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SACHEEROME LIMITED

CORPORATE IDENTITY NUMBER: U74899DL1992PLC049258

Our Company was originally incorporated as "Sachee Fragrances Limited" under the provisions of Companies Act, 1956 with Registrar of Companies, Delhi & Haryana and received a certificate of incorporation from the Registrar of Companies, Delhi & Haryana on June 19, 1992. Later, the name of the company changed from "Sachee Fragrances Limited" to "Sachee Cosmetics Limited" vide Extra Ordinary General Meeting dated December 26, 1994 and fresh certificate of Incorporation issued by Registrar of Companies Delhi & Haryana on February 13, 1995. Later, the name of the company changed from "Sachee Cosmetics Limited to Sachee Aromatics Limited" vide Extra Ordinary General Meeting dated March 19, 1997 and fresh certificate of incorporation issued by Registrar of Companies Delhi & Haryana on April 3, 1997. Further the company has converted from "Sachee Aromatics Limited" to "Sachee Aromatics Private Limited" vide Extra Ordinary General Meeting dated February 24, 2012 and fresh certificate of incorporation issued by Registrar of Companies Delhi & Haryana on March 14, 2012. Further the name of the company changed from "Sachee Aromatics Private Limited" to "Sacheerome Private Limited" vide Extra Ordinary General Meeting dated April 04, 2012 and fresh certificate of Incorporation issued by the Registrar of Companies Delhi & Haryana on April 17, 2012. Further, the name of the company changed from "Sacheerome Private Limited" to "Sacheerome Limited" vide Extra Ordinary General Meeting dated May 01, 2024 and fresh certificate of Incorporation issued by Registrar of Companies Delhi & Haryana on August 8th, 2024. The corporate identification number of our Company is U74899DL1992PLC049258. For further details of change in the name of our Company and the Registered Office, see "History and Certain Corporate Matters" on page 128.

Registered Office: Y-4 Okhla Industrial Area-II, New Delhi, Delhi, India, 110020;
Corporate Office: F-89-4-2 Okhla Industrial Area, Phase-1, New Delhi, Delhi, Okhla Industrial Area Phase-I, South Delhi, New Delhi, India, 110020
Telephone: +011-47311111; E-mail: compliance@sacheerome.com; Website: www.sacheerome.com
Contact Person: Ms. Harpreet Kaur, Company Secretary and Compliance Officer;

PROMOTERS OF OUR COMPANY: MR. MANOJ ARORA, MRS. ALKA ARORA AND MR. DHURV ARORA

INITIAL PUBLIC ISSUE OF UP TO 60,40,800* EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH ("EQUITY SHARES") OF SACHEEROME LIMITED (THE "COMPANY" OR "SL" OR "ISSUER") AT AN ISSUE PRICE OF ₹ [•] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [•] PER EQUITY SHARE) FOR CASH, AGGREGATING UP TO ₹ [•] LACS ("PUBLIC ISSUE") OUT OF WHICH UP TO 3,02,400 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ [•] PER EQUITY SHARE FOR CASH, AGGREGATING ₹ [•] LACS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. NET ISSUE OF UP TO 57,38,400 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ [•] PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ [•] LACS IS HEREINAFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE [•] % AND [•] % RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

*Subject to finalization of basis of allotment.

DETAILS OF SELLING SHAREHOLDERS, OFFER FOR SALE AND WEIGHTED AVERAGE COST OF ACQUISITION:
Not applicable as the entire issue constitutes fresh issue of Equity shares.

PRICE BAND: ₹ 96/- TO ₹ 102/- PER EQUITY SHARE OF FACE VALUE ₹ 10/- EACH
THE FLOOR PRICE IS 9.6 TIMES OF THE FACE VALUE AND THE CAP PRICE IS 10.2 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.
THE PRICE TO EARNING RATIO BASED ON DILUTED EPS FOR FISCAL 2025 AT THE FLOOR PRICE IS 9.81 TIMES AND AT THE CAP PRICE IS 10.42 TIMES.
BIDS CAN BE MADE FOR A MINIMUM OF 1200 EQUITY SHARES AND IN MULTIPLES OF 1200 EQUITY SHARES THEREAFTER.

