



Dated: August 05, 2022

The Manager
BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400001
Scrip Code: 540750

The Manager
National Stock Exchange of India Ltd
Listing Department
Exchange Plaza, 5th Floor, Plot No. C/1
G Block, Bandra Kurla Complex
Bandra (E), Mumbai-400 051
Symbol: IEX

Sub: Newspaper Publication of Public Notice of 16th Annual General Meeting ("AGM") of Indian Energy Exchange Limited, Book Closure, Record Date and E-voting.

Dear Sir / Madam,

Pursuant to Regulations 30 and 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the copies of newspaper publications published in Business Standard (English) and Business Standard (Hindi) dated August 05, 2022, by the Company towards "Public Notice of 16th AGM, Book Closure, Record Date and E-voting."

The above information will also be made available on the website of the Company:
www.iexindia.com.

You are requested to take the above information on record.

Thanking You.

Yours faithfully,

For Indian Energy Exchange Limited

VINEET
HARLALK
A

Digitally signed by:
VINEET HARLALK
DN: CN = VINEET
HARLALK C = IN O =
Personal
Date: 2022.08.05 12:41:
55 +05'30'

Vineet Harlalka
CFO, Company Secretary & Compliance Officer
Membership No. ACS-16264

Encl: as above

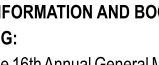
Indian Energy Exchange Ltd

Registered Office: C/o Avanta Business Centre, First Floor, Unit No. 1.14(a), D2, Southern Park, District Centre, Saket, New Delhi-110017, India

Corporate Office: 9th Floor, Max Towers, Sector 16B, Noida, Uttar Pradesh-201301, India

Tel: +91-011-3044 6511 | Tel: +91-120-4648 100 | Fax No.: +91-120-4648 115

CIN: L74999DL2007PLC277039 | Website: www.iexindia.com


INDIAN ENERGY EXCHANGE LIMITED
 CIN: L74999DL2007PLC277039

Regd. Office: 1st Floor Unit No. 1.14(a), Avanta Business Centre, Southern Park, D-2, District Centre, Saket, New Delhi-110017, India
Tel: +91-011-3044 6511 | **Tel:** +91-120-4648 100 | **Fax No.:** +91-120-4648 115
Website: www.iexindia.com | **E-mail** compliance@iexindia.com

**NOTICE OF 16TH ANNUAL GENERAL MEETING,
E-VOTING INFORMATION AND BOOK CLOSURE**

ANNUAL GENERAL MEETING:

NOTICE is hereby given that the 16th Annual General Meeting ("AGM") of the members of the Indian Energy Exchange Limited (the "Company") is scheduled to be held on **Friday, September 02, 2022 at 12:00 Noon** Indian Standard Time ("IST") through Video Conferencing ("VC")/Other Audio-Visual Means ("OAVM") to transact the business set out in the Notice convening the AGM. Members will be able to participate in the AGM through VC/OAVM facility only.

In compliance with the applicable provisions of the Companies Act, 2013 and Rules made thereunder, read with General Circulars dated April 8, 2020, April 13, 2020, May 5, 2020, January 13, 2021, December 14, 2021 and May 5, 2022 issued by the Ministry of Corporate Affairs ("MCA") (collectively referred to as "**MCA Circulars**") and SEBI circular dated May 13, 2022 ("**SEBI Circular**") as issued by Securities and Exchange Board of India, the Notice of the 16th AGM and the Annual Report for the Financial Year 2021-22 have been sent on Thursday, August 04, 2022, only through electronic mode to the Members of the Company whose e-mail addresses are registered with the Company/Registrar & Transfer Agent ("Registrar" / "RTA" / Depository Participant(s) ("DPs").

The Notice of AGM along with the Annual Report is also available on the website of the Company i.e. www.iexindia.com (under Investors Tab), websites of Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively and on the website of RTA ("KFin Technologies Limited") at <https://evoting.kfintech.com/>.

BOOK CLOSURE & RECORD DATE:

Pursuant to the provisions of Section 91 of the Act read with the rules framed thereunder, as amended from time to time, the Shareholders may note that the Register of Members and Share Transfer Books of the Company will remain closed from Friday, August 26, 2022 to Friday, September 02, 2022 (both days inclusive) for the purpose of AGM and record date fixed for purpose of Final Dividend is Friday, August 12, 2022. The final dividend, once approved by the shareholders in the ensuing AGM will be paid electronically to those shareholders who have updated their bank account details. For the shareholders who have not updated their bank account details, dividend warrants/demand drafts/ cheques will be sent out to their registered addresses.

