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Please scan this QR Code to view the Addendum.



Dated: December 24, 2024

SAT KARTAR SHOPPING LIMITED CIN: U52590DL2012PLC238241

Our Company was incorporated as a private limited company with the name of "Sat Kartar Shopping Private Limited" under the Companies Act, 1956 vide certificate of incorporation dated June 29, 2012, issued by Registrar of Companies, Delhi, bearing CIN U52590DL2012PTC238241. Further, our company was converted into a Public Limited Company in pursuance of a special resolution passed by the members of our Company at the Extra Ordinary General Meeting held on May 15, 2021 & name of our Company changed from "Sat Kartar Shopping Private Limited" to "Sat Kartar Shopping Limited" & Registrar of Companies, Delhi has issued a new certificate of incorporation consequent upon conversion dated July, 12, 2021, bearing CIN U52590DL2012PLC238241. For further details of incorporation please refer to section titled "Our History and Certain Other Corporate Matters" beginning on page 183 of this Draft Red Herring Prospectus.

Registered Office: 603, 6th Floor, Mercantile House, KG Marg, New Delhi - 110001 India.

Tel: + 91- 9319888634, **Fax:** N.A., **Website:** www.satkartar.in; **E-mail:** info@satkartar.in

Company Secretary and Compliance Officer: Ms. Himanshu Malik

OUR PROMOTERS: MR. MANPRIT SINGH CHADHA, MR. PRANAV SINGH CHADHA, MS. SIMRATI KAUR & M/S AJOONI WELLNESS PRIVATE LIMITED

ADDENDUM TO THE DRAFT RED HERRING PROSPECTUS DATED SEPTEMBER 19, 2024; NOTICE TO INVESTORS (THE "ADDENDUM")

INITIAL PUBLIC OFFERING UP TO 41,72,800 EQUITY SHARES OF RS. 10/- EACH ("EQUITY SHARES") OF SAT KARTAR SHOPPING LIMITED ("SKSL" OR THE "COMPANY") FOR CASH AT A PRICE OF RS. [●]/- PER EQUITY SHARE (THE "ISSUE PRICE"), AGGREGATING TO RS. [●] THOUSANDS ("THE ISSUE"). OUT OF THE ISSUE, 2,33,600 EQUITY SHARES AGGREGATING TO RS. [●] THOUSANDS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 39,39,200 EQUITY SHARES OF FACE VALUE OF RS. 10/- EACH AT AN ISSUE PRICE OF RS. [●]/- PER EQUITY SHARE AGGREGATING TO RS. [●] THOUSANDS IS HEREINAFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 26.50% AND 25.02%, RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

Potential Bidders may note the following:

- The section titled "Risk Factors" beginning on page 28 of Draft Red Herring Prospectus has been updated to amend the details mentioned in "Risk Factors" section of this addendum. Please note that all other details will be carried out in the offer document.
- The Chapter titled "General Information" and "Objects of Issue Price" beginning on page 55 and 80 of Draft Red Herring Prospectus has been updated to amend the details mentioned in Introduction section of this addendum. Please note that all other details will be carried out in the offer document.
- The Chapter titled "Our Business", "Key Regulations and Policies", "Our History and Certain Other Corporate Matters", "Our Management", "Our Promoters" and Dividend Distribution Policy beginning on page 137, 173, 183, 189, 209 and 227 of Draft Red Herring Prospectus has been updated to amend the details mentioned in section About the Company of this addendum. Please note that all other details will be carried out in the offer document.
- The Chapter titled "Management's Discussion and Analysis of Financial Condition and Results of Operation" and "Financial Indebtedness" beginning on page 263 and 272 of Draft Red Herring Prospectus has been updated to amend the details mentioned in section "Financial Information" of this addendum. Please note that all other details will be carried out in the offer document.
- The Chapter titled "Outstanding Litigations and Material Developments", "Government and Other Approvals" and Other Regulatory and Statutory Disclosures beginning on page 273, 282 and 288 of Draft Red Herring Prospectus has been updated to amend the details mentioned in section "Legal and Other Information" of this addendum. Please note that all other details will be carried out in the offer document.

BOOK RUNNING LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE
Narnolia®	Skyline Financial Services Pvt. Ltd.
NARNOLIA FINANCIAL SERVICES LIMITED	SKYLINE FINANCIAL SERVICES PRIVATE LIMITED
Address: 201, 2nd Floor, Marble Arch, 236 B A.J.C Bose Road, Kolkata, West Bengal- 700020, India	Address: D-153 A, 1st Floor, Okhla Industrial Area, Phase - I, New Delhi-110020
Telephone: 033- 40501500; +91- 8130678743	Telephone: +91-11-40450193-97, Fax No: +91-11-26812683
Email: pankaj.passi@narnolia.com ; ipo@narnolia.com	Email: compliances@skylinerta.com
Website: www.narnolia.com	Website: www.skylinerta.com
Contact Person: Mr. Pankaj Pasi	Contact Person: Mr. Pawan Bisht
SEBI Registration Number: INM000010791	SEBI Registration Number: INR000003241
CIN: U51909WB1995PLC072876	CIN: U74899DL1995PTC071324
BID/ISSUE PERIOD	
Anchor Bid opens on: [●]	Bid/ Issue open on: [●]
	Bid/ Issue Closes on: [●]

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Contents

SECTION III- RISK FACTORS	4
SECTION IV- INTRODUCTION.....	7
GENERAL INFORMATION	7
OBJECTS OF THE ISSUE.....	8
SECTION V- ABOUT THE COMPANY	15
OUR BUSINESS	15
KEY REGULATIONS AND POLICIES	23
OUR HISTORY AND CERTAIN OTHER CORPORATE MATTERS	24
OUR MANAGEMENT	25
OUR PROMOTERS	27
DIVIDEND DISTRIBUTION POLICY	28
SECTION VI – FINANCIAL INFORMATION	29
MANAGEMENT’S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATION.....	29
FINANCIAL INDEBTEDNESS	30
SECTION VII - LEGAL AND OTHER INFORMATION	31
OUTSTANDING LITIGATIONS AND MATERIAL DEVELOPMENTS	31
GOVERNMENT AND OTHER APPROVALS	32
OTHER REGULATORY AND STATUTORY DISCLOSURES	33
SECTION XI - DECLARATION	34

SECTION III- RISK FACTORS

An investment in the Equity Shares involves a high degree of risk. You should carefully consider all the information in this Draft Red Herring Prospectus, including the risks and uncertainties summarized below, before making an investment in our Equity Shares. The risks described below are relevant to the industries our Company is engaged in, our Company and our Equity Shares. To obtain a complete understanding of our Company, you should read this section in conjunction with the chapters titled “Our Business” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” beginning on page numbers 115 and 198, respectively, of this Draft Red Herring Prospectus as well as the other financial and statistical information contained in this Draft Red Herring Prospectus. Prior to making an investment decision, prospective investors should carefully consider all of the information contained in the section titled “Financial Information, as Restated” beginning on page number 169 of this Draft Red Herring Prospectus.

If any one or more of the following risks as well as other risks and uncertainties discussed in the Draft Red Herring Prospectus were to occur, our business, financial condition and results of our operation could suffer material adverse effects, and could cause the trading price of our Equity Shares and the value of investment in the Equity Shares to materially decline which could result in the loss of all or part of investment. Prospective investors should pay particular attention to the fact that our Company is incorporated under the laws of India and is therefore subject to a legal and regulatory environment that may differ in certain respects from that of other countries.