BRIEF DESCRIPTION OF THE BUSINESS OF THE COMPANY

Our company is in business of creation & manufacturing of Fragrances and Flavours. Our company is in business of B2B segment in food and non-food FMCG, catering to leading companies in India & many other parts of the world, in various categories. Fragrances manufactured by our company are used in the Personal Care & Wash, Body Care, Hair Care & Wash, Fabric Care, Home Care, Baby Care, Fine fragrance, Air care, Pet Care, Men's Grooming, Hygiene & Wellness and various other industries. Flavours manufactured by our company are used in Beverage, Bakery, Confectionery, Dairy Products, Health & Nutrition, Oral care, Shisha, Meat Products, Dry Flavours, Seasonings and others.

For further details, please see "Our Business" on page 99 of this Red Herring Prospectus

BID/ISSUE PROGRAMME

ANCHOR PORTION ISSUE OPENS/CLOSES ON: JUNE 06, 2025, FRIDAY*

BID/ISSUE OPENS ON: JUNE 09, 2025, MONDAY*

BID/OFFER CLOSING ON: JUNE 11, 2025, WEDNESDAY** ^

*Our Company may in consultation with the Book Running Lead Manager, may consider participation by Anchor Investors in accordance with the SEBI ICDR Regulations. The Anchor Investor shall Bid on the Anchor investor bidding date i.e. one Working Day prior to the Bid/Offer Opening Date.

**Our Company may in consultation with the BRLM, consider closing the Bid/Offer Period for QIBs one Working Day prior to the Bid/Offer Closing Date in accordance with the SEBI ICDR Regulations.

^ UPI mandate end time and date shall be at 5:00 pm on the Bid/Issue Closing Date.

THIS ISSUE IS BEING MADE THROUGH BOOK BUILDING PROCESS, IN TERMS 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 "ISSUE PROCEDURE" BEGINNING ON PAGE 207 OF THE RED HERRING PROSPECTUS. A COPY OF THE RED HERRING PROSPECTUS WILL BE DELIVERED FOR REGISTRATION TO THE REGISTRAR OF COMPANIES, DELHI & HARYANA AS REQUIRED UNDER SECTION 26 AND 32 OF THE COMPANIES ACT, 2013.

ALLOCATION OF THE ISSUE

• QIB PORTION: NOT MORE THAN 50.00% OF THE NET ISSUE • RETAIL PORTION: NOT LESS THAN 35.00% OF THE NET ISSUE
• NON-INSTITUTIONAL PORTION: NOT LESS THAN 15.00% OF THE NET ISSUE • MARKET MAKER PORTION: UP TO 3,02,400 EQUITY SHARES OR 5.01% OF THE ISSUE

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

In accordance with the recommendation of the Independent Directors of our Company, pursuant to their resolution dated June 02, 2025, The above provided price band is justified based on quantitative factors/KPIs disclosed in the "Basis for Issue Price" section beginning on page no. 81 of the Red Herring Prospectus vis-à-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 no 81 of the Red Herring Prospectus and provided below in the advertisement.

