THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT. THIS DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. THIS PUBLIC ANNOUNCEMENT IS NOT INTENDED FOR PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA.

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").

Please scan this QR code to view the RHP

BAG CONVERGENCE

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: FC-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.)

1. *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.*
2. *The process of content development is expensive, time-consuming, and uncertain.*
3. *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.*
4. *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.*
5. *Deterioration in the performance of, or our relationships with, third-party delivery aggregators, may adversely affect our business, results of operations and financial condition.*
6. *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.*
7. *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.*
8. *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.*
9. *Inability to safeguard our intellectual property may impair our capacity to compete successfully.*
10. *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

1. *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: 25419374BMOHNQ6984)

2. 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: 25419374BMOHNZ7532).

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

1. 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.

2. 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	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	0.51
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 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.

Industry P/E Ratio

Particulars	P/E (number of times)
Highest	13.58
Lowest	(8.95)
Average	2.32

*The industry high and low has been considered from the industry peer set in Media & Entertainment industry, provided later in this section. The industry average has been calculated as the arithmetic average P/E of the industry peer. For further details, please see the paragraph entitled **"Peer Competitors – Comparison of Accounting Ratios"** at point 6 below.*

3. The minimum return on increased net worth required maintaining pre-Issue EPS:

Particulars	At the Floor Price	At the Cap Price
Based on Restated Financial Statements		
P/E ratio based on the Basic & Diluted EPS, as restated for FY 2024-25	18.13%	17.41%
P/E ratio based on the Weighted Average Basic & Diluted EPS	16.43%	15.79%

4. Return on Net worth (RoNW) As per Restated Financial Statements

Particulars	RONW (%)	Weights
March 31, 2025	40.96%	3
March 31, 2024	112.94%	2
March 31, 2023	NA*	1
Weighted Average	**58.13%**	

**Not Applicable as Networth is negative.*

Note: RONW has been computed by dividing net profit after tax (as restated), by Net worth (as restated) as at the end of the year.

5. Net Asset Value (NAV) As per Restated Financial Statements

Financial Year	NAV (₹)
As on March 31, 2025	14.22 **
After Issue	
Net Asset Value per Equity Share after the Issue at Floor price	32.11
Net Asset Value per Equity Share after the Issue at Cap price	33.43
Issue Price #	[●]

***Considering the effect of bonus allotments made on July 05, 2024 & August 16, 2024.*

#To be updated upon finalisation of the Price Band. Issue Price will be determined on conclusion of the Book Building Process

Note: NAV has been calculated as net worth divided by number of Equity Shares at the end of the year.

Continued on next page

एसीआर- 2

अच्छे रिजल्ट लेन के लिए, बातो से नही रातो से लड़ना पड़ता है।

Continued from previous page

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.

As per Restated Financial Statements **(₹ in lakhs, except for percentage)**

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 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.

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
2	Mukesh Kumar	2,776	0.02	2,776	0.01
3	Alok Srivastava	2,776	0.02	2,776	0.01
4	Subodh Kumar	2,776	0.02	2,776	0.01
5	Rajeev Parashar	2,776	0.02	2,776	0.01
6	Mohan Prakash Singh	2,776	0.02	2,776	0.01
7	Anurag Kumar Srivastava	2,776	0.02	2,776	0.01
8	Shikha Dantalwal	2,776	0.02	2,776	0.01
9	Ajay Jain	2,776	0.02	2,776	0.01
10	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).

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 indictive 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:

i. A standard cut-off time of 3.00 p.m. for acceptance of bids.

ii. A standard cut-off time of 4.00 p.m. for uploading of bids received from other than retail individual applicants.

iii. 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.

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

UPI UNIFIED PAYMENTS INTERFACE

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

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: Inventure Merchant Bankers Private Limited -Mr. Arvind Gala (+91 22 40751500) (Email Id: redressal@inventuremerchantbanker.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 0407811225P109523103 and 09-09-2026.

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.

