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INITIAL PUBLIC OFFER OF EQUITY SHARES ON SME PLATFORM OF BSE LIMITED (BSE SME) IN COMPLIANCE WITH CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 (THE "SEBI (ICDR) REGULATIONS").



B.A.G. CONVERGENCE LIMITED

(FORMALLY KNOWN AS B.A.G. CONVERGENCE PRIVATE LIMITED)

Corporate Identification Number: U22121DL2007PLC161935

Our Company was incorporated as B.A.G. Convergence Private Limited on April 11, 2007 under the Companies Act, 1956 with the Registrar of Companies, NCT of Delhi & Haryana at New Delhi bearing Registration number 161935. The status of the Company was changed to public limited and the name of our Company was changed to B.A.G. Convergence Limited vide Special Resolution dated August 29, 2024 pursuant to conversion of the Company into public limited Company. The fresh certificate of incorporation consequent to conversion was issued on September 12, 2024 by the Registrar of Companies, CPC of Delhi & Haryana. The Corporate Identification Number of our Company is U22121DL2007PLC161935. For further details of our Company, see "General Information" and "History and Certain Other Corporate Matters" on pages 48 and 146, respectively.

Registered Office: 352, Aggarwal Plaza, Plot No. 8, Kondli, East Delhi, New Delhi - 110096, India ;Tel No.: +91 120 6354200; Email: kriti.jain@bagconvergence.in.; Website: www.bagconvergence.in;
Corporate Office: FG-23, Sector-16A, Film City, Noida-201301, Uttar Pradesh, India ; Contact Person: Kriti Jain, Company Secretary and Compliance Officer

PROMOTER OF OUR COMPANY: ANURADHA PRASAD SHUKLA

THE ISSUE

INITIAL PUBLIC OFFERING OF UP TO 56,00,000 * EQUITY SHARES OF ₹10 EACH ("EQUITY SHARES") OF B.A.G. CONVERGENCE LIMITED ("BAG CONVERGENCE" OR THE "COMPANY") FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE (THE "OFFER PRICE"), AGGREGATING TO ₹ [●] LAKHS ("THE OFFER"). OF THE OFFER, 2,80,000 EQUITY SHARES AGGREGATING TO ₹[●] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION"). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. OFFER OF 53,20,000 EQUITY SHARES OF FACE VALUE OF ₹ 10.00 EACH AT AN OFFER PRICE OF ₹ [●] PER EQUITY SHARE AGGREGATING TO ₹[●] LAKHS IS HEREINAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER WILL CONSTITUTE 26.39% AND 25.07%, RESPECTIVELY OF THE POST OFFER PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY. FOR FURTHER DETAILS, SEE "TERMS OF THE OFFER" ON PAGE 251 OF THE RED HERRING PROSPECTUS.

*Subject to basis of allotment

DETAILS OF THE SELLING SHAREHOLDERS, OFFER FOR SALE AND WEIGHTED AVERAGE COST OF ACQUISITION, AS APPLICABLE – Not Applicable as the entire issue constitutes fresh issue of Equity Shares

THE ISSUE IS BEING MADE THROUGH BOOK BUILDING PROCESS IN TERMS OF THE REGULATION 229(2) AND 253 (1) OF THE SEBI ICDR REGULATIONS.

PRICE BAND: ₹ 82.00/- to ₹ 87.00/- PER EQUITY SHARE OF FACE VALUE OF ₹ 10 EACH
THE FLOOR PRICE IS 8.2 TIMES THE FACE VALUE AND CAP PRICE IS 8.7 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.
THE PRICE TO EARNING RATIO BASED ON BASIC & DILUTED EPS FOR FISCAL 2025 AT THE FLOOR PRICE IS 14.09 TIMES AND AT THE CAP PRICE IS 14.95 TIMES.
THE PRICE TO EARNING RATIO BASED ON WEIGHTED AVERAGE BASIC & DILUTED EPS FOR FISCAL 2025 AT THE FLOOR PRICE IS 15.54 TIMES AND AT THE CAP PRICE IS 16.49 TIMES.
BIDS CAN BE MADE FOR A MINIMUM OF 2 LOTS AND FURTHER IN MULTIPLES OF 1,600 EQUITY SHARES THEREAFTER.

BID/ ISSUE PROGRAM

ANCHOR PORTION ISSUE OPENS/CLOSES ON *: SEPTEMBER 29, 2025; MONDAY

BID/OFFER OPENS ON*: SEPTEMBER 30, 2025; TUESDAY

BID/OFFER CLOSES ON ** #: OCTOBER 03, 2025; FRIDAY

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

** Our Company, in consultation with the BRLMs, may decide to close the Bid / Issue Period for QIBs one Working Day prior to the Bid / Issue Closing Date, in accordance with the SEBI (ICDR) Regulations.

The UPI mandate end time and date shall be at 5:00 p.m. on Bid / Issue Closing Day.

BRIEF DESCRIPTION OF THE BUSINESS OF THE ISSUER COMPANY:

Our Company was founded with the vision of becoming a key player in the digital media space. Started its journey in 2007 with the launch of our first website, news24online.com. Soon after, we introduced a Hindi version, hindi.news24online.com, to cater to a wider audience. Expanding into the entertainment space, we launched e24bollywood.com, covering Bollywood news and updates. In the beginning, we relied on Google AdSense for ad revenue, but as we grew, content aggregators like TIL, Daily hunt and direct clients including government agencies helped us generate additional income and build our brand recognition over a period. For further details, please see "Our Business" on page108 of this Red Herring Prospectus

THIS ISSUE IS BEING MADE THROUGH BOOK BUILDING PROCESS, IN TERMS OF REGULATION 229(2) OF CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 (THE "SEBI (ICDR) REGULATIONS"), AS AMENDED READ WITH RULE 19(2)(B) OF SECURITIES CONTRACTS (REGULATION) RULES, 1957, AS AMENDED.

THE EQUITY SHARES WILL GET LISTED ON THE EMERGE PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED ("NSE"). NSE SHALL BE THE DESIGNATED STOCK EXCHANGE.

FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED "OFFER PROCEDURE" BEGINNING ON PAGE 262 OF THE RED HERRING PROSPECTUS. A COPY OF THE RED HERRING PROSPECTUS WAS DELIVERED FOR REGISTRATION TO THE REGISTRAR OF COMPANIES, DELHI AS REQUIRED UNDER SECTION 26 AND 32 OF THE COMPANIES ACT, 2013.

ALLOCATION OF THE OFFER *			
QIB Portion	Not more than 26,00,000 Equity Shares aggregating to 48.87% of the Net Issue	Non-Institutional Investors Portion	Not less than 8,32,000 Equity Shares aggregating to 15.64% of the Net Issue
Individual Investors (who applies for minimum application size) Portion	Not less than 18,88,000 aggregating to 35.49% of the Net Issue	Market Maker Portion	2,80,000 Equity Shares aggregating to 5.00% of the Issue Size

* For further details, please refer to the chapter titled "Issue Structure" beginning on page 262 of the Red Herring Prospectus.

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE OFFER, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE OFFER AVAILABLE IN ANY MANNER.