RISKS TO INVESTORS

Summary description of key risk factors based on materiality

- The success of our products depends on our ability, as well as that of our customers, to anticipate market trends and understand customer preferences early on, leveraging this information successfully. Failure to do so could negatively impact our cash flows, business performance, financial condition, and overall operational results.
- Success in our fragrances and flavor business relies on a limited pool of highly specialized employees, making recruitment and retention critical to our ability to compete and achieve strategic objectives.
- A significant portion of our revenues is dependent on a few key customers, with whom we do not have firm commitments. The loss of any one or more of these major customers could have a material adverse effect on our business, cash flows, results of operations, and financial condition.
- Increasingly stringent regulatory environment with regard to food, cosmetic ingredients and FMCG could result in stricter standards being applied to our products, which could cause us to incur substantial costs, which may have an adverse effect on our business and results of operations.
- Disproportionate increases in raw materials prices and significant dependence on a limited number of suppliers for unique raw materials could adversely affect our business, results of operations and cash flows
- Our operations could be adversely affected by strikes, work stoppages or increased wage demands by our employees or any other kind of disputes with our employees.
- There have been instances of delays of certain forms which were required to be filed as per the reporting requirements under the Companies Act, 2013 to ROC
- Increasing competition and industry consolidation may adversely impact our business.
- Intense competition and consolidation in the FMCG industry may lead to increased price pressure on our customers. If we are unable to compete effectively, our sales and results of operations will suffer.
- Our ability to successfully implement our growth strategy is subject to various internal and external factors that may impact our expansion plans, operational efficiency, and overall business performance

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

1. Basic and Diluted Earnings per Share (EPS) as adjusted for changes in capital

Year ended	Basic and Diluted EPS (in ₹)	Weight
FY 2022-23	3.67	1
FY 2023-24	6.54	2
FY 2024-25	9.79	3
Weighted Average	7.69	

Note:

- The figures disclosed above are based on the Restated Financial Statements of the Company
- The face value of each equity shares is Rs. 10.00
- Basic EPS: Net Profit after tax as restated divided by weighted average number of Equity Shares outstanding at the end of the period/year.
- Diluted EPS: Net Profit after tax as restated divided by weighted average number of Equity Shares outstanding at the end of the period/year for diluted EPS.
- Weighted average number of Equity Shares is the number of Equity Shares outstanding at the beginning of the year/period adjusted by the number of Equity Shares issued during the year/period multiplied by the time weighting factor. The time weighting factor is the number of days for which the specific shares are outstanding as a proportion of the total number of days during the year/period.
- The above statement should be read with significant accounting policies and notes on Restated Financial Statements as appearing in the Financial Statements.
- The EPS has been calculated in accordance with AS 20 Earnings Per Share (EPS) issued by Institute of Chartered Accountants of India

2. Net Asset Value (NAV) per Equity Share

(post bonus effect and split of shares)

Particulars	NAV per Share (₹)
As on March 31, 2023	21.63
As on March 31, 2024	28.17
As on March 31, 2025	37.95
Net Asset Value per Equity Share after the Issue	
Issue price per equity shares	[•]

Note:

- NAV (book value per share) = Total shareholders' funds divided by number of shares outstanding as on March 31, 2025, 2024 and 2023.
- The above NAV has been calculated giving the effect of Bonus Issue

3. Comparison of Accounting Ratios with 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*	Basic EPS (₹)	Diluted EPS (₹)	Face Value (₹)	P/E Ratio*	RoNW (%)	NAV Per Share	Total Income (₹ in Thousands)
Peer Group								
S H Kelkar Limited	237.09	5.4	5.4	10	43.91	5.75%	91.89	2,04,25,000
Our Company	[•]	9.79	9.79	10	[•]	25.78%	37.95	10,81,341

*Source: All the financial information for listed industry peers mentioned above is sourced from the Unaudited financial results of the aforesaid companies for the year ended March 31, 2025 and stock exchange data dated May 26, 2025 to compute the corresponding financial ratios for the financial year ended March 31, 2025. The current market price and related figures are as on May 26, 2025.

- P/E figures for the peers are based on closing market prices of equity shares on BSE and NSE on March 31, 2024 divided by the Basic EPS as at March 31, 2025.
- Basic and Diluted EPS refers to the Basic and Diluted EPS sourced from the Annual Reports for FY 23-24 of the listed peer companies.
- Return on Net Worth (%) for listed industry peers has been computed based on the Net Profit After Tax for the year ended March 31, 2025 divided by Total Equity as on March 31, 2025.
- NAV per share for listed peers is computed as the Total Equity as on March 31, 2024 divided by the outstanding number of equity shares as on March 31, 2025.