INSTRUCTION FOR REMOTE E-VOTING AND E-VOTING DURING AGM:

Pursuant to the provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014 and in accordance with Regulation 44 of the SEBI Listing Regulations, Members have been provided the facility to cast their votes on all resolutions set forth in the Notice of the AGM using electronic voting system (remote e-voting). The Company has engaged the services of KFin Technologies Limited ("KFinTech") for providing facility for remote e-voting, participation in AGM through VC/OAVM and e-voting during the AGM.

Information and instructions including the details of User ID and Password relating to E-voting have been sent to all Members through email. The manner of remote e-voting and e-voting during the AGM by the members holding shares in dematerialized mode, physical mode and for members who have not registered their email addresses is provided in the Notice of the AGM.

The remote e-voting facility will be available during the following period:

Commencement of remote e-voting	Monday, August 29, 2022, from 9.00 a.m. IST
End of remote e-voting	Thursday, September 01, 2022, at 5.00 p.m. IST

During this period, Members of the Company, holding shares either in physical form or in dematerialised form may cast their vote electronically through the KFinTech website i.e. <https://evoting.kfintech.com/>. The e-voting mode shall be disabled by the KFinTech thereafter and the remote e-voting shall not be allowed beyond the above said date and time. During this period, a person, whose name is recorded in the Register of Members or in the Register of Beneficial Owners maintained by the depositories as on the cut-off date i.e. Friday, August 26, 2022 only shall be entitled to avail the facility of remote e-voting as well as e-voting at the AGM.

Any person who becomes a member of the Company after dispatch of the Notice of the Meeting and holding shares as on the cut-off date i.e. Friday, August 26, 2022, may obtain the User ID and password in the manner as provided in the Notice of the AGM.

Only those Members/ shareholders, who will be present in the AGM through VC/OAVM facility and have not cast their vote through remote e-Voting are eligible to vote through e-Voting in the AGM. However, Members who have voted through Remote e-Voting will be eligible to attend the AGM but shall not be allowed to vote again in the AGM. Members will be able to attend the AGM through VC/OAVM by logging on the e-voting website of KFinTech at <https://meetings.kfintech.com/> by using their secure login credentials. Instructions for the Members for attending the AGM through VC/OAVM is provided in the Notice of the 16th AGM.

The results of e-voting will be placed by the Company on its website: www.iexindia.com within two working days of the AGM and also communicated to the stock exchanges, where the shares of the Company are listed.

The resolutions proposed will be deemed to have been passed on the date of the Annual General Meeting subject to receipt of the requisite number of votes in favour of the resolutions.

The Board of Directors of the Company have appointed Mohd. Nazim Khan, designated partner of MNK & Associates LLP, Practicing Company Secretaries, (Membership No.- FCS 6529) as the Scrutinizer to scrutinize the e-voting process in a fair and transparent manner.

In case of any queries, you may refer the Frequently Asked Questions (FAQs) for shareholders and e-voting, User Manual for shareholders available at the download section of <https://evoting.kfintech.com/> or contact as below:

- Members holding securities in physical form and non-individual Members may contact KFinTech at the toll-free No. 1800-3094-001 or contact Mr. Premkumar Nair by writing email to einward.ris@kfintech.com and evoting@kfintech.com for any clarifications.
- Members holding shares through NSDL, may contact NSDL helpline by writing to evoting@nsdl.co.in or by calling the toll-free no.: 1800-1020990 or 1800-224430.
- Members holding shares through CDSL, may contact CDSL helpline by writing to helpdesk.evoting@cdslindia.com or by calling at 022-23058542/43.

By the order of the Board of Directors
For Indian Energy Exchange Limited
 Sd/-
 Vineet Harilaka
 CFO, Company Secretary & Compliance Officer
 Membership No.- ACS 16266

Place: Noida
Date: August 04, 2022

KERALA WATER AUTHORITY e-Tender Notice
Tender No : 44.45/SE/PHC/ TSR/2022-23

Jal Jeevan Mission - Providing Functional House Hold Tap connections to Aavinissery Panchayath and Porkulam panchayath.
EMD: Rs. 500000/- **Tender fee:** Rs. 17700/- **Last date for submitting Tender:** 24-08-2022 03:00:pm. **Phone:** 04872423230.
Website: www.kwa.kerala.gov.in, www.etenders.kerala.gov.in
Supervising Engineer
KWA-JB-GL-6-641-2022-23 PH Circle, Thrissur

This advertisement is for information purpose only and does not constitute an offer or an invitation to the offer document. All capitalized term used herein and not define herein shall have the meaning ascribed to them in the Securities and Exchange Board of India Limited ("SEBI").