In accordance with the recommendation of the Independent Directors of our Company, pursuant to their resolution dated July 09, 2025. The above provided price band is justified on quantitative factors / KPIs disclosed in the "Basis for Issue Price" section beginning on page 87 of the RHP vis-a- vis the weighted average cost of acquisition (WACA) of primary and secondary transaction(s) as applicable disclosed in the "Basis for Issue Price" section beginning on page 87 of the RHP and provided below in the advertisement

RISKS TO INVESTORS

A. Risk to Investors (For details, please refer to the section titles "Risk Factors" on page 24 of the RHP)

- If we are unable to implement our growth strategy successfully including in relation to increasing viewership on our website and on other social media platforms such as YouTube, FaceBook, Instagram, X and other upcoming platforms including adopting changing technology such as AI and VA, thereby not being able to enhance our revenues, our results of operations and financial condition may be adversely affected.
- The process of content development is expensive, time-consuming, and uncertain.
- Although we have entered into contracts and assignment agreements with our group companies / Promoters for use of their contents / Brands, however we are heavily dependent on the brand success of News24 and E24 and other channel partners, any loss of those businesses may impact our revenues and profitability also.
- Failure to adapt to evolving customer needs or changing consumer preferences and to embrace & develop new technologies could have detrimental effects on our business, financial standing, and operational results.
- Deterioration in the performance of, or our relationships with, third-party delivery aggregators, may adversely affect our business, results of operations and financial condition.
- Our B2B operations are subject to high volatility. Our inability to maintain an optimal level of working on the platforms of digital giants such as YouTube and Google and on the platforms created in-house may impact our operations adversely.
- Our business requires us to obtain copy rights license from the authors/producers/image owners etc. and the failure to obtain licenses or authorisation in a timely manner may lead to striking down of the content and litigation which may adversely affect our business operations.
- Undiscovered content design defects, errors, or failures may lead to a loss of or delay in the market acceptance of our contents or give rise to liabilities that could significantly and adversely impact our business, financial health, and operational outcomes.
- Inability to safeguard our intellectual property may impair our capacity to compete successfully.
- We do not own our Registered Office, Mumbai office and Corporate Office from which we operate.

B. Details of cost of acquisition of Equity Shares

- The Weighted average cost of acquisition of Equity Shares by our Promoter is as follows:

Name of Promoters	No of Equity Shares held	Average cost of Acquisition (in ₹) #
Anuradha Prasad Shukla	1,38,42,260	Nil

As certified by our Auditors M/s. Joy Mukherjee & Associate vide their Certificate dated July 09, 2025 (UDIN: 25419374BMOHNO6984)

- Weighted average cost of acquisition for all Equity Shares transacted in One year, 18 months and Three years preceding the date of this Red Herring Prospectus

Period	Weighted average cost of acquisition (in ₹) #	Cap Price is 'X' times the Weighted Average Cost of Acquisition*	Range of acquisition price: Lowest Price – Highest Price (in ₹)
Last one year ^	Nil	NA	NA
Last 18 months ^	Nil	NA	NA
Last three years	Negligible	Negligible	0-10

^ Cost of Acquisition is NIL as the same is acquired as Bonus Shares.

As certified by M/s Joy Mukherjee & Associate., Chartered Accountants pursuant to their certificate (July 09, 2025 (UDIN: 25419374BMOHZN7532).

C. Details of suitable ratios of the company for the latest full financial year

- Basic Adjusted Basic & Diluted Earnings Per Share (EPS) as per Restated Financial Statements

Period	Basic and Diluted EPS (₹)**	Weights
FY 2025	5.82	3
FY 2024	5.42	2
FY 2023	3.36	1
Weighted Average	5.28	

**Considering the effect of bonus allotments made on July 05, 2024 & August 16, 2024 in all the above Financial Years or periods.

Notes:

1. Adjusted Basic EPS and Diluted EPS calculations are in accordance with Accounting Standard 20 (AS-20) 'Earnings per Share', notified under Section 133 of Companies Act, 2013 read together along with paragraph 7 of the Companies (Accounts) Rules, 2014.

2. Basic Earnings per share = Net profit/ (loss) after tax, as restated attributable to equity shareholders /Weighted average number of shares outstanding during the year/ period.

3. Diluted Earnings per share = Net profit after tax, as restated / Weighted average number of diluted equity shares outstanding during the year/ period.

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

- Price Earnings Ratio ("P/E") in relation to Price Band of ₹ 82/- to ₹ 87/- per Equity Share

Particulars	(P/E) Ratio at the Floor Price (no. of times)	(P/E) Ratio at the Cap Price (no. of times)
Based on Restated Financial Statements		
P/E ratio based on the Basic & Diluted EPS, as restated for FY 2024-25	14.09	14.95
P/E ratio based on the Weighted Average Basic & Diluted EPS	15.54	16.49

Note: P/E ratio has been computed dividing the price per share by Earnings per Equity Share.

6. Comparison of accounting ratios with listed industry peers

The following peer group has been determined on the basis of companies listed on Indian stock exchanges, whose business profile is comparable to our businesses –

Name of the Company	CMP * (₹)		Face Value (₹)	EPS (₹)	P/E# Ratio		EBIDTA (Rs. in crores)	Mcap / EBIDTA Multiple		RONW (%)	NAV (₹)			Price / NAV		Total Revenue (₹ crore)	M Cap (₹ crore)		Mcap / Total Revenue
	At floor price	At cap price			At floor price	At cap price		At floor price	At cap price		As on 31.03.2025	At floor price	At cap price	At floor price	At cap price		At floor price	At cap price	
BAG Convergence***	82.00	87.00	10	5.82	14.09	14.95	139.95	124.33	131.91	40.96%	14.22	32.11	33.43	2.55	2.60	358.51	173.99	184.60	0.49
TV Today Network**	150.20		5	12.54	11.98		145.78	614.78		9.28%		149.44		1.01		1038.73	896.22		0.86
Zee Media**	12.52		1	-1.60	-7.83		-11.97	-6478.95		-23.50%		6.83		1.83		463.51	775.53		1.67

* Source : Issue Price for BAG Convergence and others closing market price on September 19, 2025 on BSE/NSE.

** Source: Data for peer group companies is sourced from KPI Tables prepared from published financial statement based on Standalone financials for FY 2025 and as mentioned in point 8 below. RONW / EPS / NAV etc. is adjusted for face value

P/E Ratio is computed by dividing the closing market price on September 19, 2025 on BSE/NSE by EPS

***BAG Convergence financials are based on restated financial statements for March 31, 2025 and as certified by M/s. Joy Mukherjee & Associates, Chartered Accountants, by their certificate dated July 09, 2025 (UDIN: 25419374BMOHMY1601).

Since we are the Company engaged in the Media & Entertainment sector, hence we have selected the Companies from the same sector. Most of the listed Companies in the sector are very large compared to us and may have product portfolio larger than ours, hence we have considered the listed Companies which are in the similar line of business as ours is considered above for comparison.

The face value of our share is ₹10.00/- per share and the floor price is 8.2 times the face value and cap price is 8.7 times of the face value of the equity shares.

Investor should read the above-mentioned information along with the section titled "Risk Factors" beginning on page 24 of this Red Herring Prospectus and the financials of our Company including important profitability and return ratios, as set out in the chapter titled "Restated Financial Statements" beginning on 175 of the Red Herring Prospectus.

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7. Key Performance Indicators (“KPIs”)

The KPIs disclosed below have been used historically by our Company to understand and analyze the business performance, which in result, help us in analyzing the growth of our Company in comparison to our peers.

The KPIs disclosed below have been approved by a resolution of our Audit Committee dated July 09, 2025 and the members of the Audit Committee have verified the details of all KPIs pertaining to our Company. Further, the members of the Audit Committee have confirmed that there are no KPIs pertaining to our Company that have been disclosed to any investors at any point of time during the three years period prior to the date of filing of this RHP. Further, the KPIs herein have been certified by M/s. Joy Mukherjee & Associates, Chartered Accountants, by their certificate dated July 09, 2025 (UDIN: 25419374BMOHNE5440).

The KPIs of our Company have been disclosed in the sections titled “Our Business” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations – Key Performance Indicators” on pages 108 and 213, respectively. We have described and defined the KPIs, as applicable, in “Definitions and Abbreviations” on page 5.

Our Company confirms that it shall continue to disclose all the KPIs included in this section on a periodic basis, at least once in a year (or any lesser period as determined by the Board of our Company), for a duration of one year after the date of listing of the Equity Shares on the Stock Exchange or till the complete utilisation of the proceeds of the Fresh Issue as per the disclosure made in the Objects of the Offer Section, whichever is later or for such other duration as may be required under the SEBI ICDR Regulations. Further, the ongoing KPIs will continue to be certified by a member of an expert body as required under the SEBI ICDR Regulations.

Key Performance Indicators of our Company.

