Not Applicable
<b>Name of Debenture Trustee, if any</b>	Not Applicable
<b>Self-Certified Syndicate Banks</b>	The list of banks is available on: <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmId=35">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmId=35</a>
<b>Non-Syndicate Registered Brokers</b>	You can submit Bid cum Application Forms in the Issue to Non-Syndicate Registered Brokers at the Non-Syndicate Broker Centres. For further details, see section titled “ <i>Issue Procedure</i> ” beginning at page 275 of the RHP
<b>Details regarding website address(es) / link(s) from which the investor can obtain list of Registrar to issue and share transfer agents, depository participants and stockbrokers who can accept application from investor (as applicable)</b>	<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>

#### PROMOTERS OF THE ISSUER COMPANY

Sr. No.	Name	Individual/ Corporate	Experience & Educational Qualification
1	Mr. Bippinkumar Vijay Saraogi	Individual	<b>Mr. Bippinkumar Vijay Saraogi</b> is the Promoter and Managing Director of the Company. He is an Intermediate (Higher Secondary) pass and a seasoned entrepreneur and strategic business leader with over two decades of experience in commerce, operations, and brand development. With a career that began during his college years at BNN College, Bhiwandi, Bippin has consistently demonstrated a deep understanding of market dynamics, an eye for emerging opportunities, and a passion for building sustainable businesses
2	Ms. Sweta Bippinkumar Saraogi	Individual	<b>Ms. Sweta Bippinkumar Saraogi</b> is the Promoter and Whole-time Director and has been associated with it since its inception. She has completed her M.Sc. in Human Development and brings over 4 years of experience running the E-Commerce Business of ‘Acetech E-Commerce Limited’. Ms. Sweta Saraogi contributions to the company have been exemplary. She has consistently demonstrated outstanding leadership, sound decision-making, and strong interpersonal skills, while upholding the highest standards of integrity and corporate governance.
3	Mrs. Madhavi Govindprasad Sharma	Individual	<b>Mrs. Madhavi Govindprasad Sharma</b> , being a Promoter, was appointed as an Executive Director of the company, effective from February 21, 2024, till her change in Designation to Non- Executive Director on March 4, 2025. She has completed her Bachelor of Arts (BA) in Psychology and Geography. She is dedicated and results-driven customer support professional with over 4 years of experience in handling customer queries, managing returns, and resolving complaints at Acetech E-Commerce Limited. Skilled in building strong customer relationships, ensuring client satisfaction, and working effectively under pressure.

#### BUSINESS OVERVEIW AND STRATEGY

**Company Overview:** Our Company is engaged in the purchasing, selling, distributing, trading, acting as an agent, franchising, collaborating, exporting, merchandising, designing, packaging and dealing with all kinds of products, goods, commodities, merchandise accessories and equipment, wellness products and equipments and any other human centric products on the Company’s online portals or websites as well as through ecommerce, e-commerce internet, intranet, stores, stalls or kiosks set up across India or abroad or in any other manner.

#### Our Activities:

- Product Research and Identification
- Sourcing and Procurement
- Warehousing and Fulfilment
- E-Commerce Platform Management
- Marketing and Advertising
- Global Selling and Cross-Border Expansion

The revenue bifurcation according to the company type and customer segments are as follows:

(₹ in lakhs)

Particulars	For the Six months period ended September 30, 2025		F.Y. 2024-25		F.Y. 2023-24		F.Y. 2022-23	
	Revenue from Operations (₹ in Lakhs)	Revenue from Operations (in %)	Revenue from Operations (₹ in Lakhs)	Revenue from Operations (in %)	Revenue from Operations (₹ in Lakhs)	Revenue from Operations (in %)	Revenue from Operations (₹ in Lakhs)	Revenue from Operations (in %)
B2B Sale	2,177.80	53.86%	3,717.53	52.90%	974.9	16.18%	332.32	6.34%
D2C Sale	666.19	16.48%	673.77	9.59%	819.02	13.59%	138.02	2.63%
Dropshipping	50.10	1.24%	503.95	7.17%	2,695.60	44.74%	1,282.36	24.48%
Market Place	32.75	0.81%	275.44	3.92%	30.06	0.50%	63.06	1.20%
Tele-shopping	1,116.63	27.62%	1,857.36	26.43%	1,505.24	24.98%	3,422.07	65.33%
<b>Grand Total</b>	<b>4,043.47</b>	<b>100.00%</b>	<b>7,028.05</b>	<b>100.00%</b>	<b>6,024.82</b>	<b>100.00%</b>	<b>5,237.82</b>	<b>100.00%</b>

Key Performance Indicators of Our Company^:

Key Financial Performance Indicator:

(₹ In lakhs)

Particulars	For the Six months period ended September 30, 2025	For the Financial year ended on		
		FY 2024-25	FY 2023-24	FY 2022-23
		<b>Consolidated</b>		
Revenue from operations <sup>(1)</sup>	4,043.47	7,028.05	6,024.82	5,237.82
EBITDA <sup>(2)</sup>	778.32	934.24	664.09	241.60
EBITDA Margin % <sup>(3)</sup>	19.25	13.29	11.02	4.61
PAT <sup>(4)</sup>	573.60	687.97	402.14	151.56
PAT Margin % <sup>(5)</sup>	14.19	9.79	6.67	2.89
Networth <sup>(6)</sup>	2,211.90	1,276.84	588.87	186.73
RoE % <sup>(7)</sup>	32.88	73.75	103.70	136.61
RoCE% <sup>(8)</sup>	34.46	71.12	78.38	104.48

Notes:

(1) Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements.

(2) EBITDA is calculated as Profit before tax + Depreciation + Finance Costs - Other Income.

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

(4) PAT means Profit After Tax as appearing in the Restated Financial Statements.

(5) PAT Margin' is calculated as PAT for the year divided by Revenue from Operations.

(6) Net worth as defined under Regulation 2(1)(hh) of the SEBI ICDR Regulations means the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium account and debit or credit balance of profit and loss account, after deducting the aggregate value of the accumulated losses, deferred expenditure and miscellaneous expenditure not written off, as per the audited balance sheet, but does not include reserves created out of revaluation of assets, write-back of depreciation and amalgamation.

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

(8) Return on Capital Employed is calculated as EBIT divided by Average capital employed, which is defined as shareholders' equity plus total debt. Here, EBIT is calculated as Profit before tax + Finance Costs.

^ As certified by by M/s PDMS and Co LLP, Chartered Accountants, by way of their certificate dated February 19, 2026.

Key Operational Performance Indicators

(₹ in Lakhs unless otherwise stated)

Particulars	For the Six months period ended on September 30, 2025	For the Financial year ended		
		March 31, 2025	March 31, 2024	March 31, 2023
Revenue from operations <sup>(1)</sup>	4,043.47	7,028.05	6,024.82	5,237.82
Number of Customers and Platforms (Nos) <sup>(2)</sup>	522	782	700	337
Average Revenue from operations per customer and platforms (3=1/2)	7.75	8.99	8.61	15.54
Advertisement and Marketing Cost <sup>(4)</sup>	30.19	73.16	96.59	73.44
Advertisement & Marketing Cost as a % of Revenue (5=4/1)	0.75%	1.04%	1.60%	1.40%
Employee Benefit Cost <sup>(6)</sup>	75.08	168.14	187.33	98.87
Number of Employees (Nos.) <sup>(7)</sup>	59	52	74	43
Average Employee Benefit Cost (8=6/7)	1.27	3.23	2.53	2.30

**Notes:**

- (1) Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements.
- (2) Number of Customers and Platforms refers to the total count of
  - a) B2B customers transacting directly
  - b) B2B customers transacting through platforms,
  - c) D2C customers transacting directly
  - d) total count of online platforms transacting directly and
  - e) aggregate state wise count of each platform through which B2C sales has been generated during the reporting period.
- (3) Average Revenue from operations per customer and platforms is calculated as Revenue from operations divided by Number of Customers and Platforms.
- (4) Advertisement and Marketing Cost means Advertisement and Marketing Cost as appearing in the Restated Financial Statements.
- (5) Advertisement & Marketing Cost as a % of Revenue is calculated as Advertisement and Marketing Cost divided by Revenue from Operations.
- (6) Employee Benefit Cost means the Employee Benefit Cost as appearing in the Restated Financial Statements.
- (7) Number of Employees means the total number of employees at end of the year.
- (8) Average Employee Benefit Cost is calculated as Employee Benefit Cost divided by Number of Employees.

For further detail on Key Performance Indicators of our company, please refer Chapter Titled “Basis for Offer Price” on 114 of the Red Herring Prospectus.

**Client Profile or Industries Served:** We operate in the e-commerce and dropshipping fulfilment industry, providing online product sourcing, warehousing, logistics, and digital distribution services.