SWISS MILITARY CONS

Swiss Military Consumer Goods Limited (Formerly known as Network Limited) (the "Company," Companies Act, 1956, vide certificate of incorporation issued on January 25, 1989, by the Registrar granted to our Company on January 09, 1990, by the Registrar of Companies, Delhi & Haryana), and a fresh certificate of incorporation consequent upon change of name was issued by the Registrar changed to its present name "Swiss Military Consumer Goods Limited" and a fresh certificate of incorporation dated December 03, 2020. For details of changes in the name and registered office of our Company, see the Corporate Identity Number.

Registered & Corporate Office: W-39,
Telephone: _____
Contact Person: Mr. Vikas Jain, Co-ordinator
Email: cs@swissmilitaryshop.com

OUR PROMOTERS: MR. ANUJ SAWHNEY, MRS. ASHITA SAWHNEY, M/S ANUSH

ISSUE OF UP TO 9,82,96,996 (NINE CRORES EIGHTY TWO LAKHS NINETY SIX THOUSAND VALUE OF RS. 2 EACH ("RIGHTS EQUITY SHARES") ON OUR COMPANY FOR CASH AGGREGATE AMOUNT UP TO RS. 44.23 CRORES) ON RIGHTS BASIS TO THE EXISTING SHARE FOR EVERY 1 (ONE) FULLY PAID-UP EQUITY SHARE HELD BY THE EXISTING (THE "ISSUE"), THE ISSUE PRICE FOR THE RIGHTS EQUITY SHARES IS 2.25 (TWO POINT SEE "TERMS OF THE ISSUE" ON PAGE 156 OF THE LETTER OF OFFER

*Assuming full subscription

FOR ATTENTION OF THE ELIGIBLE EQUITY SHAREHOLDERS	
ISSUE OPENING DATE AND TIME	
ISSUE OPENS ON	LAST DATE FOR ONLINE APPLICATION
WEDNESDAY, AUGUST 10, 2022	FRIDAY, AUGUST 12, 2022

*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer of the Renunciations on or prior to the Issue Closing Date.

Our Board or a duly authorized committee thereof will have the right to extend the Issue period (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by the Applicant after the Issue Closing Date.

Simple, Safe, Smart way of Application.

*Application Supported by Blocked Amount (ASBA) is a simple and safe way of application. For details, check section on ASBA below.

PROCESS OF MAKING AN APPLICATION IN THE ISSUE

In accordance with Regulation 76 of the SEBI ICDR Regulations, the SEBI Rights Issues Circulars and the ASBA Circulars, all Shareholders desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Shareholders should carefully read the provisions applicable to such Applications before making their Application through ASBA.

For details, see "**Making of an Application through the ASBA process**" on Page 159, of the Letter of Offer.

- **Making of an Application through the ASBA process**
 Shareholders, wishing to participate in this Issue through the ASBA facility, are required to have an ASBA enabled bank account with an SCSB, prior to making the Application. Shareholders desiring to make an Application in this Issue through ASBA process, may submit the Application Form in physical mode to the Designated Branches of the SCSBs or online/electronic Application through the website of the SCSBs (if made available by such SCSB) for authorizing such SCSB to block Application Money payable on the Application in their respective ASBA Accounts.

 Shareholders should ensure that they have correctly submitted the Application Form and have provided an authorization to the SCSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form as the case may be, at the time of submission of the Application. For details of making application through ASBA process, Eligible Equity Shareholders are advised to refer to "**Making of an Application through the ASBA process**" on page 159 of the Letter of Offer.
- **Making of an Application by Eligible Equity Shareholders holding Equity Shares in physical form**
 In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issues Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company by sending a letter to the Registrar containing the name(s), address, e-mail address, contact details and the details of their demat account along with copy of self-attested PAN and self-attested client master sheet of their demat account either by e-mail, post, speed post, courier, or hand delivery so as to reach to the Registrar not later than two Working Days prior to the Issue Closing Date, i.e. on or before Tuesday August 23, 2022, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date.