Continued on next page

झोलाछाप डॉक्टर की लापरवाही से नवजात की मौत

- गुस्साए परिजनों व ग्रामीणों ने नवजात के शव सड़क पर रखकर लगाया जाम,
- पुलिस-प्रशासन के खिलाफ नारेबाजी व प्रदर्शन,

भास्कर ब्यूरो, संभल। जिले के गवां कस्बे में झोलाछाप डॉक्टर की लापरवाही से नवजात शिशु की मौत हो गई। घटना से गुस्साए परिजनों और ग्रामीणों ने नवजात के शव को सड़क पर रखकर जाम लगाया और पुलिस-प्रशासन के खिलाफ जमकर नारेबाजी की। प्रदर्शन के चलते घंटों तक अफरा तफरी का माहौल बना रहा।

गांव रजावली निवासी अनिल कुमार के ढाई महीने के पुत्र अयांश को बुखार आने पर परिजन गवां में डॉ. इमामुद्दीन के अस्पताल ले गए जहां डॉक्टर के गलत उपचार से नवजात बच्चे के शरीर में इनफैक्शन हो गया। हालत बिगड़ने पर परिजन बच्चे को मुरादाबाद और दिल्ली ले गए जहां बच्चे की मौत हो गई।

ग्रामीणों का आरोप है कि कस्बे के झोलाछाप डॉक्टर इमामुद्दीन की गलत दवा और लापरवाही के कारण नवजात ने दम तोड़ दिया। परिजनों का कहना है कि पांच दिन पहले ही इस अस्पताल और डॉक्टर की मनमानी के खिलाफ थाने में लिखित शिकायत दी गई थी, लेकिन पुलिस ने कोई कार्रवाई नहीं की। शिकायत को नजरअंदाज करने का खामियाजा एक मासूम की जान देकर भुगतना पड़ा। गुस्साए ग्रामीणों ने कहा कि प्रशासन और पुलिस की लापरवाही ने झोलाछाप डॉक्टरों को खुली छूट दे रखी है। पिछले दिनों अवैध रूप से संचालित अस्पतालों और झोलाछाप डॉक्टरों पर कार्रवाई का अभियान चलाया गया था, लेकिन इमामुद्दीन का अस्पताल बिना किसी रोक-टोक के चलता रहा।

प्रदर्शनकारियों का आरोप है कि स्वास्थ्य विभाग और पुलिस की मिलीभगत से ऐसे फर्जी अस्पताल खुलेआम फल-फूल रहे हैं। ग्रामीणों ने चेतावनी दी है कि अगर दोषियों के खिलाफ सख्त कार्रवाई नहीं हुई, तो आंदोलन को और उग्र रूप दिया जाएगा।

सूचना पाकर थाना प्रभारी निशांत राठी चौकी इंचार्ज विनोद कुमार पुलिस प्रशासन के अधिकारी मौके पर पहुंचे और किसी तरह आक्रोशित ग्रामीणों को शांत कराया। अधिकारियों ने जांच कर सख्त कार्रवाई का आश्वासन दिया, तब जाकर ग्रामीण माने और जाम समाप्त हुआ। इस घटना ने एक बार फिर स्वास्थ्य सेवाओं की पोल खोल दी है और यह बड़ा सवाल खड़ा कर दिया है कि आखिर कब तक झोलाछाप डॉक्टर आम लोगों की जिंदगी से खिलवाड़ करते रहेंगे।

जमीनी विवाद को लेकर चले लाठी-डंडे, दो घायल

भास्कर ब्यूरो,

मुरादाबाद। थाना भगतपुर के गांव भाऊपुरा घोसीवाला निवासी जाकिर के पुत्र मोहसिन ने इंस्पेक्टर भगतपुर को शिकायत करते हुए बताया कि उनके पिता द्वारा अपने हिस्से की जमीन को बेच दिया गया है। इसके बाद सभी आरोपी उनके परिवार से रंजिश रखने लगे हैं। इसी रंजिश के कारण आरोपियों ने उनके ताऊ मौहम्मद जान , पिता जाकिर अली , और तहेरे भाई नदीम को गांव के पास ही सड़क पर घेर लिया और गाली गलौज करते हुए उनके साथ मारपीट कर झूठे केस में फ़साए जाने की धमकी दी। इंस्पेक्टर भगतपुर रविंद्र प्रताप सिंह ने घायलो को मेडिकल परीक्षण व इलाज के लिए भिजवाते हुए तहरीर के आधार पर एफआईआर दर्ज कर जांच के आदेश दिए हैं। इंस्पेक्टर भगतपुर रविंद्र प्रताप सिंह ने बताया कि मेडिकोलीगल के बाद अगर लगता है। एफआईआर में धाराएं बढ़ाई जाएगी तब इस मामले में एफआईआर में धाराओं को बढ़ाया जा सकता है।