**Revenue segmentation in terms of top 5/10 clients or Industries:**

**Percentage of our Top 10 Customers of Total Sales:**

(₹ in Lakhs)

Particulars	For the Six months period ended on September 30, 2025		For the Financial Year ended on					
			March 31, 2025		March 31, 2024		March 31, 2023	
	Consolidated		Consolidated		Consolidated		Standalone	
	Amount	% of Revenue	Amount	% of Revenue	Amount	% of Revenue	Amount	% of Revenue
Customer/ Platform 1	1,652.45	40.87%	3,122.73	44.43%	2,521.14	41.85%	3,422.07	65.33%
Customer/ Platform 2	1,116.63	27.62%	1,857.36	26.43%	1,503.52	24.96%	687.91	13.13%
Customer/ Platform 3	393.83	9.74%	459.29	6.54%	475.71	7.90%	593.27	11.33%
Customer/ Platform 4	50.10	1.24%	391.34	5.57%	285.92	4.75%	137.67	2.63%
Customer/ Platform 5	43.45	1.07%	254.26	3.62%	198.51	3.29%	122.85	2.35%
Customer/ Platform 6	38.16	0.94%	162.22	2.31%	196.30	3.26%	59.31	1.13%
Customer/ Platform 7	38.01	0.94%	78.80	1.12%	193.92	3.22%	31.52	0.60%
Customer/ Platform 8	37.79	0.93%	78.33	1.11%	140.45	1.98%	30.04	0.57%
Customer/ Platform 9	37.49	0.93%	65.60	0.93%	119.18	2.33%	29.72	0.57%
Customer/ Platform 10	37.23	0.92%	41.26	0.59%	46.26	0.77%	28.69	0.55%
<b>Total</b>	<b>3,445.13</b>	<b>85.20%</b>	<b>6,511.18</b>	<b>92.65%</b>	<b>5,680.92</b>	<b>94.29%</b>	<b>5,143.06</b>	<b>98.19%</b>

**Percentage of our Top 10 Suppliers of Total Purchase:**

(₹ in Lakhs)

Particulars	For the Six months period ended on September 30, 2025		For the Financial Year ended on					
			March 31, 2025		March 31, 2024		March 31, 2023	
	Consolidated		Consolidated		Consolidated		Standalone	
	Amount	% of Total Purchases	Amount	% of Total Purchases	Amount	% of Total Purchases	Amount	% of Total Purchases
Supplier 1	1137.25	44.90%	2,037.54	47.57%	426.48	19.46	295.49	11.18%
Supplier 2	601.20	23.74%	410.85	9.59%	237.87	10.86	278.57	10.54%
Supplier 3	171.97	6.79%	151.50	3.54%	221.53	10.11	238.00	9.00%
Supplier 4	50.29	1.99%	121.82	2.84%	220.84	10.08	229.62	8.69%
Supplier 5	49.35	1.95%	114.07	2.66%	137.12	6.26	181.16	6.85%
Supplier 6	44.30	1.75%	101.30	2.36%	91.11	4.16	134.77	5.10%
Supplier 7	29.86	1.18%	91.13	2.13%	84.28	3.85	133.01	5.03%
Supplier 8	29.57	1.17%	89.69	2.09%	66.88	3.05	131.53	4.98%



Particulars	For the Six months period ended on September 30, 2025		For the Financial Year ended on					
			March 31, 2025		March 31, 2024		March 31, 2023	
	Consolidated		Consolidated		Consolidated		Standalone	
	Amount	% of Total Purchases	Amount	% of Total Purchases	Amount	% of Total Purchases	Amount	% of Total Purchases
Supplier 9	29.52	1.17%	61.20	1.43%	49.21	2.25	117.82	4.46%
Supplier 10	29.48	1.16%	57.97	1.35%	41.28	1.88	106.76	4.04%
<b>Total</b>	<b>2172.80</b>	<b>85.79%</b>	<b>3,237.06</b>	<b>75.57%</b>	<b>1576.60</b>	<b>71.96%</b>	<b>1,846.73</b>	<b>69.87%</b>

**Intellectual Property, if any:** As on the date of this Red Herring Prospectus, the Company has filed 18 trademark applications, out of which 10 have been registered, 6 have passed the formality check stage, 1 has been objected and 1 has been send to Vienna Codification. For further details, please refer to the chapter titled “Our Business” on page 142 of the Red Herring Prospectus.