4. Key Performance Indicators (KPI) of our company

(in ₹ Thousands, except per share data)

Particulars	For the year ended March 31		
	2025	2024	2023
Revenue from Operations	10,75,359	8,50,953	7,04,919
Growth in Revenue from Operations (%)	26.37%	20.72%	10.35%
Total Income	10,81,341	8,63,978	7,09,281
EBITDA	2,33,826	1,64,537	1,03,567
EBITDA Margin (%)	21.62%	19.04%	14.60%
Net Profit for the Year/Period	1,59,820	1,06,730	59,941
PAT Margin (%)	14.86%	12.54%	8.50%
Return on Net Worth (%)	25.78%	23.20%	16.97%
Return on Capital Employed (in times)	0.33	0.31	0.25
Debt-Equity Ratio (in times)	0.06	0.03	-

- Revenue from operations represents the revenue from sale of service & product & other operating revenue of our Company as recognized in the Restated financial information.
- Total income includes revenue from operations and other income.
- EBITDA means Earnings before interest, taxes, depreciation and amortization expense, which has been arrived at by obtaining the profit before tax/ (loss) for the year/ period and adding back interest cost, depreciation, and amortization expense.
- EBITDA margin is calculated as EBITDA as a percentage of total income.
- Net Profit for the year/period represents the restated profits of the Company after deducting all expenses.
- PAT Margin (%) is calculated as Profit for the year/period as a percentage of Revenue from Operations.
- Return on net worth is calculated as Net profit after tax, as restated, attributable to the owners of the Company for the year/ period divided by Net worth at the end of respective period/year. Net worth means aggregate value of the paid-up equity share capital and reserves & surplus.
- Return on capital employed calculated as Earnings before interest and taxes divided by capital employed as at the end of respective period/year. (Capital employed calculated as the aggregate value of total equity, total debt and deferred tax liabilities)
- Debt-equity ratio is calculated by dividing total debt by total equity. Total debt represents long-term and short-term borrowings. Total equity is the sum of share capital and reserves & surplus.

Note: As certified by M/s. Agarwal and Dhandhan, Chartered Accountants pursuant to their certificate dated May 26, 2025.

Weighted average return on net worth for the last 3 FYs, and return on net worth for any interim period for the issuer company

Return on Net Worth (RoNW):

Year ended	RoNW(%)	Weight
FY 2022-23	16.97%	1
FY 2023-24	23.20%	2
FY 2024-25	25.78%	3
Weighted Average	23.45%	

*RoNW is calculated as net profit after taxation and minority interest attributable to the equity shareholders of the Company divided by shareholders' funds for that year. Shareholders' funds = Share capital + reserves & surplus - revaluation reserves

*Networth is computed as the sum of the aggregate of paid up equity share capital, all reserves created out of the profits, securities premium account received in respect of equity shares and debit or credit balance of profit and loss account. It may be noted that equity component of financial instruments is excluded while calculating Networth of the Company.

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

5. Disclosures as per clause (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).

There has been no issuance of Equity Shares during the 18 months preceding the date of this Red Herring Prospectus (Except Bonus Issue of Shares), where such

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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	Face value (₹)	Issue Price (₹)	Nature of consideration	Nature of Allotment
Not applicable as our Company has not issued any shares during last 18 months, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of our Company					
Weighted Average Cost of Acquisition of the above transactions (after changes in capital due to bonus and split)			N.A.		