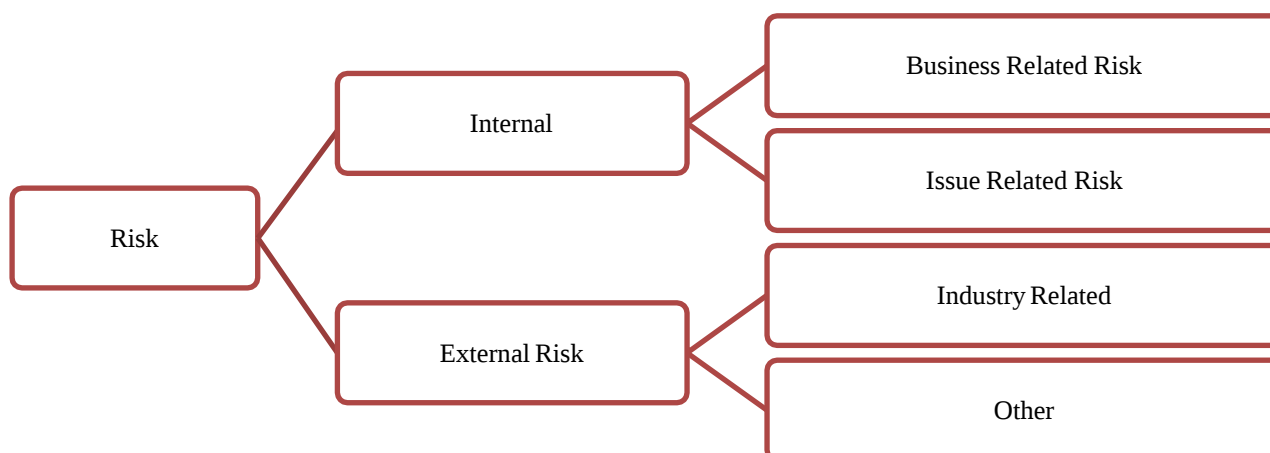
This Draft Red Herring Prospectus also contains forward looking statements that involve risks and uncertainties. Our actual results could differ materially from those anticipated in these forward-looking statements as a result of many factors, including the considerations described below and elsewhere in the Draft Red Herring Prospectus. These risks are not the only ones that our Company face. Our business operations could also be affected by additional factors that are not presently known to us or that we currently consider to be immaterial to our operations. Unless specified or quantified in the relevant risk factors below, we are not in a position to quantify financial or other implication of any risks mentioned herein.

Materiality

The Risk factors have been determined based on their materiality, which has been decided based on following factors:

1. Some events may not be material individually but may be material when considered collectively.
2. Some events may have an impact which is qualitative though not quantitative.
3. Some events may not be material at present but may have a material impact in the future.

Classification of Risk Factors



INTERNAL RISK FACTORS

The following risk factors shall be amended and updated in this Chapter:

4. We don't own manufacturing facility, and all the products are manufactured by the third-party manufacturers.

Our company doesn't own the manufacturing facility. We get the products manufactured from external third parties, strictly controlled through contract manufacturing agreements. This outsourcing puts us at risk as we are dependent on the external third party to manufacture the product and in case of any rift or termination of contracts with the manufacturers or any restriction on such manufacturing facility by state level authorities or such other reason including but not limited to: (i) any unexpected interruption of their supply of products to us or any increase in the production costs for any reason beyond our control or expectation, loss of their certifications or licences, power interruptions, fires or other events; or (ii) the products provided to us by them may not meet our quality requirements can cost us huge loss. Any such problems in relation to the supply of our own-branded products by external manufacturers could have a material adverse impact on the business. This might have adverse effect our business. Further it also gives rise to risk such as leakage of such formulation to competitors, malpractices while making such product.

Although we have contract manufacturing agreements with our suppliers to have control, exclusive right and to avoid any such leakage of information, we cannot guarantee the same will prevent us from facing any such negative events. Further, we have obtained the Loan License required for manufacturing and sale of Ayurveda/ Unani/ Siddha Medicines over leased facility.

14. We may not be able to prevent unauthorised use of trademarks obtained/ applied for by third parties, which may lead to the dilution of our goodwill and some of the trademarks filed are objected.

We have applied for the trademarks, device or word mark, for their registration under Trade Marks Act, 1999. Some of them have been approved and registered by the Registrar of Trademark while some have cleared formality check pass and are ready for further processing. However, some have been objected to by the Registrar of Trademark. The reply for some has been filed and are ready for show cause hearing while some are waiting for reply from company on the examination report issued by the registrar. In case they get rejected, not only we will lose the mark, but we will also lose out on its intended benefits that could have accrue to us in terms of sales, revenue, brand recognition and statutory remedies that are provided under the act. Further, any unauthorized use or infringement of our trademark by third parties may have negative consequences. It may damage our reputation, discourage potential investors, partners, or customers. Additionally, if we fail to protect our own intellectual property, or fail to get the trademark registered, our competitors or other third parties may copy, steal, or misuse our ideas or services. This can lead to lost revenues, decreased market share, or erosion of our competitive advantage. Moreover, any unauthorized use, reproduction, or distribution of our copyrighted material without our permission will result in legal action and may lead to financial penalties, damage to our brand reputation. For further information regarding the Intellectual Property rights of our Company, please refer to the Chapter titled "Our business" on page no. 137 of this Draft Red Herring Prospectus.

25. One of our objects is unidentified acquisitions. If we are unable to successfully identify and integrate acquisitions, our growth strategy and prospects may be adversely affected.

We intend to utilise our IPO proceeds for unidentified acquisitions, we have mentioned the same in the chapter "Our Objects" also. Our Company may enter into strategic acquisitions and takeovers that are complementary to

our business operations, including opportunities that can help us further improve our technology system, profitability and market reach. These strategic acquisitions and subsequent integrations of newly acquired businesses would require significant managerial and financial resources and could result in a diversion of resources from our existing business, which in turn could have an adverse effect on our growth, profitability and business operations. Acquired businesses or assets may not generate expected financial results, integration opportunities, synergies and other benefits immediately, or at all, and may also incur losses. The cost and duration of integrating newly acquired businesses could also materially exceed our expectations, which could negatively affect our results of operation.

26. One of our Independent Director, Mr. Sunil Kumar Mehdiratta, was holding directorship in a company, Venn Consulting Private Limited, which compulsory stricken off by the Registrar of Companies under section 248 of Companies Act, 2013.

Mr. Sunil Kumar Mehdiratta one of our Independent Director was Director in “Venn Consulting Private Limited”. The said company has been compulsory stricken off by the Registrar of Companies dated August 08, 2018.

Although, no notice or adverse action has been taken by any statutory authority, we cannot assure that same will not be there in future. In case of any adverse action or decision, the Independent Director, Mr. Sunil Kumar Mehdiratta, might have to vacate from his post leaving a vacancy to be filled by the company to comply with minimum number of Independent Directors company should have as per the provisions of Companies Act, 2013 and other applicable rules and regulations.

27. The final sale agreement for the purchase of property, with Plot Area 250 sq. mtr. And built-up area of 7500 sq. ft having purchase consideration of Rs. 85,000.00 (in Thousands), as mentioned in capital expenditure in the chapter objects of the issue is yet to be done.

Our company intends to invest in capital expenditure by purchase of two properties as mentioned in the “Objects of the Issue” beginning on page no 80 of the DRHP. On October 21, 2024, the company has entered into tripartite “Letter of Intent” between company (buyer), vendor (Proliving Advisors) and seller. Further, as per one of the terms and conditions, the company had paid an amount of Rs. 500 thousand as token money and the due diligence of the property is currently underway. The final agreement is yet to be entered between the said parties.

In case, the agreement for purchase of property is not executed this might result into loss of property and the amount of token money paid, if the vendor or seller refuses to complete the transaction, or in case the current price of property fluctuates they may get a better price for the same property. Further, losing such property will result to identification of more properties whose price may be higher than the currently available property, the details of which are mentioned in “Table B” under the heading Capital expenditure in chapter “Objects of the Issue”.