**Market Share:** Not Ascertainable

**Manufacturing plant:** Not Applicable

**Employee Strength:** As on September 30, 2025 there are total of 59 employees on payroll.

BOARD OF DIRECTORS				
Sr. No.	Name	Designation (Independent / Whole time / Executive / Nominee)	Experience & Educational Qualification	Other Directorships
1	Mr. Bippinkumar Vijay Saraogi	Managing Director and Chairman	<p><b>Experience:</b> He brings over one decade of experience in commerce, operations, and brand development. He is driving the company’s vision to build and scale a portfolio of health and wellness-focused D2C brands, including The Good Planet, Mother Veda, and Ayurjeet. Under his leadership, the company has expanded into the U.S. market</p> <p><b>Educational Qualification:</b> Higher Secondary (HSC).</p>	<p><b>Companies:</b> Nil</p> <p><b>Limited Liability Partnerships:</b> Nil</p>
2	Ms. Sweta Bippinkumar Saraogi	Whole Time Director	<p><b>Experience:</b> She brings with her over 15 years of experience. Her vision, professionalism, and unwavering commitment have been crucial in driving major initiatives and accomplishing long-term goals.</p> <p><b>Educational Qualification:</b> M.Sc. in Human Development.</p>	<p><b>Companies:</b> Conceptive Brains Private Limited</p> <p><b>Limited Liability Partnerships:</b> Nil</p>
3	Mrs. Madhavi Govindprasad Sharma	Non-Executive Director	<p><b>Experience:</b> he is dedicated and results-driven customer support professional with over 4 years of experience in handling customer queries, managing returns, and resolving complaints at Acetech E-Commerce Limited. Skilled in building strong customer relationships, ensuring client satisfaction, and working effectively under pressure.</p> <p><b>Educational Qualification:</b> Bachelor of Arts (BA) in Psychology and Geography.</p>	<p><b>Companies:</b> Conceptive Brains Private Limited</p> <p><b>Limited Liability Partnerships:</b> Nil</p>
4	Mrs. Basanti Devi Negi	Independent Director	<p><b>Experience:</b> She is a seasoned legal professional with over 20 years of experience spanning corporate law, intellectual property rights (IPR), POSH compliance, litigation and non-litigation matters, and legal training. Proven ability to advise organizations on legal compliance, resolve workplace issues, and conduct effective training on prevention of sexual harassment at the workplace.</p> <p><b>Educational Qualification:</b> LL.M – IPR and pursuing a Ph.D. in Law</p>	<p><b>Companies:</b> Nil</p> <p><b>Limited Liability Partnerships:</b> Nil</p>
5	Mr. Manish Rawal	Independent Director	<p><b>Experience:</b> He is into Practice for more than 5 years. Since then, he has established himself as a competent finance professional with a strong grasp of accounting and corporate governance.</p> <p><b>Educational Qualification:</b> Chartered Accountant</p>	<p><b>Companies</b></p> <ul style="list-style-type: none"> <li>• Goodrich Cereals Limited</li> <li>• Prakhar Software Solutions Limited</li> <li>• Eco Fuel Systems (India) Limited</li> </ul> <p><b>Limited Liability Partnerships</b> Nil</p>

For further details please refer “Our Management” beginning on page 182 of the RHP.

## OBJECTS OF THE ISSUE

The Net Proceeds of the Issue are proposed to be used in accordance with the details provided in the following table:

(₹ in Lakhs)

Sr. No.	Particulars	Amount to be financed and deployed from Net IPO Proceeds by the Financial Year ended	
		March 31, 2026	March 31, 2027
1	Marketing and Advertisement Expenditure	170.00	430.00
2	Working Capital Requirements	700.00	1,300.00
3	Funding inorganic growth through unidentified acquisitions and general corporate purposes*	[•]	[•]
	<b>Total</b>	[•]	[•]

\*To be finalized upon determination of the Offer Price and updated in the Prospectus prior to filing with RoC.

\*The amount to be utilised for unidentified acquisitions and general corporate purposes shall not exceed 35% of the Gross Proceeds. The amount utilized for General Corporate Purpose shall not exceed 15% of the Gross Issue Proceeds or 10 crores whichever is lesser in accordance with Regulation 230(2) of the SEBI ICDR Regulation, 2018 read along with SEBI ICDR Regulation (Amendment) Regulations, 2025.

**Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues / rights issue, 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
1.	Promoter and Promoter Group	1,05,48,835	87.81%
2.	Public	14,64,500	12.19%
	<b>Total</b>	<b>1,20,13,335</b>	<b>100.00%</b>

For further details please refer “*Capital Structure*” beginning on page 91 of the Red Herring Prospectus.