(₹ in lakhs, except for percentage)				
As per Restated Financial Statements				
Particulars	Fiscal 2025	Fiscal 2024	Fiscal 2023	
Total Revenue	3,585.14	3,032.82	2,495.70	
Growth (%)	18.21%	21.52%	11.09%	
EBITDA	1,399.46	1,087.95	649.37	
Growth (%)	28.63%	67.54%	144.97%	
EBITDA margin (%)	39.04%	35.87%	26.02%	
PAT	909.71	803.21	497.81	
Growth (%)	13.26%	61.35%	96.23%	
PAT Margin (%)	25.37%	26.48%	19.95%	
Net Debt	-557.66	-187.71	391.99	
Debt - Equity Ratio	0.57	0.00	0.00	
Total Equity	1,561.88	1.01	1.01	
Networth	2,220.91	711.20	-92.01	
RONW (%)	40.96%	112.94%	N.A.	
EPS (Basic & Diluted) *	5.82	5.42	3.36	

(1) EBITDA = Profit before tax + depreciation & amortization expense + finance cost.

(2) EBITDA Margin = EBITDA/ Total Income.

(3) Net debt = Non-current borrowing + current borrowing - Cash and Cash Equivalent and Bank Balance.

(4) Debt – Equity Ratio = Short Term Borrowings + Long Term Borrowings / Networth

(5) RONW = Profit after tax / Networth

(6) EPS = Net Profit after tax, as restated, attributable to equity shareholders divided by equity shares outstanding at the year/ period.

* Basic and Diluted Earnings per Equity Share adjusted for Bonus done on 05/07/2024 & 16/08/2024 in all previous years

8. Disclosure pursuant to (9)(K)(4) of Part A to Schedule VI, as applicable.

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

Other than as mentioned below, there have been no issuance of Equity Shares or convertible securities during the 18 months preceding the date of this Red Herring Prospectus, excluding the shares issued under the ESOP Schemes and issuance of bonus shares, 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:

Date of allotment	No. of equity shares allotted	Face value per equity share (₹)	Issue price per equity share (₹)	Nature of consideration	Nature of allotment	Total Consideration (in ₹ lakhs)
July 05, 2024	69,99,300	10	Nil	Bonus Issue	Other than Cash	Nil
July 31, 2024	8,00,000	10	75	Preferential Issue	Cash	600.00
August 16, 2024	78,09,400	10	Nil	Bonus Issue	Other than Cash	Nil

Weighted average cost of acquisition (WACA) 3.84

As certified by M/s. Joy Mukherjee & Associates, Chartered Accountants, by their certificate dated July 09, 2025 (UDIN: 25419374BMOHNE5440).

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

There have been no secondary sale / acquisitions of Equity Shares or any convertible securities, where the Promoter, 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), 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- Offer 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.

For more details of Transfer of shares, please refer to Note 10(a) of the section “Capital Structure” beginning on Page 57.

BASIS FOR THE ISSUE PRICE

The “**Basis for Issue Price**” on Page 87 of the offer document has been updated with the above price band. Please refer to the website of the BRLM for the “**Basis of the Issue Price**” updated with the above price band. You can scan QR code given on the first page of the advertisement for the chapter titled “Basis for Issue Price” on Page 87 of the Red Herring Prospectus.

INDICATIVE TIMELINE

EVENTS	INDICATIVE DATES
Anchor Investor Bid/Offer Date	September 29, 2025; Monday
Bid/Offer Opening Date	September 30, 2025; Tuesday ⁽¹⁾
Bid/Offer Closing Date	October 03, 2025; Friday ^{(2) (3)}
Finalisation of Basis of Allotment with the Designated Stock Exchange	October 06, 2025; Monday
Initiation of Allotment/ refunds/unblocking of funds from ASBA Account or UPI ID linked bank account *	October 07, 2025; Tuesday*
Credit of Equity Shares to demat accounts of Allottees	October 07, 2025; Tuesday
Commencement of trading of the Equity Shares	October 08, 2025; Wednesday*

In reference to the Red Herring Prospectus dated September 22, 2025, on page no. 254 of the Red Herring Prospectus, the, Investors should read the indicative dates for “Initiation of Allotment/ refunds/unblocking of funds from ASBA Account or UPI ID linked bank account and Commencement of trading of the Equity Shares as mentioned above.

Note:

(1) Our Company shall, in consultation with the Book Running Lead Manager, consider participation by Anchor Investors in accordance with the SEBI ICDR Regulations. The Anchor Investor Bid/Issue Period shall be one Working Day prior to the Bid/Issue Opening Date in accordance with the SEBI/ICDR Regulations.

(2) Our Company shall, in consultation with the Book Running Lead Manager, consider closing the Bid/Issue Period for QIBs one Working Day prior to the Bid/Offer Closing Date in accordance with the SEBI/ICDR Regulations.

(3) UPI mandate end time and date shall be at 5.00 p.m. on the Bid / Issue Closing Date.

Bids and any revisions to the same will be accepted only between 10.00 a.m. to 5.00 p.m. (Indian Standard Time) during the Issue Period at the Bidding Centers mentioned in the Bid cum Application Form.

Standardization of cut-off time for uploading of bids on the Bid/Issue closing date:

- A standard cut-off time of 3.00 p.m. for acceptance of bids.
- A standard cut-off time of 4.00 p.m. for uploading of bids received from other than retail individual applicants.
- A standard cut-off time of 5.00 p.m. for uploading of bids received from only retail individual applicants, which may be extended up to such time as deemed fit by BSE Limited after taking into account the total number of bids received up to the closure of timings and reported by BRLM to BSE Limited within half an hour of such closure.

It is clarified that Bids not uploaded in the book, would be rejected. In case of discrepancy in the data entered in the electronic book vis-à-vis the data contained in the physical Bid form, for a particular bidder, the details as per physical bid cum application form of that Bidder may be taken as the final data for the purpose of allotment.

Bids will be accepted only on Working Days, i.e., Monday to Friday (excluding any public holiday).

The Price Band is Rs. 82.00 to Rs. 87.00 has been determined by our company in consultation with the Book Running Lead Manager and justified by our company in consultation with the Book Running Lead Manager on the basis of the above information. Investors should also refer to “Risk Factors”, “Our Business”, “Restated Financial Information”, “Management’s Discussion and Analysis of Financial Condition and Results of Operations” on pages 24, 108, 175 and 213 respectively, to get a more informed view before making an investment decision. The trading price of the Equity Shares could decline due to the factors mentioned in the “Risk Factors” and you may lose all or part of your investment. For further details, see the section “Basis for Offer Price” on page 87 of the Red Herring Prospectus.

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 three 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 Manager 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, may 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 262 of 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.

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 certain Corporate matters” on page 146 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 321 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: Limited by shares.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorised share capital of the Company is ₹ 2,400 lakhs /- divided into 2,40,00,000 Equity Shares of ₹ 10/ each. The issued, subscribed and paid-up share capital of the Company before the Issue is ₹ 1,561.88 divided into 1,56,18,800 Equity Shares of ₹ 10/ each. For details of the Capital Structure, see “Capital Structure” on the page 57 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:

ORIGINAL SIGNATORIES			CURRENT PROMOTERS		
Name of Promoters	Face Value (₹)	No. of Shares	Name of Promoters	Face Value (₹)	No. of Shares
Anuradha Prasad Shukla	10.00	5,000	Anuradha Prasad Shukla	10.00	1,38,52,240
Rajeev Shukla	10.00	5,000			

For details of the share capital and capital structure of the Company see “Capital Structure” on page 57 of the Red Herring Prospectus.

LISTING: The Equity Shares offered through the Red Herring Prospectus are proposed to be listed on the EMERGE Platform of NSE Limited (“NSE EMERGE”). Our Company has received an “in-principle” approval from the NSE Limited for the listing of the Equity Shares pursuant to letter dated May 23, 2025. For the purposes of the Issue, the Designated Stock Exchange shall be NSE EMERGE Platform of NSE Limited (“NSE EMERGE”). A signed copy of the Red Herring Prospectus has been delivered for registration to the ROC on September 22, 2025, and Prospectus shall be delivered for filing to the ROC in accordance with Section 26(4) 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 321 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, see “Other Regulatory and Statutory Disclosures” beginning on page 240 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE (THE DESIGNATED STOCK EXCHANGE): “It is to be distinctly understood that the permission given by NSE Limited (“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”, see “Other Regulatory and Statutory Disclosures” beginning on page 240 of the Red Herring Prospectus.