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SECTION IV- INTRODUCTION

GENERAL INFORMATION

**Company Secretary and
Compliance Officer**

Ms. Himanshu Malik

Address: 603, 6th Floor, Mercantile House, KG Marg, New Delhi - 110001, India.

Tel.: +91-9319888634; Fax: N.A.

E-mail: Info@satkartar.in

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OBJECTS OF THE ISSUE

Details of Utilization of Issue Proceeds

1. Unidentified Acquisition

The company hereby declares that the proposed Unidentified Acquisition, is in compliance with Regulation 230(3), of SEBI (ICDR) Regulations, 2018.

The Company will identify target business acquisition in India or outside India, particularly in United States of America, in the same line of business. This will help us to create further presence and recognition, domestic or international, reaching wider audience and in scaling up operations.

By investing in an already established entity, the company can bypass the efforts needed to build from the ground up, reducing the time and resources required. This strategy offers financial leverage by allowing the company to take advantage of the acquired entity's existing operations and market position.

In the event of any additional costs arising from the acquisition, they will be covered through the company's internal accruals.

2. Marketing and Advertisement

(a) Digital Marketing:

The expenditure towards Digital Marketing is elaborated as below:

(Amount in Thousands)

S No.	Platform	FY 23-24	FY 22-23	FY 21-22
1.	Google India Private Limited	2,85,731.11	1,47,740.85	42,932.92
2.	Facebook India Online Services Private Limited	29,332.55	760.56	228.70
3.	*Others	93,682.34	28,485.59	13,243.92
	Total	4,08,746.00	1,76,987.00	56,405.54

*The term "others" under the heading digital marketing consist of digital platforms and Marketing agencies namely Mohalla Tech, Traffic Stars, Microsoft Corporation (India) Pvt Ltd, MGID Private Limited, SK Sarthi Private Limited, I.T.S. Euroswiss Travels Private Limited, Taboola India and Times Internet Limited. Various digital advertisements including banners, videos, gif, search and display are run by and on these platforms.

(b) TV Advertising:

The details of the quotations are aa under

(Amount in Thousands)

S No.	Name of Advertiser/ Media Agency	Price of Quotations (in Rupees)	Funds to be deployed from IPO Proceeds (in Rupees)
1.	KayDee Advertising Private Limited	34,948.75	30,000.00

Note:

1. Date of Quotation, taken from KayDee Advertising Private Limited, is September 12, 2024.
2. Validity of the quotation is 1 year i.e. upto September 11, 2025.

c) Content creation for the advertisement:

The detailed bifurcation of the quotation is as follows:

(Amount in thousands)

Name of the Agency	Purpose	Date of the Quotation	Price of Quotation
Script Studios	Pre and Postproduction of Video shoot.	17.09.2024	10,000.00
Pinnacle Communication	Brand Ambassador for content creation	18.09.2024	10,000.00

Note:

1. Validity of the quotation, taken from M/s Script Studios, is 1 year i.e. upto September 16, 2025.
2. Validity of the quotation, taken from M/s Pinnacle Communication, is 1 year i.e. upto September 17, 2025.

3. Capital Expenditure

We propose to utilize the issue proceeds amounting to ₹8 crores (₹80,000.00 thousand) for acquiring a property that will serve as a dedicated space for business operations, including customer support, the marketing team, and a studio. This strategic investment will not only create a valuable asset for the company but will also enhance profitability by significantly reducing the ongoing rental expenses incurred for leased properties and mitigating risks associated with rented or leased premises.

Currently, the company operates out of leased properties, including its registered office and other business locations, as detailed in the "Place of Business" section in the chapter *Our Business* on page 137. The leased premises of the company only for customer support, warehouse, registered & branch office as disclosed in DRHP till point no. 32 are spread across in Delhi-NCR with total area of 65000+ Sq Ft. with a total rental amount of approximately Rs. 42 Lakhs per month excluding Maintenance.

Proposed Property Details:

- **Size:** A property spanning 7,500–8,000 sq. ft. across four floors.
- **Space Allocation:**
 - **Studio:** ~1,000 sq. ft.
 - **Marketing Team:** ~2,000 sq. ft.
 - **Customer Support:** ~Rs. 4,500 sq. ft.

Qualitative Benefits of Proposed Investment:

a. All operational teams under one roof

A dedicated studio for Marketing team who conceptualize, produce and promote the products and customer support who take regular feedbacks from customers would result in operational efficiency. The feedbacks received by Customer support would be passed on to marketing team better qualitative and effective promotional material. This enhances team collaboration and productivity through seamless communication.

b. Confidentiality

A dedicated studio would help the company in maintain confidentiality by safeguarding sensitive marketing strategies, ad campaigns and creative concepts. It also prevents leakage of proprietary information to competitors.

c. Safeguard from unambiguous rental escalation

In the past, the company has frequently faced challenges with landlords increasing rentals beyond the agreed escalation clause during lease renewals. This has required significant time and resources to negotiate or identify new premises, disrupting operations. In some instances, the company has even been forced to vacate fully operational offices, leading to further challenges. Additionally, investments in interiors, including furniture and fixtures, often go to waste during such relocations, resulting in unnecessary expenses and inefficiencies.

d. More flexibility in terms of Customization

Owning the premises enables the company to tailor the property to meet the specific needs of its staff, ensuring that each team has a dedicated and optimized workspace designed to suit its unique workflow and requirements.

Financial Benefits of Proposed Investment:

1. Studio Rental:

The company rents studio space at an average cost of ₹50,000 per day. For two days a week, this translates to ₹1 lakh per week or approximately ₹52 lakhs per annum.

2. Dedicated Customer Support

Upon analysis, reduction in current offices i.e. 4 offices in Connaught Place with total area of 4,500 SqFt and 1 office in Vikaspuri with 2000 SqFt, company estimates a total rent saving of Rs. 8L per month (i.e. Rs. 96 Lakhs per annum). This amount is without maintenance and average escalation of 10% per annum.

By addressing just two of these scenarios - Dedicated Customer Support and studio setup - the company would achieve estimated annual savings of Rs. 1.50 crores without average annual escalation of 10%. If we consider the escalation, the payback period for the proposed property, including infrastructure investments would be less than 6 Years.

Estimated Cost Breakdown:

- Property acquisition: Rs. 8.50 Crores (To be determined based on negotiations).
- Stamp Duty & Brokerage @ 10%: Rs. 0.85 Crores
- Interior work (as quoted by NVM Design & Contracts): Rs. 1.65 crores.

Estimated Funding Plan

- IPO Proceeds: Rs. 8.00 Crores.
- Internal Accruals: Rs. 3.00 Crores

This investment represents a strategic move toward operational efficiency, asset creation, and cost optimization, paving the way for sustained growth and profitability.