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

The details of secondary sale / acquisition of whether equity shares or convertible securities, where the promoter, members of the promoter group, selling shareholders, 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 Red Herring Prospectus, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days, are as follows:

Date of Transfer	Name of Transferor	Name of Transferee	Number of Shares Transferred	Transfer Price
March 30, 2024	Alka Arora	Sachee Holdings Private Limited	100	30
March 30, 2024	Alka Arora	Quick Infraprojects Private Limited	100	30
March 30, 2024	Alka Arora	Vaishali F&F LLP	100	30
March 30, 2024	Alka Arora	Divya Arora	15,77,550	Nil (Through Gift)
July 31, 2024	Divya Arora	Manoj Arora	15,77,550	Nil (Through Gift)
July 31, 2024	Manoj Arora	Quartz Impex Private Limited	100	30
May 26, 2025	Alka Arora	India – Ahead Venture Fund	3,26,400	102

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

Since there are transactions to report to under (b) above, therefore, information based on last 5 primary or secondary transactions (secondary transactions where Promoters / Promoter Group entities or Selling Shareholder or shareholder(s) having the right to nominate director(s) in the Board of our Company, are a party to the transaction) not older than 3 years prior to the date of this Red Herring Prospectus irrespective of the size of transactions, is not applicable.

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

Types of transactions	Weighted average cost of acquisition (₹ per Equity Share)	Floor Price (i.e. ₹ 96)	Cap Price (i.e. ₹ 102)
Weighted average cost of acquisition for last 18 months for primary / new issue of shares (equity / convertible securities), excluding shares issued under an employee stock option plan/employee stock option scheme/ Stock Appreciation Right Scheme and issuance of bonus shares, during the 18 months preceding the date of filing of this Red Herring Prospectus, where such issuance is equal to or more than five per cent of the fully diluted paid-up share capital of our Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options/ Stock Appreciation Right Scheme), in a single transaction or multiple transactions combined together over a span of rolling 30 days.	Nil	Nil	Nil
Weighted average cost of acquisition for last 18 months for secondary sale / acquisition of shares equity / convertible securities), where promoter / promoter group entities or Selling Shareholder or shareholder(s) having the right to nominate director(s) in our Board are a party to the transaction (excluding gifts), during the 18 months preceding the date of filing of this Red Herring Prospectus, where either acquisition or sale is equal to or more than 5% of the fully diluted paid-up share capital of our Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.	9.57	10.03 Times	10.66 Times
Since there were no primary or secondary transactions of equity shares of our Company during the 18 months preceding the date of filing of this Red Herring Prospectus, which are equal to or more than 5% of the fully diluted paid-up share capital of our Company, the information has been disclosed for price per share of our Company based on the last five secondary transactions where promoter / promoter group entities or Selling Shareholder or shareholder(s) having the right to nominate director(s) on our Board, are a party to the transaction, not older than three years prior to the date of filing of this Red Herring Prospectus irrespective of the size of the transaction.	Nil	Nil	Nil

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:

Date of Transfer/ allotment	Name of Transferor	Name of Transferee/ Allottee*	Nature of Transaction	Number Of Equity Shares	% of Pre-Offer Share Capital of the company	Face value per share (In Rs.)	Transfer Price per share (In Rs.)	Total Consideration (In Rs.)
May 26, 2025	Alka Arora	India- Ahead Venture Fund	Transfer	3,26,400	2.00%	10/-	102/-	3,32,92,800/-

**The Transferee is not connected to the issuer company or its promoters, promoter group, directors, KMPs or its subsidiaries, group companies and their directors or KMPs in any manner.*

Shareholding of Promoter / Promoter Group and Additional Top 10 Shareholders of the Company