 Prior to the issue opening date, the Rights Entitlements of those Eligible Equity Shareholders, among others, who hold Equity Shares in physical form, and whose demat account details are not available with our Company or the Registrar, shall be credited in a demat suspense escrow account opened by our Company namely Swiss Military Consumer Goods Limited- Right Entitlement Suspense Demat Account (IN30011811807731).

 Eligible Equity Shareholders holding Equity Shares in physical form are advised to refer to the procedure for Application by and credit of Rights Equity Shares in "**Making of an Application by Eligible Equity Shareholders holding Equity Shares in physical form**" on page 163 of the Letter of Offer.
- **Making of an Application by Eligible Equity Shareholders on Plain Paper under ASBA process**
 An Eligible Equity Shareholder in India who is eligible to apply under the ASBA process may make an Application to subscribe to this Issue on plain paper in case of non-receipt of Application Form as detailed above. In such cases of non-receipt of the Application Form through e-mail or physical delivery (where applicable) and the Eligible Equity Shareholder not being in a position to obtain it from any other source may make an Application to subscribe to this Issue on plain paper with the same details as per the Application Form that is available on the website of the Registrar, Stock Exchanges or the Lead Manager. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSB for authorising such SCSB to block Application Money in the said bank account maintained with the same SCSB. Applications on plain paper will not be accepted from any Eligible Equity Shareholder who has not provided an Indian address or is a U.S. Person or in the United States.

 Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilize the Application Form for any purpose including renunciation even if it is received subsequently.

 For details regarding making application on plain paper, Eligible Equity Shareholders are advised to refer to "**Making of an Application by Eligible Equity Shareholders on Plain Paper under ASBA process**" on page 161 of the Letter of Offer.

CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS

In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issues Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialized form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialized form; and (ii) a demat suspense escrow account opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in the account of the IEPP authority; or (b) the demat accounts of the Eligible Equity Shareholder which are frozen or the Equity Shares which are lying in the unclaimed suspense account (including those pursuant to Regulation 39 of the SEBI LOD Regulations) or details of which are unavailable with our Company or with the Registrar on the Record Date; or (c) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (d) credit of the Rights Entitlements returned/reversed/failed; or (e) the ownership of the Equity Shares currently under dispute including any court proceedings, if any; or (f) non-institutional equity shareholders in the United States.

PLEASE NOTE THAT IF NO APPLICATION IS MADE BY THE ELIGIBLE EQUITY SHAREHOLDERS OF RIGHTS ENTITLEMENTS ON OR BEFORE ISSUE CLOSING DATE, SUCH RIGHTS ENTITLEMENTS SHALL GET LAPSED AND SHALL BE EXTINGUISHED AFTER THE ISSUE CLOSING DATE. NO EQUITY SHARES FOR SUCH LAPSED RIGHTS ENTITLEMENTS WILL BE CREDITED, EVEN IF SUCH RIGHTS ENTITLEMENTS WERE PURCHASED FROM MARKET AND PURCHASER WILL LOSE THE PREMIUM PAID TO ACQUIRE THE RIGHTS ENTITLEMENTS. PERSONS WHO ARE CREDITED THE RIGHTS ENTITLEMENTS ARE REQUIRED TO MAKE AN APPLICATION TO APPLY FOR EQUITY SHARES OFFERED UNDER RIGHTS ISSUE FOR SUBSCRIBING TO THE EQUITY SHARES OFFERED UNDER THE ISSUE.

FOR RISK FACTOR AND OTHER DETAILS, KINDLY REFER TO THE LEAD MANAGER TO THE ISSUE

Turnaround Corporate Advisors Private Limited
 CIN: U74140DL2015PTC278474
 714, Vishwadeep Building, Plot No. 4, District Centre, Janakpuri, New Delhi- 110058
 Tel: +91-11-45510390, 41395590
 Email: info@tcagroup.in
 Investor Grievance Email: complaints@tcagroup.in
 Website: www.tcagroup.in
 Contact Person: Ms. Shwetla/Mr. Adarsh
SEBI Registration No.: MB/NM/0000012290