सपा नेता आजम खान की रिहाई पर चारों ओर खुशी की लहर

मुरादाबाद की सड़कों और गलियों में जश्न का माहौल

- लोगों ने मिलकर मिठाइयाँ बांटी और अपने नेता की ऐतिहासिक वापसी का उत्साहपूर्ण किया स्वागत,

भास्कर ब्यूरो,

मुरादाबाद। सीतापुर जेल से रिहाई के बाद समाजवादी पार्टी के वरिष्ठ नेता आजम खान की वापसी ने मुरादाबाद और रामपुर की जनता में खुशी और उत्साह की लहर पैदा कर दी है। जेल से रिहा होकर रामपुर तक पहुँचने से पहले ही मुरादाबाद की सड़कों और गलियों में जश्न का ऐसा माहौल देखने को मिला, जिसे शब्दों में बयान करना मुश्किल है।

स्थानीय लोगों का कहना है कि आजम खान सिर्फ नेता नहीं हैं, बल्कि जनता के बीच लोकप्रिय और सम्मानित व्यक्ति हैं। उनका व्यवहार हमेशा जनता के प्रति स्नेहपूर्ण और न्यायप्रिय रहा है। इसी कारण आजम खान की रिहाई के अवसर पर जनता खुशी से झूम उठी और जगह-जगह मिठाइयाँ बांटते हुए जश्न मनाया। हाथों में पोस्टर, ढोल-नगाड़ों की थाप, और स्वागत रैलियाँ मुरादाबाद और रामपुर के लोग हाथों में पोस्टर और बैनर लेकर रैलियाँ निकालते नजर आए। हर ओर 'आजम खान जिंदाबाद' के नारे गूँज रहे थे। जनता ने मिलकर मिठाइयाँ बांटी और अपने नेता की ऐतिहासिक वापसी का उत्साहपूर्ण स्वागत किया। सड़कों पर कार्यकर्ताओं और आम जनता की भारी भीड़ जमा हो गई। ढोल-नगाड़ों की थाप और उत्साहपूर्ण नारे माहौल को और जीवंत बना रहे थे। लोग एक-दूसरे से गले मिलकर जश्न का आनंद ले रहे थे। कार्यकर्ताओं और नेताओं की सक्रिय भागीदारी में समाजवादी पार्टी के वरिष्ठ पदाधिकारी और कार्यकर्ता मुरादाबाद में तैनात थे। मुरादाबाद विधानसभा की मौजूदा सांसद रुचि वीरा भी अपने कार्यकर्ताओं के साथ सीतापुर पहुंची और रिहाई समारोह में शामिल हुई। पार्टी के कार्यकर्ताओं ने लोगों को मिठाइयाँ बांटी और जश्न को और भी भव्य बनाया। सुरक्षा व्यवस्था भी सख्त थी। इस ऐतिहासिक अवसर को देखते हुए पुलिस प्रशासन पूरी तरह अलर्ट मोड पर था। पुलिस ने चुपके-चुपके सुरक्षा व्यवस्था बनाए रखी और किसी भी अप्रिय घटना को रोकने के लिए सतर्क निगरानी रखी। माहौल बिगाड़ने वाले लोगों पर विशेष नजर रखी गई। जनता ने कहा कि आजम खान की रिहाई उनके लिए गर्व और खुशी का अवसर है। लोग उत्साहित हैं कि उनके नेता की वापसी से क्षेत्र में जनहित और विकास कार्यों को नई गति मिलेगी। यह न केवल राजनीतिक दृष्टि से बल्कि सामाजिक और सांस्कृतिक रूप से भी ऐतिहासिक घटना है।