The company has received quotation for two properties. The details of the vendor and of the properties are mentioned herein below:

- Details of the Vendor**

Table A		
S No.	Particulars	Details
1.	Name of the vendor	Proliving Advisors
2.	Address of the vendor	House No 44, Gali No 1, Sai Kunj, Nayagaon, Gurugram, Haryana - 122102
3.	Descriptions of the vendor	Sole Proprietorship
4.	Occupation of the vendor	Real Estate Consultant
5.	The amount paid or payable in cash, shares or debentures to the vendor and, where there is more than one separate vendor, or the issuer is a sub purchaser, the amount so paid or payable to each vendor, specifying separately the amount, if any, paid or payable for goodwill	Since quotations have been received for 2 properties. The price payable for purchase consideration is Rs. 85,000.00 Thousands for option 1 and Rs. 90,000.00 Thousands for option 2. <i>The complete details of the properties mentioned in quotations are provided below in "Table B".</i>
6.	Nature of the title or interest in such property acquired or to be acquired by the issuer	The property to be acquired by the Company is freehold property.
7.	Short particulars of every transaction relating to the property completed within the two preceding years, in which any vendor of the property to the issuer or any person who is, or was at the time of the transaction, a promoter, or a director or proposed director of the issuer had any interest, direct or indirect, specifying the date of the transaction and the name of such promoter, director or proposed director and stating the amount payable by or to such vendor, promoter, director or proposed director in respect of the transaction.	Not applicable
8.	The property to which the above clauses apply is a property purchased or acquired by the issuer or proposed to be purchased or acquired, which is to be paid for wholly or partly out of the proceeds of the issue or the purchase or acquisition of which has not been completed as of the date of the draft offer document or offer document, as the case may be.	The details of the properties are provided below in "Table B", along with all necessary information.

- Details of the Properties as mentioned in quotations**

Table B					
Option No.	Plot size of the Property	Built up area	Purchase consideration payable (Amount in Thousands)	Location	Funded by Issue proceeds (Amount in Thousands)
1.	250 sq. mtr.	7500 sq. ft.	85,000.00	Udyog Vihar Phase V Gurgaon.	80,000.00
2.	250 sq. mtr.	8000 sq. ft.	90,000.00	Udyog Vihar Phase V Gurgaon.	80,000.00

Note:

1. The purchase price of the property above mentioned are tentative. The rates/purchase consideration may change due to factors including but not limited to market or economic conditions.
2. In case of any increase in purchase consideration, the same will be funded by the company through internal accruals.
3. The quotation received are valid as on the date of DRHP and are valid till November 12, 2024.
4. The purchase consideration does not include any applicable statutory or regulatory fee, duty, charges. It is exclusive of all registration charges and stamp duties. The same will be met by the company through internal accrual.
5. The company has entered into a tripartite “Letter of Intent” with the vendor (Proliving Advisors), seller and company (buyer) dated October 21, 2024. The said letter of intent has been entered for the property with Plot Area 250 sq. mtr. with built up area of 7500 sq. ft having purchase consideration of Rs. 85,000.00 (in Thousands). As per one of the conditions of letter of intent, the company has paid token amount of Rs. 500.00 (in Thousands) and due diligence of property is underway.
6. The company, vendor (Proliving Advisors) and seller are not in any way related to each other.

The features for property mentioned at Option No. 1 are:

1. The property consists of Basement, Stilt Parking, Ground Floor, First Floor, Second Floor.
2. The property was constructed around 5-10 years ago.
3. The property is located at internal location with the road width of 15 meters.

The features for property mentioned at Option No. 2 are:

1. The property consists of Basement, Stilt Parking, Ground Floor, First Floor, Second Floor.
2. The property is newly constructed.

The property is located at main road location with the road width of 30 meters.

4. Investment in Technology

A. Development of Application

The company has not developed any such application in past. However, the company has developed inhouse Customer Relationship Management software and has also developed and maintaining the website of the company internally demonstrating our capability in web development. Also, the company has an IT department. The detail of which are mentioned in “Department Wise Employee Bifurcation” in the chapter “Our Business” of this Draft Red Herring Prospectus. We understand that the skill set and expertise required to develop web based apps and mobile apps are different, so we want to hire the necessary skills and knowledge to develop this mobile app.

The basis of estimation for payment of remuneration to the required personnel hired for development of application has been estimated on the basis of prevailing industry rates, current remuneration packages, work experiences etc. assessed through resources like “Glassdoor” link of which has been provided in the below table.

Glassdoor is a platform for both companies and individuals. This website provides information with regard to job search, monetary compensation based on their experience, insights with regard to interview in company, other aspects about the company etc. Glassdoor shows the interests or parameters for both employee and employer.

The resources required for the development of the app through the weblink of the Glassdoor website are mentioned herein below:

(Amount in Thousands)

S. No.	Resource / Infrastructure Requirement	Qty.	Salary (p.a.p.p)*	Total Amount	Link of the Market Standard for Salary for Resources
Product Management					
1	Product Manager	1	1800.00	1,800.00	https://www.glassdoor.co.in/Salaries/new-delhi-product-manager-salary-SRCH_IL.0,9_IM1083_KO10,25.htm
2	Project Manager	1	1600.00	1,600.00	https://www.glassdoor.co.in/Salaries/new-delhi-project-manager-salary-SRCH_IL.0,9_IM1083_KO10,25.htm
Engineers					
3	SDE (Software Development Engineer) – Mobile App	2	850.00	1,700.00	https://www.glassdoor.co.in/Salaries/new-delhi-sde2-salary-SRCH_IL.0,9_IM1083_KO10,14.htm
4	SDE (Software Development Engineer) - API	3	800.00	2,400.00	https://www.glassdoor.co.in/Salaries/api-developer-salary-SRCH_KO0,13.htm
5	SDE (Software Development Engineer) - AI	1	1200.00	1,200.00	https://www.glassdoor.co.in/Salaries/ai-engineer-salary-SRCH_KO0,11.htm
6	UX Designer	1	750.00	750.00	https://www.glassdoor.co.in/Salaries/new-delhi-ux-designer-salary-SRCH_IL.0,9_IM1083_KO10,21.htm
7	UI Designer	2	650.00	1,300.00	https://www.glassdoor.co.in/Salaries/ui-designer-salary-SRCH_KO0,11.htm
8	Software Tester (QA)	2	750.00	1,500.00	https://www.glassdoor.co.in/Salaries/senior-qa-engineer-salary-SRCH_KO0,18.htm https://www.glassdoor.co.in/Salaries/new-delhi-qa-engineer-salary-SRCH_IL.0,9_IM1083_KO10,21.htm
9	DevOps Engineer	1	750.00	750.00	https://www.glassdoor.co.in/Salaries/new-delhi-devops-engineer-salary-SRCH_IL.0,9_IM1083_KO10,25.htm
Content Developer					
10	Writers	2	300.00	600.00	https://www.glassdoor.co.in/Salaries/new-delhi-content-writer-salary-SRCH_IL.0,9_IM1083_KO10,24.htm
Hardware and Infrastructure					
11	AWS Server and Services	-	-	2,202.85	https://calculator.aws/#/estimate?id=ab136ced3786286cf56318562307157fc4f37ac2
	Total			15,802.85	

*Per annum per person

Further, we have taken Quotations from M/s Krishna Enterprises, for hiring to be done by the company for the application development, the details of which are given below:

(Amount in Thousands)

(Amount in Thousands)				
S. No.	Resource / Infrastructure Requirement	Qty.	Salary	Total
			(p.a.p.p)*	Amount
Product Management				
1	Product Manager	1	1800.00	1,800.00
2	Project Manager	1	1700.00	1,700.00
Engineers				
3	SDE (Software Development Engineer) – Mobile App	2	700.00	1,400.00
4	SDE (Software Development Engineer) – API	3	700.00	2,100.00
5	SDE (Software Development Engineer) – AI	1	1200.00	1,200.00
6	UX Designer	1	700.00	700.00
7	UI Designer	2	700.00	1,400.00
8	Software Tester (QA)	2	700.00	1,400.00
9	DevOps Engineer	1	700.00	700.00
Content Developer				
10	Writers	2	300.00	600.00
Total				13,000.00

*Per annum per person

Notes:

- Date of Quotation is September 16, 2024
- Validity of the Quotation is 1 year i.e., September 15, 2025.
- The above Quotation excludes the value of Services charges, the same shall be borne by the Company from its internal sources.
- In case of any increase or fluctuation in salary market standards or the given quotation, the same will be funded by the company through internal accruals.