KERALA WATER AUTHORITY e-Tender Notice	
Tender No : 1RE19/SE/PHCK/2022-23	
JMM-2021-22-Phase IV- Laying pipes and providing functional household tap connection in Kooroppada Panchayat, Kottayam District. EMD: Rs. 5,00,000/- (Rupees Five lakhs only). Tender fee: Rs. 15,000 + (18% GST- It will be paid by the contractor on reverse charge basis while filing his returns). Last Date for submitting Tender: 25-08-2022 03:00.p.m. Phone: 04812562745. Website: www.kwa.kerala.gov.in, www.etenders.kerala.gov.in KWA-JB-GL-6-640-2022-23 Superintending Engineer PH Circle, Kottayam	
or a recommendation to purchase, to hold or sell the securities. This is not an announcement for assigned to them in the Letter of Offer dated July 11, 2022 ("Letter of Offer" or "LOF") filed with	
ISSUANCE OF SHARE CERTIFICATE	
CONSUMER GOODS LIMITED	
The Company ("Issuer") was originally incorporated as "Network India Limited" under the provisions of the Companies Act, 1956. The company was subsequently renamed as "Consumer Goods Limited". The registered office of the Company is at Plot No. 1, Industrial Area, Phase-II, New Delhi 110020. Tel: 011-41067060; Fax: 011-41067060; Email: info@consumergoods.co.in Company Secretary and Compliance Officer Website: www.swissmilitaryshop.com	
RETAIL LLP AND M/S SWISS MILITARY LIFESTYLE PRODUCTS PRIVATE LIMITED	
AND NINE HUNDRED AND NINETY SIX ONLY) FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF RS. 4.50 EACH PER RIGHTS EQUITY SHARE ("ISSUE PRICE") FOR AN EQUALITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1(ONE) RIGHTS EQUITY SHARE TO TWO FIVE TIMES THE FACE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS,	
SHAREHOLDERS OF THE COMPANY ONLY	
PROGRAMME	
MARKET RENUNCIATION*	ISSUE CLOSES ON#
UNTIL 19, 2022	THURSDAY, AUGUST 25, 2022
is completed in such a manner that the Rights Entitlements are credited to the demat account of the Issuer.	
it may determine from time to time but not exceeding 30 (thirty) days from the Issue Opening Date after the Issue Closing Date.	
letter way of applying to issues by simply blocking the fund in the bank account, investors can	
LAST DATE FOR APPLICATION	
The last date for submission of the duly filled in the Application Form or a plain paper Application is, Thursday, August 25, 2022, i.e., Issue Closing Date. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the issue Period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date).	
If the Application Form is not submitted with an SCSB, uploaded with the Stock Exchanges and the Application Money is not blocked with the SCSB, on or before the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Equity Shares hereby offered, as set out in "Basis of Allotment" on page 182 of the Letter of Offer.	
Please note that on the Issue Closing Date applications through ASBA process will be uploaded until 5.00 p.m. (Indian Standard Time) or such extended time as permitted by the Stock Exchanges. Please ensure that the Application Form and necessary details are filled in. In place of Application number, Shareholders can mention the reference number of the e-mail received from Registrar informing about their Rights Entitlement or last eight digits of the demat account. Alternatively, SCSBs may mention their internal reference number in place of application number.	
ALLOTMENT OF THE EQUITY SHARES IN DEMATERIALIZED FORM	
PLEASE NOTE THAT THE EQUITY SHARES APPLIED FOR IN THIS ISSUE CAN BE ALLOTTED ONLY IN DEMATERIALIZED FORM AND TO THE SAME DEPOSITORY ACCOUNT IN WHICH OUR EQUITY SHARES ARE HELD BY SUCH SHAREHOLDERS ON THE RECORD DATE.	
FOR PROCEDURE OF APPLICATION BY SHAREHOLDERS WHO HAVE PURCHASED THE RIGHT ENTITLEMENT THROUGH ON MARKET RENUNCIATION/OFF MARKET RENUNCIATION, PLEASE REFER TO HEADING TITLED "MAKING OF AN APPLICATION THROUGH THE ASBA PROCESS" ON PAGE 159 OF THE LETTER OF OFFER.	
LISTING	
The existing Equity Shares are listed on the BSE Limited ("BSE" or "Stock Exchange"). Our Company has received 'in-principle' approval from BSE for listing the Rights Equity Shares to be allotted pursuant to this Issue vide its letter dated June 21, 2022. Further our Company has applied for trading approval from BSE for the Rights Entitlement as required under the SEBI circular (SEBI/HO/CFD/DIL2/CIRP/2020/13) dated January 22, 2020. For the purpose of this Issue, the Designated Stock Exchange is BSE.	
DISCLAIMER CLAUSE OF SEBI	
This Draft Letter of Offer has not been filed with SEBI in terms of SEBI ICDR Regulations as the size of issue is less than Rs. 5,000 Lakh. However, the Letter of Offer will be filed with SEBI.	
DISCLAIMER CLAUSE OF BSE	