मुरादाबाद और रामपुर में जनता का यह जश्न पूरे क्षेत्र में चर्चा का विषय बना हुआ है। लोगों का उत्साह और नेता के प्रति प्यार हर दृष्टि से देखने योग्य है।

नवरात्रः एससपी सिटी ने किया मंदिरों का दौरा कर लिया व्यवस्थाओं का लिया जाएज़ा

भास्कर ब्यूरो,

मुरादाबाद। पुलिस अधीक्षक नगर कुँवर रणविजय एवं क्षेत्राधिकारी कोतवाली सुनीता दहिया द्वारा पुलिस बल के साथ नवरात्रि त्यौहार के परिप्रेक्ष्य कानून एवं शान्ति व्यवस्था के दृष्टिगत थाना मुगलपुरा क्षेत्रान्तर्गत काली माता मन्दिर का भ्रमण कर व्यवस्थाओं का जायजा लिया गया तथा सम्बन्धित को आवश्यक दिशा निर्देश दिये गये।

डीआईजी मुनिराज जी व एसएसपी सतपाल अंतिल द्वारा नवरात्रों के चलते डीआईजी ने जहां रेंज में मौजूद सभी मंदिरों पर सुरक्षा की दृष्टि से मंदिरों पर पुलिस कर्मियों की डियूटी लगाए जाने के आदेश दिए हैं।

वही एसएसपी के आदेश व एसपी सिटी कुँवर रणविजय सिंह के निर्देशन में नगर के सभी मंदिरों पर पुलिस कर्मियों को तैनात किया गया है। इसी सुरक्षा व्यवस्था का कल देर रात एसपी सिटी द्वारा सीओ सिटी के साथ जायजा लिया गया।

एसपी सिटी ने बताया कि मंदिरों के पास पुलिस कर्मियों की डियूटी रहते हुए मामूली सी बात का तत्काल निस्तारण किया जा सकता है। इस निरीक्षण के दौरान इंस्पेक्टर मुगलपुरा भी फोर्स के साथ मौजूद रहे।

महिला की गर्दन पर ब्लेड से हमला, हालत नाजुक

भास्कर ब्यूरो

मुरादाबाद। थाना मुगलपुरा के क्षेत्र लालबाग मंदिर के पास निवासी राजू उर्फ काले ने इंस्पेक्टर मुगलपुरा को शिकायत करते हुए बताया कि नागफनी के क्षेत्र कहारो का मंदिर निवासी युवक राहुल का गत 21 सितंबर के दिन किसी बात को लेकर विवाद हो गया था। राहुल ने उसकी पत्नी को अकेला देखकर जेब से विलेट निकालकर उसकी पत्नी के गले पर वार कर डाला जिससे कुछ ही देर में उसकी पत्नी खून से लथपथ हो गई। मौके पर पहुची पुलिस व लोगो की मदद से उसकी घायल पत्नी ममता को इलाज के लिए हॉस्पिटल ले जाया गया। जहां अब भी उसकी हालत नाजुक बनी हुई हैं। इंस्पेक्टर मुगलपुरा द्वारा तहरीर के आधार पर हमलावर युवक राहुल के खिलाफ नामजद मुकदमा दर्ज करते हुए चौकी प्रभारी लाल बाग ओम शुक्ला को आरोपी को जल्द ही गिरफ्तार किए जाने के आदेश दिए गए हैं। हमलावर की इस हरकत से क्षेत्र के लोग हैरान रह गए हैं। लोगो के साथ घायल महिला के पति का कहना है। हमलावर हमले के इरादे से ही उनके घर पहुचा था इसलिए विलेट भी साथ लाया था।

मृतक ड्राइवर के परिवार वालों ने उठाई आरोपियों की गिरफ्तारी की मांग, एसएसपी ने दिया आश्वासन

- गत दिनों ड्राइवर बाबू अली ने फांसी लगाकर कर ली थी आत्महत्या,

भास्कर ब्यूरो,

मुरादाबाद । थाना कटघर के क्षेत्र कबीर नगर कार ड्राइबर 50 वर्षीय बाबू अली द्वारा गत दिनों घर के ही पड़ोस में अपने रिश्तेदारों के मकान में फांसी लगाकर आत्महत्या कर ली गई थी।

