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# SIMCA ADVERTISING LIMITED

Corporate Identification Number: U74999MH2022PLC384827

Our company was incorporated as a public limited company under the name “Simca Advertising Limited” under the provisions of the Companies Act, 2013 vide certificate of incorporation dated June 17, 2022 issued by the Registrar of Companies, Central Registration Centre. For further details on incorporation and registered office of our Company, see “History and Certain Corporate Matters” on page 192 of the Prospectus.

**Registered Office & Corporate Office:** Bungalow No C-6, Swami Samarth Nagar, Roshanlal Nagar, 3rd Cross Lane, Andheri (W), Mumbai – 400 053, Maharashtra, India;

**Contact Person:** Pooja Sanjiv Hindia, Company Secretary and Compliance Officer;

**Telephone:** 022 - 2633 5055 | **Email:** investor@simcaadvertising.com | **Website:** www.simcaadvertising.com

## PROMOTERS OF OUR COMPANY ARE FAHIM BATLIWALA AND ASHMA FAHIM BATLIWALA

Our company has filed Prospectus with ROC on May 13, 2026. The Equity shares are proposed to be listed on SME Platform of National Stock Exchange of India Limited (“NSE Emerge”) and trading will commence on Friday, May 15, 2026.

### BASIS OF ALLOTMENT

INITIAL PUBLIC OFFERING OF 31,71,600 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH (“EQUITY SHARES”) FOR CASH AT A PRICE OF ₹ 183/- PER EQUITY SHARE (INCLUDING A PREMIUM OF ₹ 173/- PER EQUITY SHARE) (“ISSUE PRICE”) AGGREGATING TO ₹ 5,804.03 LAKHS (“THE ISSUE”). THE ISSUE CONSTITUTED 26.49% OF THE POST-ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THE ISSUE INCLUDED A RESERVATION OF 1,59,000 EQUITY SHARES AGGREGATING TO ₹290.97 LAKHS (CONSTITUTING 1.33% OF THE POST ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY) FOR SUBSCRIPTION BY MARKET MAKER (“MARKET MAKER RESERVATION PORTION”). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION IS HEREINAFTER REFERRED TO AS THE “NET ISSUE”. THE ISSUE AND THE NET ISSUE CONSTITUTED 26.49% AND 25.16% RESPECTIVELY, OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

**ANCHOR INVESTOR ISSUE PRICE: ₹183/- PER EQUITY SHARE OF FACE VALUE OF ₹10/- EACH**

**ISSUE PRICE: ₹183/- PER EQUITY SHARE OF FACE VALUE OF ₹10/- EACH**

**THE ISSUE PRICE IS 18.3 TIMES OF THE FACE VALUE OF THE EQUITY SHARES**

BID / ISSUE PROGRAMME	<b>ANCHOR INVESTOR ISSUE PERIOD OPENED AND CLOSED ON: TUESDAY, MAY 07, 2026</b>
	<b>BID/ISSUE OPENED ON: FRIDAY, MAY 08, 2026</b>
	<b>BID/ISSUE CLOSED ON: TUESDAY, MAY 12, 2026</b>

**THE FACE VALUE OF THE EQUITY SHARES IS ₹10/- EACH**  
**ISSUE PRICE IS ₹183/- PER EQUITY SHARE.**

### RISKS TO INVESTORS

- Risk to Investors:** For details refer to section titled “Risk Factors” on page 30 of the Prospectus.
- Non-Transferability of lease/sublease agreements and future renewal strategy:** Our 29 hoarding sites (59 media slots) subleased from the promoter’s proprietorship cannot be transferred to us due to contractual restrictions. We plan to renew these leases directly in our Company’s name upon expiry and currently we are paying ₹90.00 lakhs per month for these sites to our Promoter, Fahim Batliwala.
- Dependence on leased media sites and related party assets:** We rely fully on leased and sub-leased media sites, including key assets from our Promoter’s proprietorship, making operations dependent on these arrangements. Any non-renewal or adverse change in terms may disrupt media availability and impact revenue and governance.
- Dependence on the “SIMCA” brand and pending trademark registration:** Our business depends on the strong reputation of the “SIMCA” brand, and any damage could affect client trust and site acquisition. The trademark is still pending registration, and any adverse outcome may impact brand continuity.
- High trade receivables and impact on working capital:** Significant receivables and delayed client payments can create working capital mismatches and strain liquidity. Prolonged delays, disputes, or write-offs may weaken financial ratios and affect operational flexibility.
- Litigation involving our Promoter and potential impact:** Our Promoter, Fahim Batliwala is involved in certain taxation-related proceedings, and any adverse ruling may affect stakeholder confidence. Though unrelated to Company operations, such outcomes could indirectly impact our business and financial condition.
- Absence of long-term client agreements and demand forecasting risks:** We depend on campaign-specific bookings without long-term commitments, making revenues vulnerable to cancellations or changes. This may cause revenue fluctuations and underutilization of sites despite no adverse instances historically.
- Dependence on key vendors and media asset owners:** Lack of long-term vendor agreements makes us reliant on a limited set of suppliers for printing, fabrication, and media sites. Any disruption or price increase may delay campaigns and affect profitability.
- Promoter’s involvement in similar businesses and potential conflict of interest:** Our Promoter, Fahim Batliwala, operates similar advertising businesses, creating potential conflicts over clients, sites, or vendor relationships.
- Dependence on availability and pricing of OOH advertising sites:** Our business requires consistent access to suitable OOH sites, and rising rentals or non-availability may impact margins and campaign execution. Loss of key sites due to regulatory or commercial factors may affect scalability and revenue.
- Restated Financial Information prepared by Peer-Reviewed Auditors other than Statutory Auditors:** Restated Financial Information as disclosed in the Offer Document is prepared by peer-reviewed auditors who are not our Statutory Auditors.
- The Price Band and Issue Price are based on various factors and assumptions determined in consultation with the Book Running Lead Manager. These may not reflect the market price upon listing, which will be influenced by market conditions beyond our control
- The average cost of acquisition of Equity Shares by our Promoters:**