CREDIT RATING: This being a public issue of equity shares, no credit rating is required.

TRUSTEES: This being an issue of Equity shares, appointment of Trustees is not required.

IPO GRADING: Since the Issue is being made in terms of Chapter IX of the SEBI ICDR Regulations, there is no requirement of appointing an IPO Grading agency.

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 24 of the Red Herring Prospectus.

c. Price per share based on the last five primary or secondary transactions.

Since there are no eligible transaction of our Company reported in (b) above in accordance with paragraph (9)(K)(4)(b) of the SEBI ICDR Regulations, the price per Equity Share of our Company based on the last five primary or secondary transactions in Equity Shares (secondary transactions where the Promoter/ Promoter Group entities or Shareholders having the right to nominate director on the Board are a party to the transaction) not older than 3 years prior to the date of filing of this Red Herring Prospectus/ Prospectus irrespective of the size of the transaction is computed below:

Date of allotment	No. of equity shares allotted	Face value per equity share (₹)	Issue price per equity share (₹)	Nature of allotment	Nature of consideration	Total Consideration (in ₹ lakhs)
October 03, 2022	4990	10	10	Acquired by Anuradha Prasad Shukla from Shikha Dantalwal	Cash	0.49
October 03, 2022	4990	10	10	Acquired by Anuradha Prasad Shukla from Uday Shankar Singh	Cash	0.49

d. Weighted average cost of acquisition, floor price and cap price:

Types of transactions	Weighted average cost of acquisition (₹ per Equity Share)	At Floor price (i.e. ₹ 82.00)	At CAP price (i.e. ₹ 87.00)
Weighted average cost of acquisition of primary / new issue as per paragraph 9(a) above.	3.84	21.35 times	22.66 times
Weighted average cost of acquisition for secondary sale / acquisition as per paragraph 9(b) above.	NA	NA	NA
Weighted average cost of acquisition of primary issuances / secondary transactions as per paragraph 9 (c) above	10.00	8.2 times	8.7 times

As certified by M/s. Joy Mukherjee & Associates, Chartered Accountants, by their certificate dated July 09, 2025 (UDIN: 25419374BMOHNZ7532).

For further details, please see the section entitled “Basis for Offer Price” beginning on page 87 of the Red Herring Prospectus.

The Book Running Lead Manager associated with the Offer have handled 14 SME public issues during the current financial year and three financial years preceding the current Financial Year, out of which 7 SME public issues closed below the issue price on the listing date.

ADDITIONAL INFORMATION FOR INVESTORS

Details of proposed /undertaken pre-issue placements from the DRHP filing date: Our company has not undertaken any Pre-IPO Placements from the DRHP filing date.
Transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company by promoter(s) and promoter group(s) from the DRHP filing date: Not Applicable
Shareholding of Promoter / Promoter Group and Additional Top 10 Shareholders of the Company

Sr.	Particulars	Pre-Offer		Post-Offer (At Lower as well as Upper end of the Price Band)	
		No. of Shares	% Holding	No. of Shares	% Holding
A)	Promoter				
1	Anuradha Prasad Shukla	1,38,52,240	88.69	1,38,52,240	65.28
	Total – A	1,38,52,240	88.69	1,38,52,240	65.28
B)	Promoter Group				
1	Vaanya Shukla	1,38,800	0.89	1,38,800	0.65
	Total – B	1,38,800	0.89	1,38,800	0.65
C)	Top 10 Shareholders (other than A & B above)				
1	Raman Talwar	16,00,000	10.24	16,00,000	7.54
	Mukesh Kumar	2,776	0.02	2,776	0.01
	Alok Srivastava	2,776	0.02	2,776	0.01
	Subodh Kumar	2,776	0.02	2,776	0.01
	Rajeev Parashar	2,776	0.02	2,776	0.01
	Mohan Prakash Singh	2,776	0.02	2,776	0.01
	Anurag Kumar Srivastava	2,776	0.02	2,776	0.01
	Shikha Dantalwal	2,776	0.02	2,776	0.01
	Ajay Jain	2,776	0.02	2,776	0.01
	Shashi Shekhar Mishra	2,776	0.02	2,776	0.01
	Total – C	16,24,984	10.40	16,24,984	7.66
D)	Other Shareholders (other than A, B & C above)	2,776	0.02	2,776	0.01
	Grand Total (A + B + C + D)	1,56,18,800	100.00	1,56,18,800	100.00

Notes:

(1) Assuming full subscription in the Issue. The post-issue shareholding details as at allotment will be based on the actual subscription and the final Issue price and updated in the prospectus, subject to finalization of the basis of allotment. Also, this table assumes there is no transfer of shares by these shareholders between the date of the advertisement and allotment (if any such transfers occur prior to the date of Prospectus, it will be updated in the shareholding pattern in the 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
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UPI	v 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
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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 “Offer Procedure” beginning on page 262 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 EMERGE (“SME Portal of NSE”)

**List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. ICICI 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: [Inventory Merchant Bankers Private Limited -Mr. Arvind Gala \(+91 22 40751500\) \(Email id: redressal@inventorymerchantbanker.com](mailto:Inventory Merchant Bankers Private Limited -Mr. Arvind Gala (+91 22 40751500) (Email id: redressal@inventorymerchantbanker.com)

ATTENTION INVESTORS

In reference to the Red Herring Prospectus dated September 22, 2025, on page no. 259 of the Red Herring Prospectus, the Investors should note the following changes in the Issue Structure table:

Particulars (2)	QIB Portion	Non-Institutional Investors	Individual Investors (who applies for minimum application size)	Market Maker reservation portion
Percentage of Issue Size available for allocation	Not more than 50% of the Net Issue being available for allocation to QIB Bidders. However, up to 5% of the Net QIB Portion may be available for allocation proportionately to Mutual Funds only. Mutual Funds participating in the Mutual Fund Portion will also be eligible for allocation in the remaining QIB Portion. The unsubscribed portion in the Mutual Fund Portion will be added to the Net QIB Portion Up to 60.00% of the QIB Portion may be available for allocation to Anchor Investors and one third of the Anchor Investors Portion shall be available for allocation to domestic mutual funds only	Not less than 15.00% of the Net Issue or the Issue less allocation to QIB Bidders and Individual Investors who apply for minimum application size shall be available for allocation, subject to the following: a) one third of the portion available to Non-Institutional Investors shall be reserved for applicants with application size of more than two lots and up to such lots equivalent to not more than ₹10 lakhs; b) two third of the portion available to Non-Institutional Investors shall be reserved for applicants with application size of more than ₹10 lakhs; Provided that the unsubscribed portion in either of the sub-categories specified in clauses (a) or (b), may be allocated to applicants in the other sub-category of Non-Institutional Investors	Not less than 35.00% of the Net Issue	5.00% of the Issue Size
Basis of Allotment (3)	Proportionate as follows: (excluding the Anchor Investor Portion): a) Up to 1,30,000 Equity Shares shall be available for allocation on a proportionate basis to Mutual Funds only; and b) Up to 9,15,000 Equity Shares shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds receiving allocation as per (a) above Up to 60% of the QIB Portion (of up to 15,60,000 Equity Shares may be allocated on a discretionary basis to Anchor Investors of which one-third shall be available for allocation to Mutual Funds only, subject to valid Bid received from Mutual Funds at or above the Anchor Investor Allocation Price.	Proportionate basis subject to minimum allotment of 8,32,000 Equity Shares and further allotment in multiples of 1,600 Equity Shares.	Allotment to each Individual Investors shall not be less than the minimum Bid lot, i.e. 3200 Equity shares, subject to Availability of Equity Shares in the Individual Investor Portion and the remaining available Equity Shares if any, shall be allotted on a Proportionate basis. For details see, “Issue Procedure” on Page no. of the Red Herring Prospectus.	Firm Allotment
Trading Lot	1,600 Equity Shares and in multiples thereof	1,600 Equity Shares and in multiples thereof	1,600 Equity Shares and in multiples thereof	1,600 Equity Shares. However, the Market Makers may accept odd lots if any in the market as required under the SEBI (ICDR) Regulations.
Terms of payment	In case of Anchor Investors: Full Bid Amount shall be payable by the Anchor Investors at the time of submission of their Bids(4) In case of all other Bidders: Full Bid Amount shall be blocked by the SCSBs in the bank account of the ASBA Bidder or by the Sponsor Bank(s) through the UPI Mechanism that is specified in the ASBA Form at the time of submission of the ASBA Form.			