मृतक बाबू अली के पुत्र शानू ने एसएसपी को शिकायत करते हुए बताया कि कुंदरकी में एक लॉ कॉलेज के टीचर व उनके रिश्तेदारों राहत अली उसके भाई फरहत और इनके पिता मौहम्मद उमर को उनके पिता बाबू अली ने अपना एक मकान रहने के लिए दिया था। कुछ महीनों तक सभी इस मकान में रहते रहे। इसके बाद लॉ कॉलेज के टीचर राहत अली ने उस मकान को किराए पर देते हुए कॉलेज में पढ़ने वाले छात्रों को दे दिया। इतना ही नहीं मकान का किराया पिता बाबू अली को देने की जगह खुद ही रख लिया करता था। पिता बाबू अली ने कुछ महीने बाद जब कहा तुमने उनका मकान किराए पर क्यों दिया तब इस बात को लेकर तीनों पिता पुत्रों ने उनके पिता के साथ अभद्रता की जिसे वह बर्दाश्त नहीं कर पाए और लॉ कॉलेज के टीचर के मकान में जो उनके घर के ठीक पड़ोस में है। वहां जाकर कुंड में फांसी का फंदा लगाकर आत्महत्या कर ली थी कुछ देर तक जब पिता वापस

नहीं लौटे तब उन्हें तलाशा गया देखा राहत अली के ही घर में उनका शव फंदे से लटका हुआ था। पीड़ित परिवार के लोगो ने एसएसपी को बताया कि मौके पर पहुची कटघर पुलिस ने शव को पोस्टमार्टम के लिए भेज दिया था। इंस्पेक्टर कटघर संजय सिंह द्वारा मृतक बाबू अली के बेटे शानू की तहरीर के आधार पर तीनों पिता पुत्रों के खिलाफ आत्महत्या के लिए उकसाने की धाराओं के तहत मुकदमा भी दर्ज कर लिया गया था।

एसएसपी के सामने शानू ने आरोप लगाते हुए बताया कि राहत अली के पास खुद फर्जी डिग्री है और एक लॉ कॉलेज का टीचर बना हुआ है। शानू ने इस मामले की जांच भी कराए जाने की मांग उठाई है। शानू का कहना है अगर उनके रिश्तेदार यह तीनों आरोपी उनके पिता के साथ अभद्रता के साथ उन्हें आत्महत्या के लिए मजबूर न करते तो उनका परिवार पूरी तरह खुशहाल था पिता की मौत से परिवार पूरी तरह टूट चुका है। बाबू अली की आत्महत्या के बाद परिवार में अभी भी मातम छाया हुआ है।

एसएसपी सतपाल अंतिल द्वारा पीड़ित परिवार के लोगो को पूरे इंसाफ का यकीन दिलाते हुए कहा भोजपुर निवासी इन आरोपियों को जल्द ही गिरफ्तार करा लिया जाएगा। एसएसपी सतपाल अंतिल से शिकायत करने के दौरान मृतक की पत्नी बेटा व परिवार की अन्य महिलाएं मुख्य रूप से मौजूद रही सभी ने इन आरोपियों को जल्द से जल्द गिरफ्तार किए जाने की मांग आला अधिकारियों से की है।

मृतक बाबू के पुत्र ने एसएसपी को बताया कि एफआईआर दर्ज होने के बाद भी सभी आरोपी खुलेआम घूम रहे हैं। इतना ही नहीं कम्प्लेंट वापस लेने के लिए उन्हें भी तरह तरह से धमकी दी जा रही हैं। मृतक के बेटे का आरोप है कि आरोपियों का कहना है।अगर शिकायत वापस नहीं ली तब तुम्हारा भी वही हाल होगा जो उनके पिता के साथ हुआ है।