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SECTION V- ABOUT THE COMPANY

OUR BUSINESS

OUR STRATEGIES

1. Marketing Strategy

(c) Analytics-Driven Campaigns:

- b. The Google Marketing Head and Meta Marketing Head work closely with the analytics team to ensure that all campaigns are performance-optimized and deliver measurable results. Data insights are continuously used to adjust and improve strategies in real-time.

The Google Marketing Head and Meta Marketing Head are responsible for driving the company's digital marketing efforts on Google and Meta platforms (like Facebook and Instagram etc), respectively. The Google Marketing Head focuses on managing Google Ads, search engine optimization (SEO), and search engine marketing (SEM) strategies to boost website traffic and visibility of our Ayurveda products. Meanwhile, the Meta Marketing Head handles marketing campaigns on Facebook and Instagram, utilizing Meta Ads, sponsored posts, and organic content to increase brand awareness and customer engagement. They also use audience segmentation and customer insights to deliver targeted, personalized marketing aimed at driving conversions and sales. Both roles are integral to enhancing the company's online presence and growing the customer base. They form part of our Marketing Team as mentioned under the head of Human Resource in the chapter Our Business.

MECHANISM TO RESOLVE COMPLAINTS

The Stepwise process of complaints tracking, and their resolution is as follows:

- a) A complaint is raised by the customer through email or call.
- b) After receipt of the complaint, the customer representative/ complaint handler categorizes the complaint based on its nature, such as product-related issues or delivery issues.
- c) The categorised complaints are then forwarded to the concerned executives for resolution.
- d) Further, the company executives conduct a root cause analysis to identify the underlying problems and draw out appropriate solutions and take necessary steps to solve the issue.
- e) The company executives communicate the updates to the customer and offers resolutions such as product replacement or refunds.
- f) The company executives collect customer feedback to ensure their satisfaction.

DEVELOPMENT OF FORMULATION

The stepwise details of development of formulation are as follows:

1. The marketing team identify and monitor the market demand and gather data on customer needs, preferences, and health concerns.
2. The marketing team discusses with the R&D Team, comprising of BAMS doctors about the market preferences and needs. Extensive discussion occurs between the team members and this discussions aim to balance traditional Ayurvedic principles with modern innovation, ensuring that the final product is both authentic and competitive in the market. The R&D team refers to the Charak Samhita for formulations targeting particular diseases or health conditions to ensure the product is rooted in traditional Ayurvedic remedies, while also considering modern insights to address customer needs effectively.

3. Once the R&D team has established the appropriate formulations based on discussions and references to the Charak Samhita, the formulation process begins.

4. This involves selecting the right ingredients, determining their proportions, and preparing the formulations according to established Ayurvedic practices of Charak Samhita. The R&D Team along with contract manufacturers performs this process.

5. The formulation is then prepared and verified again by the R&D team and contract manufacturer to their feasibility for manufacturing.

LAND AND PROPERTIES

S. No.	Address	Usage	Rented/ Owned	Tenure
1.	Flat No -194, Site-3, Vikaspuri, New Delhi – 110018	Staff Accommodation	Rented	Upto 31.08.2025
2.	Site-3/27, Ground Floor, Vikaspuri New Delhi -110018	Staff Accommodation	Rented	Upto 25.07.2025
3.	Flat No. 631 EPDP Dakshinayan Apartment, Sector-4, Dwarka, New Delhi – 110075	Staff Accommodation	Rented	Upto 30.07.2025

DOMAIN DETAILS

S. No.	Domain Name and ID	Sponsoring registrar & ID	Creation Date	Expiration Date	Status
1.	narijeevanjyoti.com	GoDaddy_77860739	12-10-2018	12-10-2026	Active
2.	powerrootz.com	GoDaddy_77860739	05-10-2023	05-10-2026	Active
3.	powerrootz.in	GoDaddy_77860739	05-10-2023	05-10-2026	Active
4.	vedicglobe.com	GoDaddy_77860739	01-10-2021	01-10-2026	Active

INTELLECTUAL PROPERTY

As on the date of this Draft Red Herring Prospectus, some of the trademarks whether device or word mark are registered/ objected in the name of the company under the Trademark Act, 1999. However, some of the trademarks have been licensed (temporary transferred) to the company from its promoters. The details of the marks are as under:

Trademark consisting of device/word registered or filed in the name of the Sat Kartar Shopping Private Limited.

S. No.	Trademark Name	Trademark/ Wordmark	Date of Application	Application Number	Class	Current Status
1.	Dr. Madhu Amrit		08/04/2020	4486004	05	Registered
2.	Health SKinRange	Wordmark	24/12/2018	4036036	35	Registered
3.	Liv Muztang	Wordmark	23/01/2019	4065257	35	Registered
4.	Marco Edu		23/07/2018	3895021	41	Registered

5.	SK Sarthi		04/09/2018	3934948	41	Registered
6.	8848	8848	03/02/2019	4085522	35	Registered
7.	Kama gold		07/05/2019	4169354	35	Registered
8.	Sat Kartar		04/09/2018	3934946	35	Registered
9.	Nari Jeevan Jyoti		04/09/2018	3934949	35	Registered
10.	Dr. Madhu Amrit		28-09-2018	3958818	35	Registered

Note: The application for change of name of the company in trademarks owned by the Company has been made.

Further, The reason for the objected trademarks of the Company are as follows:

Trademark Name	Type	Class	Application No.	Status	Reason
M9	Logo		4866424	Objected	S 11 (1)
Sandy Rx	Logo	5	5558027	Objected	S 11 (1)
Ajooni Wellness (word)	Word	35	5978967	Objected	S 11 (1)
Ajooni Wellness (word)	Word	3	5978968	Objected	S 11 (1)
Ajooni Wellness (word)	Word	5	5978969	Objected	S 11 (1)
SK Sarthi	Logo	5	6288682	Objected	Other Objection/Requirement/Conditions/Restrictions
herbiHeal	Word	5	6257192	Objected, Response Filed	S 11 (1)
Power Booster Mustang	Logo	35	3937015	Objected, Similar/Matching Trademark already existing	S 11 (1) & S 9 (1) (a)
Sat Kartar	Logo	5,35	5910438	Objected; Ready for show cause hearing	S 9 (1) (a)
Liv Muztang	Logo	5	5910445	Objected; Ready for show cause hearing	Other Objection/Requirement/Conditions/Restrictions
Mustang(Logo)	Logo	5	5910449	Objected; Ready for show cause hearing	S 11 (1)

8849	Logo	5,35	5910451	Objected; Ready for show cause hearing	S 9 (1) (a)
Mustang(word)	Word	5	5910456	Objected; Ready for show cause hearing	S 11 (1)
Liv Mustang	Logo	5	5910458	Objected; Ready for show cause hearing	S 11 (1)
Ajooni(Logo)	Logo	5,35	5910464	Objected; Ready for show cause hearing	S 11 (1)
Ajooni (word)	Logo	5,35	5946483	Objected; Ready for show cause hearing	S 11 (1)
Vajra 44(logo)	Logo	5	5960147	Objected; Ready for show cause hearing	S 11 (1)
SKMystic	Word	45	6038230	Objected; Ready for show cause hearing	S 11 (1)
Aadved Rog Nivarak	Word	5	6367753	Objected; Response Filed	S 11 (1)
Dr. Madhu Amrit	Word	44	6378014	Objected; Response Filed	S 11 (1) & Other Objection/Requirement/Conditions/Restrictions
Dr. Madhu Amrit	Word	5	6378015	Objected; Response Filed	Other Objection/Requirement/Conditions/Restrictions
Dr. Madhu Amrit	Word	35	6378016	Objected; Response Filed	Other Objection/Requirement/Conditions/Restrictions
Dr. Piles Free	Logo	5	5910443	Objected; Withdrawn	S 9 (1) (b) & Other Objection/Requirement/Conditions/Restrictions
SK Addiction Killer	Logo	5	5910454	Objected; Withdrawn	Other Objection/Requirement/Conditions/Restrictions
SK Turbo Treats (Word)	Word	5	5978976	Objected: Ready for Show Cause Hearing	S 11 (1)
herbiHeal	Word	35	6257193	Objected: Response Filed	S 11 (1)
Health SKinRange	Word	44	6288665	Objected: Response Filed	S 9 (1) (a)
Health SKinRange	Word	5	6288666	Objected: Response Filed	S 9 (1) (a)
Health SKinRange	Word	3	6288667	Objected: Response Filed	S 11 (1) & Other Objection/Requirement