In reference to the Red Herring Prospectus dated September 22, 2025, on page no. 140 of the Red Herring Prospectus, the, Investors should read the policy number and expiry date of United Bharat Sookshma Udyam Suraksha Policy as 0407811125P109389113 and 09-09-2026 and for United Bharat Burglary standard policy – Noida 04078111225P109523103 and 09-09-2026.

Continued from previous page

BOOK RUNNING LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
<div>INVENTURE MERCHANT BANKER SERVICES PVT. LTD. Enhancing Fortunes. Enriching Lives.</div> <div>INVENTURE MERCHANT BANKER SERVICES PRIVATE LIMITED Address: 2ndFloor, Viraj Towers, Near Andheri Flyover (North End), Western Express Highway, Andheri (East), Mumbai – 400069, Maharashtra Tel No: +91 22 4075 1500 Email: sme.ip@inventuremerchantbanker.com Investor Grievance Email: redressal@inventuremerchantbanker.com Website:www.inventuremerchantbanker.com Contact Person: Arvind Gala/ Shubham Tiwari SEBI Registration No: INM000012003</div>	<div>Maashitla® Creating Successful People</div> <div>MAASHITLA SECURITIES PRIVATE LIMITED Address: 451, Krishna Apra Business Square, Netaji Subhash Place, Pitampura, Delhi - 110034, India Telephone No.: +91 11 475814324512 Email:ipo@maashitla.com Website: www.maashitla.com Contact Person: Mukul Agrawal SEBI Registration No.: INR000004370</div>	<div>BAG CONVERGENCE</div> <div>Registered Office: 352, Aggarwal Plaza, Plot No. 8, Kondli, East Delhi, New Delhi - 110096, India Corporate Office: FC-23, Sector-16A, Film City, Noida-201301, Uttar Pradesh, India Tel No.: +91 120 6354200 Email: kriti.jain@bagconvergence.in. Website: www.bagconvergence.in Contact Person: Kriti Jain, Company Secretary and Compliance Officer</div>
Investors can contact the Company Secretary and Compliance Officer or the Registrar to the Issue in case of any pre-issue or post-issue related problems, such as non-receipt of letters of allotment, credit of allotted shares in the respective beneficiary account and refund orders, etc.		

Availability of Red Herring Prospectus: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein, before applying in the issue. Full copy of the Red Herring Prospectus will be available at the website of SEBI at www.sebi.gov.in; the website of Stock Exchange at www.nseindia.com, the website of BRLM at www.inventuremerchantbanker.com and website of Company at www.bagconvergence.in.

AVAILABILITY OF ABRIDGED PROSPECTUS: A copy of the Abridged Prospectus shall be available on the website of the Company, BRLM and NSE at www.bagconvergence.in, www.inventuremerchantbanker.com and www.nseindia.com.

Availability of Bid-Cum-Application forms: Bid-Cum-Application forms can be obtained from the Company B.A.G. Convergence Limited, Book Running Lead Manager- Inventure Merchant Banker Services Private Limited. Application Forms can also be obtained from the Stock Exchange and list of SCSBs available on the website of SEBI at www.sebi.gov.in and website of Stock Exchange at www.nseindia.com.

Application Supported by Blocked Amount (ASBA): All investors in this issue have to compulsorily apply through ASBA. The investors are required to fill the ASBA form and submit the same to their banks. The SCSB will block the amount in the account as per the authority contained in ASBA form. On allotment, amount will be unblocked and account will be debited only to the extent required to be paid for allotment of shares. Hence, there will be no need of refund.

For more details on the issue process and how to apply, please refer to the details given in application forms and abridged prospectus and also please refer to the chapter “Issue Procedure” on page 262 of the Red Herring Prospectus.

SYNDICATE MEMBER: ACME CAPITAL MARKET LIMITED

ESCROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: ICICI BANK LIMITED.

UPI: Individual Bidders can also Bid through UPI Mechanism.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus.

For, B.A.G. Convergence Limited
On behalf of Board of Directors
Sd/-
Anuradha Prasad Shukla
Designation: Chairperson and Managing Director
DIN: 00010716

Date: September 23, 2025
Place: Delhi

Disclaimer: B.A.G. Convergence Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public issue of its Equity Shares and has filed the Red Herring Prospectus with the Registrar of Companies, CPC of Delhi & Haryana on September 22, 2025 and thereafter with SEBI and the Stock Exchanges. The RHP is available on the websites of SEBI at www.sebi.gov.in, website of the Company at www.bagconvergence.in, and the Book Running Lead Manager at www.inventuremerchantbanker.com, the website of the NSE i.e., www.nseindia.com, respectively. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the RHP including the section titled “Risk Factors” beginning on page 24 of the Red Herring Prospectus.

Investor should note that investment in equity shares involves a high degree of risk. For details, investors should refer to and rely on the Red Herring Prospectus, including the section titled “Risk Factors” of the Red Herring Prospectus, which has been filed with ROC. The Equity Shares have not been and will not be registered under the US Securities Act of 1933, as amended (“the Securities Act”) or any state securities laws in United States and may not be issued or sold within the United States or to, or for the account or benefit of, “U.S. persons” (as defined in Regulations under the securities Act), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act of 1933 and in accordance with any applicable U.S. state securities laws. The Equity Shares are being Offered and sold outside the United States in ‘offshore transactions’ in reliance on Regulation S under the Securities Act and the applicable laws of each jurisdiction where such Offers and sales are made. There will be no public offering in the United States.

Sunjeet cormm

**CFMR**
thoughtful regeneration

शुद्धिपत्र

सर्वसाधारण को सूचित किया जाता है कि **सीएफएम एसेट रिस्ट्रक्चर प्राइवेट लिमिटेड द्वारा उच्चारकर्ता मनोज व्यास उर्फ मनोज कुमार व्यास और सुमन व्यास के संबंध में सांकेतिक कब्जा सूचना**, जो दिनांक 20.09.2025 को बिजनेस स्टैंडर्ड (दिल्ली) कवर गुरुग्राम) हिंदी संस्करण में प्रकाशित किया गया था, जिसमें ऋण खाता संख्या का उल्लेख अनजाने में गलत लिखा गया है। सही ऋण खाता संख्या **HLHNO00467752** पढ़ा जाए।
अन्य सभी विवरण अपरिवर्तित रहेंगे।

हस्ता/- प्राधिकृत अधिकारी

सीएफएम एसेट रिस्ट्रक्चर प्रा. लि.