आजम खां की रिहाई से आगामी चुनावों पर नहीं पड़ेगा असर

- सर्किट हाउस में प्रेसवार्ता के दौरान बोले प्रभारी मंत्री अनिल कुमार

भास्कर ब्यूरो,

मुरादाबाद। सर्किट हाउस में प्रेस वार्ता के दौरान प्रदेश के प्रभारी मंत्री अनिल कुमार ने समाजवादी पार्टी के कद्दावर नेता आजम खां की रिहाई को लेकर बड़ा बयान दिया। उन्होंने कहा कि यह अब आजम खां ही बताएंगे कि वह समाजवादी पार्टी में रहेंगे, बहुजन समाज पार्टी में जाएंगे, किसी और दल का दामन थामेंगे या फिर घर पर ही रहना पसंद करेंगे।

प्रभारी मंत्री ने कहा कि आजम खां की रिहाई से आगामी चुनावों पर कोई असर पड़ने वाला नहीं है। वह 2017 किया।सोशल मीडिया पर आजम खां के बसपा में शामिल होने की चर्चाओं पर भी मंत्री ने टिप्पणी की और कहा यह तो वही खुद तय करेंगे, उन्हें किस पार्टी में रहना है या बिल्कुल भी राजनीति में सक्रिय रहना है या नहीं। जीएसटी और आर्थिक मुद्दों पर भी बोले अनिल कुमार ने प्रेस वार्ता में केंद्र सरकार की उपलब्धियां गिनाते हुए कहा कि दीपावली से पहले जनता को जीएसटी स्लैब में बड़े राहत मिलेगी, बाजारों में रौनक बढ़ेगी और कारोबार में आसानी होगी।

उन्होंने कांग्रेस पर हमला बोलते हुए कहा कि उनकी सरकार के दौरान 1.75 लाख करोड़ रुपये का घोटाला हुआ था, जबकि मोदी सरकार में इतने सालों में कोई बड़ा घोटाला सामने नहीं आया।

मंत्री ने कहा कि देश की सीमाओं की सुरक्षा से लेकर विकास कार्यों तक हर जगह जनता का पैसा पारदर्शी तरीके से खर्च किया जा रहा है।साथ ही जीएसटी छापेमारी को लेकर पूछे गए सवाल पर उन्होंने कहा जब भी कोई नया कानून आता है, उसमें कुछ खामियां रहती हैं जिनका फायदा उठाने की कोशिश होती है। सरकार ने इस पर ठोस कार्रवाई की है और आगे भी करेगी।

एमडीए उपाध्यक्ष ने आवासीय योजनाओं का किया स्थलीय निरीक्षण

भास्कर ब्यूरो, पाकबड़ा। मुरादाबाद विकास प्राधिकरण (स्ष्ठ) द्वारा प्रस्तावित गोविन्दपुरम एवं सह्याद्रि आवासीय योजनाओं के नियोजित विकास की रूपरेखा हेतु सोमवार को उपाध्यक्ष मुरादाबाद विकास प्राधिकरण अनुभव सिंह द्वारा प्राधिकरण की तकनीकी टीम एवं कंसलटेंट के साथ स्थलीय निरीक्षण किया।

उपकेंद्र ईडब्ल्यूएस एवं एलआईजी आवासीय इकाइयाँ, तथा प्रवेश मार्ग आदि के लिए निर्धारित स्थलों का निरीक्षण किया गया। निरीक्षण के दौरान यह सुनिश्चित किया गया कि दोनों योजनाओं में उच्च मानकों के अनुरूप अधोसंरचना विकसित की जाए, जिससे भविष्य में निवासियों को बेहतर एवं सुविधाजनक शहरी सुविधाएँ उपलब्ध हो सकें। उक्त योजनाओं के लेआउट अब अंतिम चरण में हैं और इन्हें आगामी बोर्ड बैठक में अनुमोदन हेतु प्रस्तुत किया जाएगा। स्वीकृति प्राप्त होते ही इन योजनाओं का शीघ्र शुभारंभ किया जाएगा।