					ent/Conditions/Restrictions
Kaama Gold	Logo	44	6288670	Objected: Response Filed	S 11 (1)
Kaama Gold	Logo	5	6288671	Objected: Response Filed	S 11 (1) & Other Objection/Requirement/Conditions/Restrictions
Kaama Gold	Logo	3	6288672	Objected: Response Filed	S 11 (1) & Other Objection/Requirement/Conditions/Restrictions
Sat Kartar	Logo	5	6288674	Objected: Response Filed	S 11 (1) & Other Objection/Requirement/Conditions/Restrictions
Sat Kartar	Logo	3	6288675	Objected: Response Filed	Other Objection/Requirement/Conditions/Restrictions
Nari Jeevan Jyoti	Logo	5	6288679	Objected: Response Filed	S 11 (1) & Other Objection/Requirement/Conditions/Restrictions
Dr. Madhu Amrit (Logo	Logo	44	6288680	Objected: Response Filed	S 11 (1), S 9 (1) (a) & Other Objection/Requirement/Conditions/Restrictions
SK Sarthi	Logo	3	6288683	Objected: Response Filed	Other Objection/Requirement/Conditions/Restrictions
SK Sarthi	Logo	35	6288684	Objected: Response Filed	S 11 (1) & Other Objection/Requirement/Conditions/Restrictions
8848	Word	5	6288685	Objected: Response Filed	S 11 (1)
8848	Word	3	6288686	Objected: Response Filed	S 11 (1) & Other Objection/Requirement/Conditions/Restrictions
8848	Word	44	6288687	Objected: Response Filed	S 11 (1)
Shaithilya	Logo	44	6288689	Objected: Response Filed	S 9 (1) (a)
Macamo	Logo	35	6290467	Objected: Response Filed	Other Objection/Requirement/Conditions/Restrictions
Macamo	Logo	3	6290468	Objected: Response Filed	Other Objection/Requirement

					ent/Conditions/Restrictions
Vedabay	Word	3	6290469	Objected: Response Filed	S 11 (1) & Other Objection/Requirement/Conditions/Restrictions
Vedabay	Word	35	6290470	Objected: Response Filed	S 11 (1) & Other Objection/Requirement/Conditions/Restrictions

Note:

1. The objection is raised under S 11 (1) of the Trade Marks Act, 1999, as the mark is identical with or similar to earlier marks in respect of identical or similar description of goods or services and because of such identity or similarity there exists a likelihood of confusion on the part of the public.

2. The objection is raised under S 9(1) (a) of the Trade Marks Act 1999, as the mark is a non-distinctive and as such it is not capable of distinguishing the services of one person from those of others.

3. Other objection or requirement may include that the applicant is required to submit relevant supporting documents bearing the applied mark (e.g. Bills, Invoices etc.) from the User Date to its continuous use in support of the User Affidavit as per the User Claim as per Trade Mark Rules, 2017.

Furthermore, few of the trademarks filed either have been approved, withdrawn, refused or abandoned, the details of which are as follows:

Trademark Name	Type	Class	Application No.	Status
8848ADDICTIONKILLER WITH DEVICE	Device	5	4268455	Abandoned
SK	Logo	5,35	5910440	Abandoned
Addiction Killer (Old)	Device	5	4268456	Abandoned; mark consists exclusively of words or indications which may serve in trade to designate the intended purpose.
A'adved Adivasi Hair Oil	Logo	5	5090013	Abandoned; Non-Filing of TM-M for classification of goods
Dr. Madhu Amrit Plus	Logo	5	2687086	Abandoned; Similar/Matching Trademark already existing
Liv Muztang	Word	5	6288669	Accepted & Advertised
Nini Baba Nini	Word	5	6312297	Accepted & Advertised
Lalla Lalla Lori	Word	5	6312298	Accepted & Advertised
Elemantra	Word	5	6257194	Accepted & Advertised
Cold Bare	Word	5	6410827	Formalities check pass
Cold Bare	Word	35	6410828	Formalities check pass
Piles Upchar	Word	5	6457672	Formalities check pass
Piles Upchar	Word	35	6457673	Formalities check pass
AADVED SLEEP	Word	5	6559737	Formalities check pass
8E Herbs	Word	5	6257188	Marked for Exam
Aadved Slim Herbs	Word	5	6643407	Formalities check pass
Power Rootz	Word	5	6656177	Formalities check pass

SK Sarthi	Logo	44	6288681	Accepted
Addiction Killer	Logo	35	3895022	Refused
Sampoorna Arogya	Logo		3934947	Refused
Dr Sugar Free	Logo	35	4254610	Refused
Poshan Plus	Logo	5	5260336	Refused
Sakht Launda	Logo	5	5445313	Refused
Marco Edu	Logo	41	3895021	Registered
Sat Kartar	Logo	35	3934946	Registered
SK Sarthi	Logo	41	3934948	Registered
Naari Jeevan Jyoti	Logo	35	3934949	Registered
Dr. Madhu Amrit (Logo)	Logo	35	3958818	Registered
Health SKinRange	Word	35	4036036	Registered
Liv Muztang	Word	35	4065257	Registered
8848	Logo	35	4085522	Registered
Kaama gold	Logo	35	4169354	Registered
Dr. Madhu Amrit	Logo	5	4486004	Registered
Aadved	Word	5	4691160	Registered
AadVed	Word	35	4692059	Registered
Veda Bay	Word	5	4904819	Registered
Macamo	Logo	5	5260298	Registered
Shaithilya	Logo	3	6075959	Registered
Shaithilya	Logo	35	6075968	Registered
Power Rootz	Logo	5	6176540	Registered
Power Rootz	Logo	35	6176541	Registered
8E Herbs	Word	35	6257189	Registered
Liv Muztang	Word	44	6288668	Registered
Shaithilya	Logo	5	6288690	Registered
Shaithilya	Logo	45	6288691	Registered
Elemanttra	Word	35	6257195	Registered
Aadved	Word	44	6290471	Registered
Vedabay	Word	44	6290472	Registered
PRANAVITALS	Word	5	6355214	Registered, Awaited Certificate
Ortho Aadved	Logo	5	5119807	Registered, Awaited Certificate
Vitalyx	Word	35	6257191	Registered
Sat Kartar	Logo	44	6288673	Registered, Awaited Certificate
Macamo	Word	44	6290473	Registered

The details of the opposed trademarks are as follows:

Trademark Name	Type	Class	Application No.	Status	Reason for opposition
Aadved Sampoorna Arogya	Word	5	6367752	Opposed	Opposed by M/s Marico Limited for using the Mark “Sampoorna” and “Arogyam”
Vitalyx	Word	5	6257190	Opposed	Opposed by M/s Pharmasynth Formulations Ltd. for using the Mark “VITALYX”
Nari Jeevan Jyoti	Logo	44	6288678	Opposed	Opposed by M/s Ace Impex, for