Sr. No.	Pre-Issue shareholding as at the date of Advertisement			Post-Issue shareholding as at Allotment			
	Name of Shareholders	Number of Equity Shares	Shareholding (in %)	At the lower end of the price band (₹96)		At the upper end of the price band (₹102)	
				Number of Equity Shares	Shareholding (in %)	Number of Equity Shares	Shareholding (in %)
Promoters							
1.	Manoj Arora	1,14,49,810	70.11%	1,14,49,810	51.18%	1,14,49,810	51.18%
2.	Alka Arora	12,51,150	7.66%	12,51,150	5.59%	12,51,150	5.59%
3.	Dhruv Arora	33,04,240	20.23%	33,04,240	14.77%	33,04,240	14.77%
Total (A)		1,60,05,200	98.00%	1,60,05,200	71.54%	1,60,05,200	71.54%
Promoters Group							
1.	Quick Infraprojects Private Limited	100	0.00%	100	0.00%	100	0.00%
2.	Sachee Holdings Private Limited	100	0.00%	100	0.00%	100	0.00%
3.	Vaishali F & F LLP	100	0.00%	100	0.00%	100	0.00%
4.	Quartz Impex Private Limited	100	0.00%	100	0.00%	100	0.00%
Total (B)		400	0.00%	400	0.00%	400	0.00%
Additional Top 10 Shareholders							
1.	India – Ahead Venture Fund	3,26,400	2.00%	3,26,400	1.46%	3,26,400	1.46%
Total (C)		3,26,400	2.00%	3,26,400	1.46%	3,26,400	1.46%
Total		1,63,32,000	100.00%	1,63,32,000	73.00%	1,63,32,000	73.00%

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

UPI

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, DP's & RTAs. RIIs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account.

Investors have to apply through the ASBA process. *ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 207 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. HDFC Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll free number-18001201740 and Mail ld-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: GYR Capital Advisors Private Limited -Mr. Mohit Baid (+91 87775 64648) (Email Id: investors@gyrcapitaladvisors.com).

BOOK RUNNING LEAD MANAGER TO THE ISSUE




GYR CAPITAL ADVISORS PRIVATE LIMITED
428, Gala Empire, Near JB Tower, Drive in Road, Thaltej, Ahmedabad -380 054, Gujarat, India.
Telephone: +91 87775 64648
Facsimile: N.A.
E-mail: info@gyrcapitaladvisors.com
Website: www.gyrcapitaladvisors.com
Investor grievance: investors@gyrcapitaladvisors.com
Contact Person: Mr. Mohit Baid
SEBI Registration Number: INM000012810

REGISTRAR TO THE ISSUE



MUFG INTIME INDIA PRIVATE LIMITED
(FORMERLY KNOWN AS LINK INTIME INDIA PRIVATE LIMITED)
C-101, 1st Floor, 247 Park, Lal Bhadur Shastri Marg, Vikhroli (West), Mumbai 400 083, Maharashtra, India
Contact Person: Shanti Gopalakrishnan
Tel: +91 810 811 4949, Fax: 9186060
Email: sacheerome.ipo@linkintime.co.in
Investor grievance e-mail: sacheerome.ipo@linkintime.co.in
Website: www.linkintime.co.in
SEBI Registration No.: INR000004058

COMPANY SECRETARY AND COMPLIANCE OFFICER



SACHEEROME LIMITED
Ms. Harpreet Kaur
Company Secretary and Compliance Officer
Y-4 Okhla Industrial Area Ph-II, New Delhi, Delhi, India, 110020
Telephone: +011-47311111;
E-mail: compliance@sacheerome.com
Website: www.sacheerome.com

Investors can contact the Company Secretary and Compliance Officer or the BRLM 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, non-credit of Allotted Equity 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 is available on the website of the SEBI at www.sebi.gov.in, website of the Company at www.sacheerome.com, the website of the BRLM to the Issue at: www.gyrcapitaladvisors.com, the website of NSE EMERGE at https://www1.nseindia.com/emerge/index_sme.htm, respectively.

AVAILABILITY OF ABRIDGED PROSPECTUS: A copy of the Abridged Prospectus shall be available on the website of the Company, BRLM and NSE at www.gyrcapitaladvisors.com and https://www1.nseindia.com/emerge/index_sme.htm.