सार सुर्खियां

सांकेतिक भाषा दिवस पर कार्यक्रम का आयोजन

भास्कर ब्यूरो, मुरादाबाद। वरिष्ठ पुलिस अधीक्षक सतपाल अंतिल के निर्देशन में रिजर्व पुलिस लाईन्स में अंन्तर्राष्ट्रीय सांकेतिक भाषा दिवस के अवसर पर जनपद के पुलिस कर्मियों एवं उनके पारिवारिक सदस्यों को एक दिवसीय सांकेतिक भाषा कार्यक्रम के अन्तर्गत कार्यशाला का आयोजन किया गया। जिसमें बेसिक शिक्षा विभाग के स्पेशल एजूकेटर द्विभाषीय राजेश कुमार, अमित सिंह, ऋषिकेश नारायण शुक्ल, अनीता मिश्रा द्वारा पुलिस कर्मियों एवं उनके पारिवारों को सांकेतिक भाषा के सम्बन्ध में सिखाया एवं बताया गया, आयोजित कार्यक्रम में पुलिस कर्मियों उनके पारिवारिक सदस्यों द्वारा बढ चढ कर हिस्सा लिया गया। इस अवसर पर राजेश कुमार क्षेत्राधिकारी लाइन, रकम सिंह, प्रतिसार निरीक्षक एवं पुलिस लाइन में उपस्थित समस्त कर्मचारीगण मौजूद रहे।

भोजपुर में आज किया जायेगा महा कैम्प का आयोजन

भास्कर ब्यूरो, भोजपुर। पीपलसाना उपखण्ड अधिकारी के द्वारा बुद्धवार को नगर पंचायत कार्यालय में कैम्प लगाकर आयोजन किया जाएगा। पीपलसाना उपखण्ड अधिकारी ने जानकारी देते हुए बताया कि बुद्धवार को नगर पंचायत कार्यालय भोजपुर मे महा कैम्प का आयोजन किया जा रहा है, तथा समस्त उपभोताओं से अनुरोध किया है कि विल संशोधित मीटर चेंज नए संयोजन भार वृद्धि आदि की समस्या को लेकर उपभोक्ता नगर पंचायत कार्यालय भोजपुर में पहुंचे और अधिक लाभ उठाएं।

स्वच्छता ही सेवा अभियान कार्यक्रम के अंतर्गत विद्यार्थियों को दिलाई स्वच्छता की शपथ

भास्कर ब्यूरो, पाकबड़ा। नगर पंचायत पाकबड़ा में 17 सितंबर से 2 अक्टूबर तक स्वच्छता ही सेवा अभियान के क्रम में अधिशासी अधिकारी विजय आनन्द के निर्देशानुसार नगर में मंगलवार 23 सितंबर से नगर के वार्ड 17 में स्तिथ ए ,एस पब्लिक स्कूल पाकबड़ा में टीम द्वारा गीला-सूखा कूड़ा के पृथक्करण के संबंध में जिसमें प्रतिबंधित सिंगल यूज प्लास्टिक, गीला-सूखा कूड़े के प्रकार, नीला-हरा कूड़ेदान का प्रयोग, सोर्ससेग्रीगेशन, एम आर एफ सेंटर की उपयोगिता, होम कम्पोस्टिंग साथ ही अन्य महत्वपूर्ण जानकारी के बारे में विस्तार से विद्यार्थियों को बताया गया। साथ ही स्वच्छता ही सेवा 2025 की रंगोलियां बनाकर स्वच्छता की शपथ ली गयी। मौके पर लिपिक-हिमांशु चौहान, कंप्यूटर ऑपरेटर - केशव गोस्वामी, मो दानिश मालिक, पंकज सैनी, सुहैल, फज़र अली आदि कर्मचारी एवं ए,एस विद्यालय के अध्यापक गण व सभी विद्यार्थी उपस्थित रहे।

Continued from previous page

BOOK RUNNING LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
INVENTURE MERCHANT BANKER SERVICES PVT. LTD. Enhancing Fortunes. Enriching Lives. **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.ipo@inventuremerchantbanker.com **Investor Grievance Email:** redressal@inventuremerchantbanker.com **Website:**www.inventuremerchantbanker.com **Contact Person:** Arvind Gala/ Shubham Tiwari **SEBI Registration No:** INM000012003	Maashitla® Creating Successful People **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	BAG CONVERGENCE **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 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 comm.