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KEY REGULATIONS AND POLICIES

IN GENERAL

● ~~Foreign Exchange Management Act, 1999~~

~~Foreign investment in India is primarily governed by the provisions of FEMA and the rules and regulations promulgated there under. Foreign Exchange Management Act, 1999 (“FEMA”) was enacted to consolidate and amend the law relating to foreign exchange with the objective of facilitating external trade and for promoting the orderly development and maintenance of foreign exchange market in India. FEMA extends to whole of India. This Act also applies to all branches, offices and agencies outside India owned or controlled by a person resident in India 102 and also to any contravention committed thereunder outside India by any person to whom the Act is applies. The Act has assigned an important role to the Reserve Bank of India (RBI) in the administration of FEMA.~~

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OUR HISTORY AND CERTAIN OTHER CORPORATE MATTERS

DIVESTMENT OF BUSINESS / UNDERTAKING BY COMPANY IN THE LAST TEN YEARS

The Company purchased 51 shares of M/s Flight Express Travel Inc, in the year 2017. Further, in the year 2018, the company sold the shares to M/s Faremart Inc, for the consideration of US \$ 61,200. The company has received all the amount as per the decided terms. The company made the investment for strategic purposes for entering into global market of USA. However, after some time, assessing its feasibility, the company determined that the venture was not viable and subsequently decided to disinvest.

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OUR MANAGEMENT

BOARD OF DIRECTORS

As per the Articles of Association of our Company, we are required to have not less than 3 (Three) Directors and not more than 15 (Fifteen) Directors on our Board, subject to provisions of Section 149 of Companies Act, 2013. As on date of this Draft Red Herring Prospectus, our Board consists of Directors, Eight (8) out of which Four (4) are Executive Director, Four (4) are Non-Executive Director out of which Three (3) are Independent Directors. Mr. Ved Prakash is the Managing Director of our company.

The following table sets forth certain details regarding the members of our Company's Board as on the date of this Draft Red Herring Prospectus:

S. No.	Name, DIN, Date of Birth, Qualification, Designation, Occupation, Address, Nationality and Term	Age	No. of Equity Shares held & % of pre issue shareholding	Other Directorships/partner
7.	Mr. Manoj Kumar Verma Designation: Independent Director Address: D-591, Rohini Sector-1, Raja Pur Kalan, Delhi-110085, India. Date of Birth: November 18, 1967 Qualification: Company Secretary. Occupation: Professional Nationality: Indian Date of Original Appointment: January 20, 2024 Date of Appointment as ID: April 09, 2024 DIN: 10472822	56 Years	Nil	Indian Private Companies Nil Indian Public Companies Nil Section 8 Companies Nil Indian LLP Nil

CHANGES IN THE BOARD FOR THE LAST THREE YEARS

Name of Director	Date of Event	Reason for Change
Mr. Rajesh Khatri	05/10/2021	Appointed as an Additional Director
Ms. Tabinda Shah	14/06/2022	Appointed as Additional Director
Ms. Tabinda Shah	16/08/2022	Resigned from the Directorship due to to pre-existing professional commitments and pre-occupancy in other business or personal ventures

Mr. Ravi Kumar	01/12/2022	Appointed as Additional Director
Mr. Rajesh Khati	16/02/2023	Resigned from the Directorship due to to pre-existing professional commitments and pre-occupancy in other business or personal ventures
Ms. Richa Takkar	02/03/2023	Appointed as Executive Director
Mr. Manprit Singh Chadha	22/03/2023	Resigned from the Directorship due to to pre-existing professional commitments and pre-occupancy in other business or personal ventures
Mr. Jaswinder Singh	04/10/2023	Resigned from the Directorship due to to pre-existing professional commitments and pre-occupancy in other business or personal ventures
Mr. Ravi Kumar	13/11/2023	Resigned from the Directorship due to to pre-existing professional commitments and pre-occupancy in other business or personal ventures
Mr. Manprit Singh Chadha	01/01/2024	Appointed as Managing Director
Ms. Richa Takkar	01/01/2024	Change in Designation from Executive to Non-Executive Director
Mr. Manoj KumarVerma	20/01/2024	Appointed as Additional Non-Executive Independent Director
Mr. Sunil Kumar Mehdiratta	20/01/2024	Appointed as Additional Non-Executive Independent Director
Mr. Ved Prakash	05/02/2024	Change in designation from Director to Whole Time Director
Mr. Manprit Singh Chadha	28/02/2024	Resigned from the post of Managing Director due to pre-occupancy in other business or personal ventures
Mr. Manoj KumarVerma	09/04/2024	Regularise as an Independent Director of the company for a term up to Five consecutive years
Mr. Sunil Kumar Mehdiratta	09/04/2024	Regularise as an Independent Director of the company for a term up to Five consecutive years
Mr. Ved Prakash	01/05/2024	Change in Designation from Whole Time Director to Managing Director
Mr. Pranav Singh Chadha	01/08/2024	Appointed as Additional Executive Director
Ms. Simrati Kaur	01/08/2024	Appointed as Additional Executive Director
Mr. Steve A Pereira	01/08/2024	Appointed as Additional Non-Executive Independent Director

CORPORATE GOVERNANCE

4. INITIAL PUBLIC OFFER COMMITTEE

Name of the Director	Designation in the Committee	Nature of Directorship
Ved Prakash	Chairman	Managing Director
Sanjay Kumar	Member	Executive Director
Richa Takkar	Member	Non-Executive Non-Independent Director

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OUR PROMOTERS

DISASSOCIATION BY THE PROMOTERS IN THE LAST THREE YEARS

None of our promoters have disassociated themselves from the any entities/firms during the preceding three years except following:

S No.	Name of Promoter	Name of the entity	Reason of Disassociation
1.	Manprit Singh Chadha	Manprit Singh & Associates	Dissolution of Partnership Firm
2.	Manprit Singh Chadha	Sat Kartar Fahrenheit Private Limited	Resignation from Directorship
3.	Manprit Singh Chadha	Skinrange Vision Foundation	Resignation from Directorship
4.	Manprit Singh Chadha	SKRAV Nidhi Limited	Resignation from Directorship
5.	Manprit Singh Chadha	Skinrange Addiction Killer Foundation	Resignation from Directorship
6.	Pranav Singh Chadha	SKRAV Nidhi Limited	Resignation from Directorship
7.	Pranav Singh Chadha	Skinrange Addiction Killer Foundation	Resignation from Directorship

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DIVIDEND DISTRIBUTION POLICY

3. Dividend

Interim Dividend

(e) Details of payment of Interim Dividend for the previous three financial years is as follows:

S No.	Particular	FY 23-24	FY 22-23	FY 21-22
1.	Number of shares	28,00,000	-	-
2.	Face value (in Rupees per share)	10.00	-	-
3.	Interim dividend (in Rupees per share)	0.525	-	-
4.	Aggregate dividend (in Rupees in Thousands)	1,470.00	-	-
5.	Rate of dividend (in Percentage)	5.25%	-	-
6.	Status of payment of Dividend	Paid in respective account of shareholders who were identified as on cut-off date	-	-

Note: The dividend distribution tax has been abolished vide finance act 2020 from financial year 2021.

Final Dividend

(d) Details of payment of Interim Dividend for the previous three financial years is as follows:

S No.	Particular	FY 23-24	FY 22-23	FY 21-22
1.	Number of shares	28,00,000	-	-
2.	Face value (in Rupees per share)	10.00	-	-
3.	Final dividend (in Rupees per share)	0.175	-	-
4.	Aggregate dividend (in Rupees in Thousands)	490.00	-	-
5.	Rate of dividend (in Percentage)	1.75%	-	-
6.	Status of payment of Dividend	Paid in respective account of shareholders who were identified as on cut-off date		

Note: The dividend distribution tax has been abolished vide Finance Act 2020 from Financial Year 2020-2021.