तिथि: 23.09.2025

स्थान: गुरुग्राम

**MAJESTIC**
MAJESTIC AUTO IN

मैजैस्टिक ऑटो लिमिटेड
बीबी रोड, 20, मॉडर्न टावर, इंडियन स्टेट, भीकाजी कामा प्लेस, नई दिल्ली, भारत, 110066, दूरभाष: 0120 4348907
ईमेल: grievance@majesticauto.in,
वेबसाइट: www.majesticauto.in

(ए) भौतिक शेयरों के हस्तांतरण अनुरोधों के पुनः दाखिलीकरण हेतु विशेष विंडो संदर्भ: 6 नवंबर, 2018 का संवै परिपत्र और अन्य प्रत्येक परिपत्र/मास्टर परिपत्र एतद्वारा सूचित किया जाता है कि 1 अप्रैल 2019 से पहले दर्ज किए गए तथा कंपनी के पास लखित दस्तावेज/हस्तांतरण में कमी के कारण अथवा अन्य कारणवश वापस कर दिए गए/अस्वीकार कर दिए गए/ तथा जिन पर ध्यान नहीं दिया गया, के भौतिक शेयर हस्तांतरण कार्यों को पुनः दाखिल करने के लिए भारतीय प्रतिभूति विनियम बोर्ड (सेबी) ने एक विशेष विंडो शुरू की है, जो 7 जुलाई 2025 से 6 नवम्बर 2026 तक परिपत्र संख्या **SEBI/HO/MIRSD/MIRSD-POD/P/CIR/2025/97** के अनुसार दिनांक 02 जुलाई 2025 से प्रभावी है।

इस अवधि के दौरान, स्थानांतरण के लिए पुनः जमा की जाने वाली प्रतिभूतियाँ केवल डीमैट मोड में जारी की जाएंगी, जो कि स्थानांतरण-सह-डीमैट अनुरोधों के लिए उचित प्रक्रिया के अनुपालन और संवै परिपत्र संख्या **SEBI/HO/MIRSD/DOS3/CIR/P/2018/139** दिनांक 6 नवंबर, 2018 के अनुसार वैध स्थानांतरण के लिए निर्धारित आवश्यकताओं के अधीन होंगी। उक्त तिथि के बाद कोई पुनः जमा स्वीकार नहीं किया जाएगा। अधिक जानकारी के लिए कृपया कंपनी को निर्धारित ईमेल **आईडी grievance@majesticauto.in** पर लिखें अथवा कंपनी के रजिस्ट्रार और ट्रांसफर एजेंट अर्थात् अलंकित असाइनमेंट्स लिमिटेड को **rta@alankit.com** पर लिखें या प्रक्रिया और दस्तावेजीकरण पर प्रश्नों के लिए 011-42541234/23541234 पर कॉल करें।

(बी) 100 दिनों का अभियान – “सक्षम निवेशक”

शेयरधारकों को यह भी सूचित किया जाता है कि विनिधानकर्ता शिक्षा और संरक्षण निधि प्राधिकरण (आईईपीएफए) ने 16 जुलाई, 2025 के अपने पत्र के माध्यम से कंपनियों से अनुरोध किया है कि वे 28 जुलाई, 2025 से 6 नवंबर, 2025 तक “सक्षम निवेशक” नामक 100-दिवसीय अभियान शुरू करें, जिसका लक्ष्य उन शेयरधारकों को लक्षित करना है जिनके लाभांश का दावा नहीं किया गया है। इसके जवाब में, कंपनी अपने शेयरधारकों को उनके केवाईसी विवरणों को अद्यतन करने के बाद कंपनी के अवैतनिक लाभांश खातों से उनके अवैतनिक लाभांश का दावा करने में सहायता करने के लिए यह विशेष अभियान चला रही है।

इस अभियान के दौरान, सभी शेयरधारक जिन्होंने अपने लाभांश का दावा नहीं किया है या अपने केवाईसी और नामांकन विवरण को अपडेट नहीं किया है या अदावाकृत लाभांश और शेयरों से संबंधित किसी भी समस्या का सामना कर रहे हैं, वे कंपनी के रजिस्ट्रार और ट्रांसफर एजेंट को अलंकित असाइनमेंट्स लिमिटेड, 205-208, अनाकली कॉम्प्लेक्स, इंडेवलाइन एक्सटेंशन, नई दिल्ली 110 055 पर लिख सकते हैं या **rta@alankit.com** पर ईमेल कर सकते हैं।

शेयरधारक यह भी ध्यान रखें कि यह अभियान सक्रिय रूप से और विशेष रूप से शेयरधारकों तक पहुंचने के लिए शुरू किया गया है ताकि वे अपने केवाईसी, बैंक अधिदेश, नामिती और संपर्क जानकारी आदि को अपडेट कर सकें और अपने अवैतनिक/अदावाकृत लाभांश का दावा कर सकें, ताकि उनके शेयर और लाभांश राशि को आईईपीएफए ? 7 में स्थानांतरित होने से रोका जा सके।

कृते मैजैस्टिक ऑटो लिमिटेड

हस्ता/-

पारुल चड्ढा

कंपनी सचिव

स्थान: दिल्ली

दिनांक: 24 सितंबर, 2025

कंपनी सचिव एवं अनुपालन अधिकारी

एम नंबर: A50171

**IDBI BANK**

[नियम 8(1)]
कब्जा सूचना

आईडीबीआई बैंक लिमिटेड, दिल्ली 25, महिला कॉलोनी, गांधी नगर, नई दिल्ली, पिनकोड : 110031, दिल्ली (यूटी-एनसीटी) फोन : 011 40450103

चूंकि, अधोहस्ताक्षरी आईडीबीआई बैंक लिमिटेड का प्राधिकृत अधिकारी होने के नाते, वित्तीय सम्पत्तियों के प्रतिभूतिकरण एवं पुनर्निर्माण और प्रतिभूति हित प्रवर्तन अधिनियम, 2002 (2002 का 54) और प्रतिभूति हित (प्रवर्तन) नियमावली, 2002 की धारा 13(12) के सहपठित नियम 3 के अंतर्गत प्रदत्त शक्तियों का प्रयोग में, दिनांक 15.07.2002 को मांग सूचना जारी करते हुए कर्जदार **साकेत रंजन** को सूचना में उल्लेखित **रुपये 51,38,635/- (रुपये इक्यावन लाख अड़तीस हजार छह सौ पैंतीस मात्र)** 09/06/2025 तक संग उस पर कानूनी व्ययों सहित उक्त सूचना की प्राप्ति के 60 दिनों के भीतर भुगतान करने की मांग की गई है।

कर्जदारों देय राशि का भुगतान करने में विफल रहे हैं, कर्जदारों और आम जनता को एतद्वारा सूचना दी जाती है कि अधोहस्ताक्षरी ने अधिनियम की धारा 13 की उप-धारा (4) के सहपठित प्रतिभूति हित (प्रवर्तन) नियमावली, 2002 के नियम 8 के अंतर्गत उसे प्रदत्त शक्तियों का प्रयोग करते हुए **20.09.2025** को निम्न वर्णित संपत्ति पर कब्जा प्राप्त कर लिया है।

विशेष रूप से कर्जदारों और आम जनता को एतद्वारा सावधान किया जाता है कि वे उक्त संपत्ति के साथ किसी प्रकार का लेनदेन न करें और उनके द्वारा किया गया किसी भी प्रकार का लेनदेन देय राशि **रुपये 51,38,635/- (रुपये इक्यावन लाख अड़तीस हजार छह सौ पैंतीस मात्र)** 09/06/2025 तक तक उस पर अन्य प्रभारों और ब्याज सहित **आईडीबीआई बैंक लिमिटेड** के प्रभार के अधीन होगा। कर्जदार का ध्यान उपलब्ध समय के संबंध में, प्रत्याभूत परिसंपत्ति को छुड़ाने के लिए, अधिनियम की धारा 13 की उप-धारा (8) के प्रावधानों पर आकर्षित किया जाता है।

सम्पत्ति का विवरण

संपत्ति निहित बी 203, तीसरा तल, ब्लॉक बी, सेक्टर- सेफरॉन, स्कॉटिश गार्डन, मोहिउद्दीनपुर कानावानी, अहिंसा खंड 2, इंदrapुत्र, गाजियाबाद, उ.प्र. का संपूर्ण व सर्वांगीण भाग सीमांकन: उत्तर की ओर: एनए दक्षिण की ओर: एनए पूर्व की ओर: एनए पश्चिम की ओर: एनए

संग उस पर सभी भवन एर संरचनाओं और सभी प्लॉट एवं संयंत्र जमीन से जुड़े या स्थायी रूप से जमीन से जुड़ी कोई भी वस्तु।

