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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, India, 110020  
Telephone: +011-47311111; E-mail: [compliance@sacheerome.com](mailto:compliance@sacheerome.com) ; Website: [www.sacheerome.com](http://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. DHRUV 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 CLOSES 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

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

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. Networth 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 Dhandhanania, 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-IPD 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) Number of Equity Shares	Shareholding (in %)	At the upper end of the price band (₹102) Number of Equity Shares	Shareholding (in %)
<b>Promoters</b>							
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.	Dhiruv Arora	33,04,240	20.23%	33,04,240	14.77%	33,04,240	14.77%
<b>Total (A)</b>		<b>1,60,05,200</b>	<b>98.00%</b>	<b>1,60,05,200</b>	<b>71.54%</b>	<b>1,60,05,200</b>	<b>71.54%</b>
<b>Promoters Group</b>							
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%
<b>Total (B)</b>		<b>400</b>	<b>0.00%</b>	<b>400</b>	<b>0.00%</b>	<b>400</b>	<b>0.00%</b>
<b>Additional Top 10 Shareholders</b>							
1.	India – Ahead Venture Fund	3,26,400	2.00%	3,26,400	1.46%	3,26,400	1.46%
<b>Total (C)</b>		<b>3,26,400</b>	<b>2.00%</b>	<b>3,26,400</b>	<b>1.46%</b>	<b>3,26,400</b>	<b>1.46%</b>
<b>Total</b>		<b>1,63,32,000</b>	<b>100.00%</b>	<b>1,63,32,000</b>	<b>73.00%</b>	<b>1,63,32,000</b>	<b>73.00%</b>

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 81 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 81 of the Red Herring Prospectus.

**INDICATIVE TIMELINE FOR THE ISSUE**

Event	Indicative Dates
Anchor Investor Portion Offer Opens/Close	Friday, June 06, 2025
Bid/Issue Opening Date	Monday, June 09, 2025
Bid/Issue Closing Date	Wednesday, June 11, 2025
Finalization of Basis of Allotment with the Designated Stock Exchange (T+1)	On or before Thursday, June 12, 2025
Initiation of Allotment / Refunds / Unblocking of Funds from ASBA Account or UPI ID linked bank account 1 (T+2)	On or before Thursday, June 12, 2025
Credit of Equity Shares to Demat accounts of Allottees (T+2)	On or before Friday, June 13, 2025
Commencement of trading of the Equity Shares on the Stock Exchange (T+3)	On or before Monday, June 16, 2025

**Note** - Our Company in consultation with the Book Running Lead Manager, may 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.

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 National Stock Exchange of India Limited after taking into account the total number of bids received up to the closure of timings and reported by BRLM to National Stock Exchange of India 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-a-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).

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 207 of Red Herring Prospectus.

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

**CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS:** For information on the main objects and other objects of our Company, see "History and Certain Corporate Matters" on page 128 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 247 of the Red Herring Prospectus.

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

**AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE:** The Authorized share Capital of the Company is ₹ 25,00,00,000 (Rupees Twenty Crores) divided into 2,50,00,000 (Two Crore Fifty Lakhs) Equity Shares of ₹ 10 each. For details of the Capital Structure, see "Capital Structure" on the page 58 of the Red Herring Prospectus. The issued, subscribed and paid-up share capital of the Company before the Issue is Rs. 16,33,20,000 divided into 1,63,32,000 Equity Shares of Rs. 10 each. For details of Capital Structure, see section titled "Capital Structure" on page 58 of the Red Herring Prospectus.

**NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM:** Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company: Mr. Amrit Rai Arora subscribed to 100 equity shares, Mr. Rakesh Arora subscribed to 100 equity shares, Mr. Manoj Arora subscribed to 100 Equity Shares, Ms. Sangeeta Arora subscribed to 100 equity shares, Ms. Alka Arora subscribed to 100 equity shares, Mr. Sanya Rani Arora subscribed to 100 Equity Shares and Ms. Uma Rani subscribed to 100 equity shares. For details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 128 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 58 of the Red Herring Prospectus.

**LISTING:** The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the EMERGE Platform of National Stock Exchange of India Limited ("NSE"). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter dated March 26, 2025. For the purpose of the Issue, the Designated Stock Exchange shall be National Stock Exchange of India Limited (NSE). A signed copy of the Red Herring Prospectus has been delivered for registration to the ROC on June 02, 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 247 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 on page 189 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 EMERGE ("EMERGE Platform of NSE") should not in any way be deemed or construed that the contents of the Issue document or the price at which the equity shares are offered has been cleared, solicited or approved by NSE, nor does it certify the correctness, accuracy or completeness of any of the contents of the Offer document. The investors are advised to refer to the Issue document for the full text of the Disclaimer clause pertaining to NSE.

**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 28 of the Red Herring Prospectus.

**ASBA\***

Simple, Safe, Smart way of Application-  
Make use of it!!!!

\*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below.

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

**UPI**

UNIFIED PAYMENTS INTERFACE

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

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

Investors have to apply through the ASBA process. "ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 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](http://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.ipo@npci.org.in](mailto:ld-ipo.ipo@npci.org.in). For the list of UPI Apps and Banks live on IPO, please refer to the link [www.sebi.gov.in](http://www.sebi.gov.in). For issue related grievance investors may contact: GYR Capital Advisors Private Limited -Mr. Mohit Baid (+91 87775 64648) (Email [investors@gyrcapitaladvisors.com](mailto:investors@gyrcapitaladvisors.com)).

BOOK RUNNING LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
 <b>GYR Capital Advisors</b> CLARET   TRUST   GROWTH 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: <a href="mailto:info@gyrcapitaladvisors.com">info@gyrcapitaladvisors.com</a> Website: <a href="http://www.gyrcapitaladvisors.com">www.gyrcapitaladvisors.com</a> Investor grievance: <a href="mailto:investors@gyrcapitaladvisors.com">investors@gyrcapitaladvisors.com</a> Contact Person: Mr. Mohit Baid SEBI Registration Number: INM000012810	 <b>MUFU</b> MUFU 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 Gopalkrishnan Tel: +91 810 811 4949, Fax: 49186060 Email: <a href="mailto:sacheerome.ipo@linkintime.co.in">sacheerome.ipo@linkintime.co.in</a> Investor grievance e-mail: <a href="mailto:sacheerome.ipo@linkintime.co.in">sacheerome.ipo@linkintime.co.in</a> Website: <a href="http://www.linkintime.co.in">www.linkintime.co.in</a> SEBI Registration No.: INR000004058	 <b>SACHEEROME LIMITED</b> 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: <a href="mailto:compliance@sacheerome.com">compliance@sacheerome.com</a> Website: <a href="http://www.sacheerome.com">www.sacheerome.com</a> 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](http://www.sebi.gov.in), website of the Company at [www.sacheerome.com](http://www.sacheerome.com), the website of the BRLM to the Issue at: [www.gyrcapitaladvisors.com](http://www.gyrcapitaladvisors.com), the website of NSE EMERGE at [https://www1.nseindia.com/emerge/index\\_sme.htm](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.sacheerome.com](http://www.sacheerome.com), [www.gyrcapitaladvisors.com](http://www.gyrcapitaladvisors.com) and [https://www1.nseindia.com/emerge/index\\_sme.htm](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, India, 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](http://www.sebi.gov.in), website of the Company at [www.sacheerome.com](http://www.sacheerome.com), the website of the BRLM to the Issue at: [www.gyrcapitaladvisors.com](http://www.gyrcapitaladvisors.com), the website of NSE EMERGE at [https://www1.nseindia.com/emerge/index\\_sme.htm](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.

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