9. Mode of Payment of Dividend

The Company will pay the dividend in cash only by directly crediting the dividend amount to the shareholders' bank account through electronic payment mode.

SECTION VI – FINANCIAL INFORMATION

MANAGEMENT’S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATION

SIGNIFICANT DEVELOPMENTS SUBSEQUENT TO THE LAST FINANCIAL YEAR I.E., MARCH 31, 2024

As per mutual discussion between the Board of the Company and BRLM, in the opinion of the Board of the Company there have not arisen any circumstances since the date of the last financial statements as disclosed in the Draft Red Herring Prospectus and which materially and adversely affect or is likely to affect within the next twelve months except as follows:

- The Board of Directors of our Company has approved and passed resolution on June 26, 2024 to authorize the Board of Directors to raise the funds by way of Initial Public Offering.
- The Shareholders of our company appointed Mr. Ved Prakash as Managing Director, in the Extra Ordinary General Meeting held on May 01, 2024.
- The Board of our Company appointed Mr. Sunil Kumar Mehdiratta and Mr. Manoj Kumar Verma as Independent Directors in the Board Meeting held on January 20, 2024.
- The shareholders of our Company appointed Ms. Richa Takkar as Non-Executive and Non- Independent Director in the Extra-Ordinary General Meeting held on January 01, 2024.
- The board of directors in its meeting held on January 20, 2024 appointed Ms. Himanshu Malik as Company Secretary & Compliance officer of the Company w.e.f. January 20, 2024
- The board of directors in its meeting held on May 01, 2024 appointed Mr. Devender Kumar Arora as Chief Financial Officer of the Company.
- The Board of our Company appointed Mr. Pranav Singh Chadha and Mr. Simrati Kaur as Additional Executive Directors in the Board Meeting held on Augst 01, 2024.
- The Board of our Company appointed Mr. Steve Austin Pereira as Additional Independent Directors in the Board Meeting held on August 01, 2024.

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FINANCIAL INDEBTEDNESS

Secured Loans

(Amount in Thousands)

Name of persons/companies	Loan Amounts	Rate of Interest (per annum)	Nature of Loan	Nature of Tenure	Outstanding as on March 31, 2024
ICICI Bank	2,200.00	10.51%	Car Loan	36 Months	417.44
ICICI Bank	3,000.00	11.01%	Car Loan	36 Months	1,783.62
IDFC First Bank	25,000.00	10.50%	Car Loan	36 Months	11,375.90
ICICI Bank	1,350.00	9.15%	Car Loan	36 Months	1,182.04
Total	31,550.00				14,759.00

Unsecured Loans

(Amount in Thousands)

Name of persons/companies	Loan Amounts	Rate of Interest (per annum)	Nature of Loan	Nature of Tenure	Outstanding as on March 31, 2024
Bajaj Finance Limited	2,506.00	16.00%	Overdraft	48 Months	0.1
L& T Finance Limited	5,010.00	16.50%	Overdraft	36 Months	0.1
ICICI Bank	5,000.00	14.00%	Personal Loan	36 Months	3,039.61
Total	12,516.00				3,039.81

Our Promoters and Directors have provided personal guarantees to loan facility availed by us. Further, we have mentioned risk factor no. 20 with respect to the same under the chapter 'Risk factor'.

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SECTION VII - LEGAL AND OTHER INFORMATION

OUTSTANDING LITIGATIONS AND MATERIAL DEVELOPMENTS

1. LITIGATION INVOLVING OUR COMPANY

a) Litigation proceedings against our Company

Civil Proceedings:

Set out herein below are details of civil proceedings involving our Company:

Case: Three N Products Pvt Ltd v/s Sat Kartar Shopping Ltd and Ors.

This suit was filed against our Company & its directors, having case no. CS (COMM) No. 445/24 vide CNR; DLND010045312024, Three N Products Pvt Ltd v/s Sat Kartar Shopping Ltd and Ors., held before District and Sessions Judge, New Delhi, Patiala House Court (“Learned Trial Court”).

The suit has been filed before the court for trademark infringement, passing off, delivery up, rendition of accounts, etc. On the last and final date of hearing, the parties to the suit informed the Learned Trial Court that the matter was amicably settled between the parties and joint settlement application dated 20.09.2024 on behalf of parties under Order 23 Rule 3 read with Section 151 of the Code of Civil Procedure, 1908 along with supporting affidavit was filed before the Learned Trial Court. In view of the joint settlement agreement and separate statements of the parties, the suit was disposed of as settled.

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GOVERNMENT AND OTHER APPROVALS

TAX RELATED AUTHORISATIONS OF COMPANY

S.N.	Authorization granted	Issuing Authority	Registration No./Reference No./License No.	Date of Issue	Validity
1.	GST Registration Certificate (Delhi)	Central Goods and Services Tax Act, 2017	07AARCS6542F1Z0	31/05/2023	Valid until cancellation

**Note: The company previously held a GST certificate for Tamil Nadu also. However, all the billings are done from the registered office situated in Delhi, therefore, the company has initiated the surrender of the GST certificate for Tamil Nadu and has passed the resolution in this regard.*

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OTHER REGULATORY AND STATUTORY DISCLOSURES

NSE ELIGIBILITY NORMS:

1. The Issuer has positive Free cash flow to Equity (FCFE) for at least 2 out of 3 financial years preceding the application as given below:

<i>(Amount in Thousands)</i>			
Particulars	As at March 31, 2024	As at 31st March, 2023	As at 31st March, 2022
Net Cash flow from Operations	70,425.28	79,669.63	22,725.07
Less- Purchase of Fixed Assets (net of sale proceeds of Fixed Assets)	1,105.73	(23,371.94)	(6,989.17)
Add- Net Total Borrowings (net of repayment)	(19,016.82)	(44,128.37)	(7,488.79)
Less- Interest expense x (1-T)	(3,799.58)	(3,482.30)	(4,240.15)
Free cash flow to Equity (FCFE)	48,714.61	8,687.02	4,006.96

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SECTION XI - DECLARATION

We, hereby declare that, all the relevant provisions of the Companies Act, 2013 and the guidelines/regulations issued by the Government of India or the guidelines/regulations issued by the Securities and Exchange Board of India, established under section 3 of the Securities Exchange Board of India Act, 1992, as the case may be, have been complied with no statement made in the Draft Red Herring Prospectus is contrary to the provisions of Companies Act, 2013, the Securities and Exchange Board of India Act, 1992 or rules made there under or regulations/guidelines issued, as the case may be. We further certify that all the statements made in the Addendum to Draft Red Herring Prospectus are true and correct.

Signed by the Directors of our Company				
S.N.	Name	Category	Designation	Signature
1.	Ved Prakash	Executive	Managing Director	Sd/-
2.	Sanjay Kumar	Executive	Director	Sd/-
3.	Pranav Singh Chadha	Executive	Director	Sd/-
4.	Simrati Kaur	Executive	Director	Sd/-
5.	Richa Takkar	Non-Executive	Director	Sd/-
6.	Sunil Kumar Mehdiratta	Non-Executive	Independent Director	Sd/-
7.	Manoj Kumar Verma	Non-Executive	Independent Director	Sd/-
8.	Steve Austin Pereira	Non-Executive	Independent Director	Sd/-
Signed by the Chief Financial Officer and Company Secretary of our Company				
9.	Devender Kumar Arora	Full-time	Chief Financial Officer	Sd/-
10.	Himanshu Malik	Full-time	Company Secretary	Sd/-

Place: Delhi

Date: December 24, 2024