दिनांक : 20.09.2025

स्थान : नई दिल्ली

हस्ता/- प्राधिकृत अधिकारी,

आईडीबीआई बैंक लिमिटेड

कब्जा सूचना
(अचल संपत्ति हेतु)

जब कि,

सम्मान कैपिटल लिमिटेड (CIN:L65922DL2005PLC136029) (पहले **इंडियाबुल्स हाउसिंग फाइनेंस लिमिटेड** के रूप में जाना जाता था) प्राधिकृत अधिकारी होने के नाते अधोहस्ताक्षरी ने सिस्कोरिटाइडेशन एंड रिकन्स्ट्रक्शन ऑफ फायनॉरियल असेट्स एंड एफोर्समेंट ऑफ सिस्कोरिटी इंटेरेस्ट ऐक्ट, 2002 के अंतर्गत और नियम 3 के साथ धारा 13(12) के साथ सिस्कोरिटी इंटेरेस्ट (एफोर्समेंट) रूल्स, 2002 के साथ पढ़ते हुए प्राण अधिकारों का उपयोग करके कर्जदार **अली अकबर डायरेक्टर एक्साल्टर बिल्डटेक प्राइवेट लिमिटेड, जोहरा बेगम, मुजम्मिल फ़ातिमा, ज़फ़र अकबर, एक्साल्टर बिल्डटेक प्राइवेट लिमिटेड और नज़र हैदर** को **09.07.2025** की सूचना में वर्णन के अनुसार कर्ज खाता नं. **HLHGTN00473495** की राशि **₹. 56,76,308.40 (रुपये छप्पन लाख छिहतर हजार तीन सौ आठ और चालीस पैसे मात्र)** और **09.07.2025** के अनुसार उस पर ब्याज उक्त सूचना की प्राप्ति की तारीख से स्पष्ट 60 दिनों के भीतर चुकता करने का आवाहन करते हुए अभियाना सूचना जारी की थी।

धनराशि चुकता करने में कर्जदारों के असफल रहने पर एतद्वारा कर्जदार और सर्व सामान्य जनता को सूचना दी जाती है कि, अधोहस्ताक्षरी ने उक्त कानून की धारा 13 की उप-धारा 4 के साथ उक्त कानून के नियम 8 के तहत सिस्कोरिटी इंटेरेस्ट (एफोर्समेंट) रूल्स, 2002 के तहत प्राण अधिकारों का कार्यान्वयन करके **22.09.2025** को संपत्ति पर **सांकेतिक आधिपत्य** कर लिया है।

विशेषतः, कर्जदारों और सामान्यतः जनता को एतद्वारा संपत्ति के साथ सौदा नहीं करने के लिए सावधान किया जाता है और संपत्ति के साथ कोई भी सौदा राशि **₹. 56,76,308.40 (रुपये छप्पन लाख छिहतर हजार तीन सौ आठ और चालीस पैसे मात्र)** **09.07.2025** के अनुसार और उस पर ब्याज के साथ **सम्मान कैपिटल लिमिटेड** (पहले **इंडियाबुल्स हाउसिंग फाइनेंस लिमिटेड** के रूप में जाना जाता था) के अधीन होगा।

अधारकर्ताओं का ध्यान अधिनियम की धारा 13 की उप-धारा (8) के अंतर्गत संपत्ति / संपत्तियों को मुक्त करने के लिए उपलब्ध समय की ओर आमंत्रित किया जाता है।

अचल संपत्ति का विवरण

प्लॉट नं. एच 2, कवर्ड क्षेत्र 102 स्क्वे. मीटर्स, भूतल, पिछला भाग (एचआईसी), (छत के अधिकार बिना), प्लॉट नं. 912, नीत खंड 1, इंदrapुत्र, गाजियाबाद-201010, उत्तर प्रदेश।

सही/-
प्राधिकृत अधिकारी
सम्मान कैपिटल लिमिटेड
(पहले **इंडियाबुल्स हाउसिंग फाइनेंस लिमिटेड** के रूप में जाना जाता था)

**कम्पिटेंट ऑटोमोबाइल्स कं. लि.**

पंजीकृत कार्यालय: कम्पिटेंट हाउस, एफ-14, कर्नाट प्लेस, नई दिल्ली-01
दूरभाष: 011-45700000 ईमेल: cs@competent-maruti.com
वेब: www.competent-maruti.com CIN: L34102DL1985PLC020668

40वीं वार्षिक साधारण सभा की सूचना में संशोधन

वीडियो कॉन्फ्रेंसिंग/अन्य ऑडियो विजुअल साधनों (वीसी/ओपीएम) के जरिए शनिवार, 27 सितम्बर, 2025 को पूर्वाह्न 11.00 बजे आयोजित होने वाली कम्पिटेंट ऑटोमोबाइल्स कं. लि. के सदस्यों की 40वीं वार्षिक साधारण सभा (एजीएम) आव्हान वाली सूचना के क्रम में, सदस्यों एवं सभी संबंधितों को कंपनी के पुर्णकालिक निदेशक श्री कंवल कृष्ण मेहता (डीआईएन: 00036902) के शनिवार, 20 सितम्बर, 2025 को दुखद निधन के बारे में सूचित किया जाता है।

परिणामस्वरूप, श्री कृष्ण कुमार मेहता (डीआईएन : 00036902), जो पात्र होने के कारण रोटेशन द्वारा सेवानिवृत्त हो रहे हैं, के स्थान पर निदेशक की नियुक्ति के संबंध में उपरोक्त सूचना के मद संख्या 3 के अंतर्गत स्वयं पुनर्नियुक्ति के लिए प्रस्तावित प्रस्ताव वापस लिया जा रहा है।

मद संख्या 3 के प्रस्ताव को वापस लेने से वार्षिक साधारण सभा की सूचना की वैधता प्रभावित नहीं होगी। एजीएम में प्रस्तावित अन्य सभी प्रस्तावों की संख्या अपरिवर्तित रहेंगी।

कृते कम्पिटेंट ऑटोमोबाइल्स कं. लि.

हस्ता/-


दिनेश कुमार

कंपनी सचिव

दिनांक : 23 सितंबर, 2025

स्थान : नई दिल्ली

सदस्यता सं. एफ5175

**ICICI Home Finance**

पंजीकृत कार्यालय: आईसीआईसीआई बैंक टावर, बांद्रा-कुर्ली कॉम्प्लेक्स, बांद्रा (पूर्व), मुंबई-400051

कॉर्पोरेट कार्यालय: आईसीआईआई एयरफोसी टॉवर, जेबी नगर, अंधेरी कुर्ली रोड, अंधेरी ईस्ट, मुंबई- 400059
शाखा कार्यालय: कार्यालय संख्या-8, द्वितीय तल, समुद्र किनारे सुइट्स, 38/4-ए, संजय प्लेस आगरा- 282002

जबकि अधोहस्ताक्षरी ने वित्तीय परिसंपत्तियों के प्रतिभूतिकरण एवं पुनर्निर्माण तथा प्रतिभूति हित प्रवर्तन अधिनियम 2002 के अधीन आईसीआईसीआई बैंक फाइनेंस कंपनी लिमिटेड का प्राधिकृत अधिकारी होने के नाते तथा प्रतिभूति हित (प्रवर्तन) नियमावली 2002 के नियम 3 के साथ पठित धारा 13(12) के अधीन प्रदत्त शक्तियों का प्रयोग करते हुए प्रत्येक खाते के सामने निदेशित तिथियों की मांग सूचना जारी की गयी थी जिसमें सूचना में उल्लेखित राशि उक्त सूचना की तिथि से 60 दिनों के अंदर प्रति भुगतान करने को कहा गया था।