SYNDICATE MEMBER: GYR Capital Advisors Private Limited

SUB-SYNDICATE MEMBER: Intellect Stock Broking Limited

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: Y-4 Okhla Industrial Area Ph-II, New Delhi, Delhi, 110020; Telephone: + 011-47311111; BRLM: GYR Capital Advisors Private Limited, Telephone: + 91 87775 64648 and the Syndicate Member: GYR Capital Advisors Private Limited, Telephone: + 91 87775 64648 and the Sub Syndicate Member: Intellect Stock Broking Limited, Telephone: + 91 9831805555 and the Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application Forms will also be available on the website of NSE EMERGE and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

ESCROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: HDFC BANK LIMITED

UPI: Retail 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.

On behalf of Board of Directors FOR, SACHEEROME LIMITED

Sd/-

Ms. Harpreet Kaur
Company Secretary & Compliance Officer

Place: New Delhi, India
Date: June 02, 2025

Disclaimer: Sacheerome Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed the RHP with the Registrar of Companies, Delhi & Haryana on June 02, 2025 and thereafter with SEBI and the Stock Exchange. Full copy of the Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in, website of the Company at www.sacheerome.com, the website of the BRLM to the Issue at: www.gyrcapitaladvisors.com, the website of NSE EMERGE at https://www1.nseindia.com/emerge/index_sme.htm, 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 28 of the Red Herring Prospectus. The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended or any state securities laws in the United States, and unless so registered, and may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, 1933 and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act, 1933 and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

BEFORE THE HON'BLE SOLE ARBITRATOR G.DHARMARAJ (RETIRED DISTRICT JUDGE) AT MADRAS HIGH COURT ARBITRATION CENTRE

Arbitration Case (DFS) No. 439 of 2024

Tata Capital Limited ...Petitioner

Vs

NCS Automotives Pvt.Ltd., and others ...Respondents

1. NCS Automotives Pvt.Ltd.

35/422, Planthottam Complex, Near KSRTC Bus stand, Thiruvalla, Pathanamthitta, Kerala -689101.

2. Raju George,

Nedumparambil Gardens,

Kuttapuzha PO, Kuttapuzha SO, Thiruvalla, Kerala – 689103.

3. Grace Raju

Nedumparambil Gardens, Kuttapuzha PO, Kuttapuzha SO, Thiruvalla, Kerala – 689103.

Please take notice that the above case is posted for hearing on 17.06.2025 for your appearance. Kindly make it convenient to be present before the Hon'ble Tribunal on 17.06.2025 at 3.00 PM failing which the matter will be heard in your absence.

M/S. ABITHA BANU

Counsel for Petitioner

Sree Ram Aravind Apartment No. 356, (1st Block), 4th Floor, Lloyd's Road, Gopalapuram, Chennai 600 086

pnB Housing Finance Limited

REGD. OFFICE: 9th Floor, Anirbhav Bhawan, 22, K.G. Marg, New Delhi-110001, PH: 011-23637171, 23637172, 23705414, Website: www.pnbhousing.com

BRANCH ADDRESS: 1st Floor, KEK Tower, Opp.Trivandrum Development Authority, Vazhuthacaud, Trivandrum-695010

POSSESSION NOTICE (FOR IMMovable PROPERTY)

Whereas the undersigned being the Authorised Officer of the PNB Housing Finance Ltd. under the Securitisation and Reconstruction of Financial Assets & in compliance of Rule 8(1) of Enforcement of Security Interest Act, 2002, and in exercise of powers conferred under section 13(12) read with Rule 3 of the Security Interest (Enforcement) Rules 2002, issued demand notices on the date mentioned against each account calling upon the respective borrower/s to repay the amount as mentioned against each account within 60 days from the date of notice(s) date of receipt of the said notice/s.

The borrower/s having failed to repay the amount, notice is hereby given to the borrower/s and the public in general that the undersigned has taken possession of the properties described herein below in exercise powers conferred on him/her under Section 13(4) of the said Act read with Rule 8 of the said Rules on the dates mentioned against each account.