It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the letter of offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the letter of offer. The investors are advised to refer to the letter of offer for the full text of the Disclaimer clause of the BSE Limited".	
DISPATCH AND AVAILABILITY OF ISSUE MATERIALS	
In accordance with the SEBI ICDR Regulations, the SEBI Relaxation Circulars, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be sent/dispached only to the Eligible Equity Shareholders who have provided Indian address. In case such Eligible Equity Shareholders have provided their valid e-mail address, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them.	
Further, the Letter of Offer will be sent/dispached to the Eligible Equity Shareholders who have provided Indian address and who have made a request in this regard. In case such Eligible Equity Shareholders have provided their valid e-mail address, the Letter of Offer will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the Letter of Offer will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them.	
In accordance to above, the dispatch of Abridged Letter of Offer, the Rights Entitlement Letter and Application Form has been completed in electronic form through email and physically through registered post/speed post on July 28, 2022 by the Registrar.	
Shareholders can access the Letter of Offer, the Abridged Letter of Offer and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe for the Equity Shares under applicable laws) on the websites of:(i)our Company at www.swissmilitaryshop.com; (ii)the Registrar at www.alankit.com;(iii)the Lead Manager, i.e. www.tcagroup.in;(iv)the Stock Exchanges at www.bseindia.com.	
Eligible Equity Shareholders can also obtain the details of their respective Rights Entitlements from the website of the Registrar (i.e., rights.alankit.com) by entering their DP ID and Client ID or Folio Number (for Eligible Equity Shareholders who hold Equity Shares in physical form as on Record Date) and PAN. The link for the same shall also be available on the website of our Company (i.e., www.swissmilitaryshop.com).	
OTHER IMPORTANT LINKS AND HEADLINE	
The Shareholders can visit following links for the below-mentioned purposes: a) Frequently asked questions and online/electronic dedicated Shareholders helpline for guidance on the Application process and resolution of difficulties faced by the Shareholders: https://rights.alankit.com; b) Update of e-mail address/ mobile number in the records maintained by the Registrar or our Company: https://rights.alankit.com; c) Update of demat account details by Eligible Equity Shareholders holding shares in physical form: https://rights.alankit.com; d) Submission of self-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders at email id smcgrights@alankit.com.	
Investors may contact the Registrar or our Company Secretary and Compliance Officer for any pre-issue or post-issue related matter. All grievances relating to the ASBA process, with a copy to the SCSBs, giving full details such as name, address of the Applicant, contact number(s), E-mail address of the sole first holder, folio number or demat account number, number of Rights Equity Shares applied for, amount blocked, ASBA Account number and the Designated Branch of the SCSBs where the Application Form or the plain paper application, as the case may be, was submitted by the Investors along with a photocopy of the acknowledgment slip. For details on the ASBA process, see "Terms of the Issue" on page 156.	
BANKER TO THE ISSUE AND REFUND BANK: Axis Bank Limited	
MONITORING AGENCY: Not Applicable	
LETTER OF OFFER/ABRIDGED LETTER OF OFFER.	
REGISTRAR TO THE ISSUE	
	Alankit Assignments Limited CIN: U74210DL199PL0402569 4E/21, Alankit House, Jhandewalan Extension, New Delhi - 110055 Tel:+91-11-42541966; Fax: +91-11-23552001 E-mail: abhinavka@alankit.com Investor Grievance Email: smcgrights@alankit.com Website: www.alankit.com Contact Person: Mr. Abhinav Kumar Agrawal SEBI Registration No.: INR000002532
For SWISS MILITARY CONSUMER GOODS LIMITED	
Sd/- (VIKAAS JAIN) Company Secretary and Compliance officer	
and other considerations, to issue Equity Shares on a rights basis and has filed a Letter of Offer to be available on the website of SEBI at www.sebi.gov.in, website of Stock Exchange where the www.tcagroup.in. Investors should note that investment in equity shares involve a high degree of risk despite the 27th of the Letter of Offer. This announcement has been prepared for publication in India and may vary Shares for sale in any jurisdiction, including the United States, and any Rights Equity Shares under the US Securities Act of 1933, as amended, or an exemption from registration. There will be	