**Number/amount of equity shares proposed to be sold by selling shareholders, if any:** Not Applicable

## RESTATED AUDITED FINANCIALS

(₹ in Lakhs)

Particulars	For the Six months period ended on September 30, 2025	For Financial Year ended on		
		March 31, 2025	March 31, 2024	March 31, 2023
Share Capital	1,201.33	901.00	1.00	1.00
Reserves and surplus	1,010.57	375.84	587.87	185.73
Networth	2,211.90	1,276.84	588.87	186.73
Total Income	4,043.51	7,041.14	6,027.71	5,247.52
Profit after Tax	573.60	687.97	402.14	151.56
Total Borrowings	42.65	49.36	256.53	49.59
<b>Other Financial Information</b>				
Basic & Diluted EPS (Pre-Bonus) (₹)	4.99	7.64	4,021.39	-
Basic & Diluted EPS (Post Bonus) (₹)	4.99	7.64	4.46	-
Return on Networth (%)	32.88%	73.75%	103.70%	136.61%
Net Asset Value Per Share (Pre-Bonus) (₹)	19.25	14.17	5,888.69	-
Net Asset Value Per Share (Post Bonus) (₹)	19.25	14.17	6.54	-

Based on Restated Financial Statements for the Six months period ended on September 30, 2025 and financial year ended on March 31, 2025, 2024 and 2023.

For further details, see “*Financial Information – Restated Financial Information*” on page 209 of Red Herring Prospectus.

## INTERNAL RISK FACTORS

The below mentioned risks are top 5 risk factors as per the Red Herring Prospectus:

1. We are dependent on the procurement of imported products sourced from the People's Republic of China through domestic dealers. Any disruption in the supply of such products from China may impair our ability to meet increasing customer demand and could adversely affect our business operations, financial condition and profitability
2. Our Company does not own a registered office or any warehousing facilities and instead operate from leased premises in Bhiwandi, Bangalore, and Delhi. Our dependence on leased facilities exposes us to risks of non-renewal, termination, or escalation of rental costs, which could disrupt our operations and increase expenses.
3. Our Company has a negative cash flow in its operating activities for the six months period ended September 30, 2025, financial year ended March 31, 2025 and March 31, 2024, investing activities for the financial year ended March 31, 2023 and Financing activities for the financial years ended March 31, 2025 details of which are given below. Sustained negative cash flow could impact on our growth and business.
4. Our business model is built on identifying and rapidly commercializing trending products, which inherently have short life cycles and uncertain demand trajectories. While this approach allows us to capture early momentum, it also creates unpredictability in revenues, risk of obsolescence, and exposure to working capital pressures.
5. We have Certain litigations involving our Company, for which case papers are not currently available, could adversely affect our business, financial condition and results of operations *For further details please refer "Risk Factors" beginning on page 43 of the Red Herring Prospectus.*

## SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

### A. Total number of outstanding litigations against the company and amount involved:

Name of Entity	No. of Criminal Proceedings	No. of Tax Proceedings	No. of Statutory or Regulatory Proceedings	No. of Disciplinary actions by the SEBI or Stock Exchanges	No. of Material Civil Litigations	Aggregate amount involved (₹ in Lakhs)*
<b>Company</b>						
By our Company	-	-	-	-	-	-
Against our Company	04	15	-	-	-	807.27
<b>Promoters</b>						
By our Promoter	-	-	-	-	-	-
Against our Promoter	-	01	-	-	-	0.28
<b>Directors other than Promoters</b>						
By our directors	-	-	-	-	-	-
Against our Directors	-	-	-	-	-	-
<b>Subsidiary Companies</b>						
By our Subsidiary Company	-	-	-	-	-	-
Against our Subsidiary Company	-	01	-	-	-	42.30
<b>KMPs/SMPs</b>						
By our KMPs/SMPs	-	-	-	-	-	-
Against our KMPs/SMPs	-	-	-	-	-	-

*\*The amount may be subject to additional interest/other charges being levied by the concerned authorities which are unascertainable as on date of filing of the Red Herring Prospectus.*

### B. Brief details of top 5 material outstanding litigations against the company and amount involved: NIL

### C. Regulatory Action, if any - disciplinary action taken by SEBI or stock exchanges against the Promoters in last 5 financial years including outstanding action, if any: NIL

### D. Brief details of outstanding criminal proceedings against Promoters: NIL

## ANY OTHER IMPORTANT INFORMATION AS PER BOOK RUNNING LEAD MANAGER / ISSUER – NIL

## DECLARATION BY THE COMPANY

We hereby declare that all relevant provisions of the Companies Act, 1956, the Companies Act, 2013 and the guidelines/regulations issued by the Government of India or the guidelines/regulations issued by the Securities and Exchange Board of India, established under Section 3 of the Securities and Exchange Board of India Act, 1992, as the case may be have been complied with and no statement made in the Red Herring Prospectus is contrary to the provisions of the Companies Act, 1956, the Companies Act, 2013, the Securities and Exchange Board of India Act, 1992 or rules made or guidelines or regulation issued there under, as the case may be. We further certify that all statements in the Red Herring Prospectus are true and correct.