कर्जदार राशि का प्रतिभुगतान करने में असफल हो गये हैं, इसलिए एतद्वारा कर्जदार तथा आम जनता को सूचित किया जाता है कि अधोहस्ताक्षरी ने इसमें नीचे वर्णित संपत्ति का कब्जा, उक्त अधिनियम की धारा 13(4), के नियम 8 के साथ पठित के अधीन उन्हे प्रदत्त शक्तियों के इस्तेमाल के अन्तर्गत सम्पत्ति का कब्जा नीचे वर्णित दिनांकों से लिया है। विशेष रूप से कर्जदार तथा सामान्य रूप से जनसाधारण को एतद्वारा उक्त संपत्तियों के साथ लेन-देन न करने के लिए सावधान किया जाता है तथा संपत्ति के साथ कोई भी लेन देन आईसीआईसीआई बैंक फाइनेंस कंपनी लिमिटेड के प्रभार वाले कबाला राशि इत्यादि सहित के अधीन होगा। कर्जदार का ध्यान एक्ट की धारा 13 की उप धारा (8), के प्रावधानों के अंतर्गत सुपक्षित परिसंपत्तियों के मुक्त करने हेतु उपलब्ध समय सीमा की ओर आकर्षित किया जाता है।

क्र. सं.	कर्जदार /सह-कर्जदार का नाम /ऋण खाता नं.	सम्पत्ति का विवरण/ कब्जे की तिथि	मांग सूचना की तिथि/ मांग सूचना में तथि (₹)	शाखा का नाम
1.	राज (उधारकर्ता), इंद्रावती (सह-उधारकर्ता), LHAGR00001491029	मकान सं. 46/98ए/1 मोहल्ला भीम नगर, जगदीशपुरा, लोहमंडी वार्ड, तहसील और जिला आगरा, लोहमंडी 1, आगरा, उत्तर प्रदेश-282002 सीमाएं – पूर्व: 8 फुट चौड़ी गली और निकास द्वार, पश्चिम: राम दयाल का मकान, उत्तर: बुजुलाल का मकान, दक्षिण: भोगी राम का प्लॉट/ कब्जे की तिथि – 18.09.2025	24-06-2025 ₹. 31,61,512/-	आगरा
2.	राज (उधारकर्ता), इंद्रावती (सह-उधारकर्ता), LHAGR00001491078	मकान सं. 46/98ए/1 मोहल्ला भीम नगर, जगदीशपुरा, लोहमंडी वार्ड, तहसील और जिला आगरा, लोहमंडी 1, आगरा, उत्तर प्रदेश-282002 सीमाएं – पूर्व: 8 फुट चौड़ी गली और निकास द्वार, पश्चिम: राम दयाल का मकान, उत्तर: बुजुलाल का मकान, दक्षिण: भोगी राम का प्लॉट/ कब्जे की तिथि – 18.09.2025	24-06-2025 ₹. 1,21,546.6/-	आगरा

उपरोक्त उधारकर्ता(ओं)/सह-उधारकर्ता(ओं)/गारंटरी(रों) को राशि चुकाने के लिए 30 दिन का नोटिस दिया जाता है, अन्यथा बंधक रखी गई संपत्ति को इस नोटिस के प्रकाशन की तारीख से 30 दिन की समाप्ति पर प्रतिभूति हित (प्रवर्तन) अधिनियम 2002 के नियम 8 और 9 के तहत प्रावधानों के अनुसार बेच दिया जाएगा।

दिनांक: 24.09.2025, स्थान: आगरा

प्राधिकृत अधिकारी, आईसीआईसीआई बैंक फाइनेंस कंपनी लिमिटेड

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सांकेतिक आधिपत्य (कब्जा) सूचना

एतदर्थ सूचना दी जाती है कि विविध आस्तिगों का प्रतिभूतिकरण एवं पुर्नगठन तथा प्रतिभूतिहित प्रवर्तन अधिनियम, 2002 कि धारा 13(12) एवं प्रतिभूतिहित प्रवर्तन नियम, 2002 के नियम 3 के साथ पढ़ते हुए अधिनियम के अंतर्गत प्रदत्त अधिकारों के प्रयोग के तहत प्राधिकृत अधिकारी ने खाते(अकाउंट) के सामने उल्लिखित तिथि को हिमांड नोटिस (मांग पत्र) भेजा था व नोटिस प्राप्ति के 60 दिवस के अन्दर राशि की मांग की गई थी। ऋणी द्वारा भुगतान करने में असफल रहने पर कर्जदार और आम जनता को नोटिस द्वारा सूचित किया जाता है की अधोहस्ताक्षरता ने उपरोक्त अधिनियम की धारा 13 की उपधारा(4) सपठित नियम 8 के तहत नीचे लिखे लोन खातों में वर्णित बंधक सम्पत्ति का सांकेतिक कब्जा ले लिया है। अतः आप कर्जदार और आम जनता को सूचित किया जाता है कि नीचे वर्णित संपत्तियों के बारे में कोई व्यवहार न करें और इन संपत्तियों के साथ किसी व्यवहार पर वह राशि, ब्याज, खर्च एवं शुल्क के साथ बैंक को चुकाना होगा। सुपक्षित सम्पत्ति को रिडीम/वापस लेने के संबंध में अधिनियम की धारा 13 की उपधारा (8) में उपलब्ध प्रावधानों के तहत ऋणियों का ध्यान आमंत्रित किया जाता है।

ऋणियों के नाम, गैरएक्टर और ऋण खाता सं.	बंधक संपत्ति का विवरण (प्रतिभूती आस्तिगों)	मांगपत्र की तिथि	सांकेतिक कब्जे की तिथि	कुल बकाया राशि, मांगपत्र की तारीख तक
श्री खान इम्रियाज अकगानी (उधारकर्ता) सबीना ताज (सह-उधारकर्ता) 20007570000020	सभी घल और अचल संपत्ति, जो मकान या प्लॉट संख्या-765/673, मोहल्ला-रोहली टोला, मासक नलबंदी टोला, पुराना शहर बरेली, साजन पेलस, जिला-बरेली, उत्तर प्रदेश-243005 का पूरा हिस्सा। खान इम्रियाज अकगानी और उनके स्वामित्व में स्थित है और जो आवरित है: उत्तर: वरीसन नबी जान का घर, पूर्व: वरीसन इकबाल पुत्र श्री जमील अहमद के घर का शेव भाग, पश्चिम: दिलशाद का घर, दक्षिण: रास्ता 8 फीट वाइड	जनवरी 10, 2025	सितंबर 19, 2025	₹.8,31,164.43
श्री मो. उज्जुल (उधारकर्ता) निगा परवीन (सह-उधारकर्ता) 20007570000041	सभी घल और अचल संपत्ति, जो गाटा संख्या-311, ग्राम- लपेड़ा उर्फ बुलंद नगर, तहसील- नवाबगंज, जिला-बरेली, उत्तर प्रदेश-243122 के भाग का 109.01 वर्ग मीटर बेतफ्रज का वह पूरा टुकड़ा। मो. उज्जुल के स्वामित्व में स्थित है और जो आवरित है: उत्तर: रास्ता, पूर्व: बिक्रेता का प्लॉट, पश्चिम: रास्ता, दक्षिण: अख्तर अली का प्लॉट	जनवरी 10, 2025	सितंबर 19, 2025	₹.17,04,899.52
श्री शोमिल मिश्रा (उधारकर्ता) श्रीमती रंजना (सह-उधारकर्ता) 90001141224183	सभी घल और अचल संपत्ति, जो अचल संपत्ति का पूरा टुकड़ा, सभी वर्तमान और भविष्य की संरचनाओं सहित, आवासीय मकान राखवी 166.80 वर्ग मीटर, खरसा संख्या 215, वेक नोडोसी, पराना और तहसील- बरेली, उत्तर प्रदेश - 243502 के भाग पर। शोमिल मिश्रा के स्वामित्व में स्थित है और जो आवरित है: उत्तर: अमोद कुमार का घर, पूर्व: खेत नंद राम, पश्चिम: रास्ता 8 फीट चौड़ा होया हावस, डॉ. भजन लाल, दक्षिण: खेत जेवता	मार्च 04, 2025	सितंबर 19, 2025	₹.36,23,699.39

स्थान: बरेली

तारीख: सितंबर 24, 2025

प्राधिकृत अधिकारी

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