The borrower/s in particular and the public in general is hereby cautioned not to deal with the properties/ies and any dealing with the properties/ies will be subject to the charge of PNB Housing Finance Ltd., for the amount and interest thereon as per loan agreement. The borrowers' attention is invited to provisions of Sub-section (8) of Section 13 of the Act, in respect of time available, to redeem the secured assets.

Loan Account No.	Name of the Borrower/Co-Borrower/Guarantor	Demand Notice Date	Amount Outstanding	Date of Possession Taken	Description Of The Property Mortgaged
HOUI/KLM/0620/797066 B.O.: Kollam	Mr. Udayakumar O & Mr. Savanth S Kumar	07-01-2025	Rs. 36,23,364/- (Rupees Thirty Six Lakhs Twenty Three Thousand Three Hundred Sixty Four Only) AS ON 07-01-2025	29-05-2025 (Symbolic)	All that piece and parcel of the land having an extent of 4.25 Ares with building in, Re Sy No 368/3/4, Kottarakara Village, Kottarakara Taluk, Kottarakara, Kerala - 691531, as per Title Deed: East: Property of Noushad North: Property of Saraswathy and Road. South: Property of Vijayakumar, West: Property of Suresh Kumar.

PLACE:- TRIVANDRUM, DATE:- 02-06-2025

AUTHORIZED OFFICER, PNB HOUSING FINANCE LTD.

pnB Housing Finance Limited

REGD. OFFICE: 9th Floor, Anirbhav Bhawan, 22, K.G. Marg, New Delhi-110001, PH: 011-23637171, 23637172, 23705414, Website: www.pnbhousing.com

BRANCH ADDRESS: Ambalika Tower, 12/155/126, 2nd Floor, South Amman Kovil Street, Near Kothapuram Over Bridge, Thrissur - 680004

POSSESSION NOTICE (FOR IMMovable PROPERTY)

Whereas the undersigned being the Authorised Officer of the PNB Housing Finance Ltd. under the Securitisation and Reconstruction of Financial Assets & in compliance of Rule 8(1) of Enforcement of Security Interest Act, 2002, and in exercise of powers conferred under section 13(12) read with Rule 3 of the Security Interest (Enforcement) Rules 2002, issued demand notices on the date mentioned against each account calling upon the respective borrower/s to repay the amount as mentioned against each account within 60 days from the date of notice(s) date of receipt of the said notice/s.

The borrower/s having failed to repay the amount, notice is hereby given to the borrower/s and the public in general that the undersigned has taken possession of the properties described herein below in exercise powers conferred on him/her under Section 13(4) of the said Act read with Rule 8 of the said Rules on the dates mentioned against each account.

The borrower/s in particular and the public in general is hereby cautioned not to deal with the properties/ies and any dealing with the properties/ies will be subject to the charge of PNB Housing Finance Ltd., for the amount and interest thereon as per loan agreement. The borrowers' attention is invited to provisions of Sub-section (8) of Section 13 of the Act, in respect of time available, to redeem the secured assets.

Loan Account No.	Name of the Borrower/Co-Borrower/Guarantor	Demand Notice Date	Amount Outstanding	Date of Possession Taken	Description Of The Property Mortgaged
HOUI/TCR/0619/760321 B.O.: Thrissur	Mr. Arjun K & Mrs. Eswary	12-06-2024	Rs. 25,35,969/- (Rupees Twenty Five Lakhs Thirty Five Thousand Nine Hundred and Sixty Nine Only) Due as on 12-06-2024	28-05-2025 (Physical)	All that piece and parcel of immovable property having an extent of 1.01 Ares in Re Sy.No.130/20-2, Palissery Village, Thrissur Taluk, Cherpu, Thrissur, Kerala - 680021 and bounded on: East: Property of Purnushothman North: Property of Chettupuzhakkaran Resin Raphael and others. West: Panchayath Road, South: Panchayath Road.

PLACE:- THRISSUR, DATE:- 02-05-2025

AUTHORIZED OFFICER, PNB HOUSING FINANCE LTD.

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CHENNAI / KOCHI