Sr. No.	Name of the Promoters	Equity shareholding as on the date of the Prospectus	Average cost of Acquisition per Equity Share (in ₹)*
1.	Fahim Batliwala	87,98,944	0.24
2.	Ashma Fahim Batliwala	176	0.06

**Note:** Average cost of acquisition of Equity Shares of the Company held by the Promoters in respect of their respective shareholding in the Company is calculated as per FIFO Method.

As certified by M/s. F.A. Ansari and Associates, Chartered Accountants, by way of their certificate dated June 28, 2025.

- Weighted Average Cost of Acquisition of all shares transacted in the three years, 18 months and one year preceding the date of this Prospectus**

Period	Number of Equity Shares transacted of face value ₹ 10 each	Weighted average cost of acquisition per Equity Share (in ₹)	Cap Price is ‘x’ times the weighted average cost of acquisition	Range of acquisition price per Equity Share: lowest price-highest price (in ₹)
Last one year preceding the date of the Prospectus	87,50,000	-	-	Nil ^
Last 18 months preceding the date of the Prospectus	87,50,000	-	-	Nil ^
Last three years preceding the date of the Prospectus	87,50,000	-	-	Nil ^

^ Nil is the lowest price since bonus issue for 87,50,000 equity shares was made on May 28, 2025.

\*As certified by M/s. F.A. Ansari and Associates, Chartered Accountants, by way of their certificate dated May 12, 2026.

For further details see section titled “Risk Factors” on page 30 and the financials of the Company including profitability and return ratios, as set out in the section titled “Restated Financial Information” on page 216 of the Prospectus for a more informed view.

The Issue was being made through the Book Building process, in terms of Rule 19(2)(b) of the SCRR, read with Regulation 252 of the SEBI ICDR Regulations and in compliance with Regulation 253(1) and Regulation 253(2) of the SEBI ICDR Regulations, wherein not more than 50% of the Net Issue was available for allocation on a proportionate basis to QIBs (the “QIB Portion”). Our Company in consultation with the BRLM, allocated upto 60% of the QIB Portion to Anchor Investors on a discretionary basis, in accordance with the SEBI ICDR Regulations (the “Anchor Investor Portion”).

40% of the Anchor Investor Portion was made available for allocation as follows, (i) 33.33% was made available for allocation to domestic Mutual Funds and (ii) 6.67% for life insurance companies and pension funds, subject to valid Bid received from domestic Mutual Funds, life insurance companies and pension funds at or above the Anchor Investor Allocation Price (“Anchor Investor Allocation Price”). In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares was added to the Net QIB Portion. Further, 5% of the Net QIB Portion was made available for allocation on a proportionate basis only to Mutual Funds, subject to valid Bids have been received at or above the Issue Price, and the remainder of the Net QIB Portion was made available for allocation on a proportionate basis to all QIBs (other than Anchor Investors), including Mutual Funds, subject to valid Bids being received at or above the Issue Price. Further, not less than 15% of the Net Issue was made available for allocation to Non-Institutional Bidders (“Non-Institutional Portion”) on a proportionate basis to Non-Institutional Bidders out of which (a) one third of the portion available to non-institutional bidders was reserved for applicants with application size of more than two lots and up to such lots equivalent to not more than ₹10.00 lakhs; (b) two third of the portion available to non-institutional bidders was reserved for applicants with application size of more than ₹10.00 lakhs provided that the unsubscribed portion in either of such sub-categories was allocated to applicants in the other sub-category of Non-Institutional Bidders. Further, not less than 35% of the Net Issue was made available for allocation to individual bidders, in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Issue Price (“Individual Bidder Portion”). All Bidders (except Anchor Investors) were mandatorily made to participate in this Issue only through the Application Supported by Blocked Amount (“ASBA”) process and shall provide details of their respective bank account (including UPI ID (defined hereinafter) in case of UPI Bidders (defined hereinafter)) in which the Bid Amount were blocked by the Self Certified Syndicate Banks (“SCSBs”) or the Sponsor Bank, as the case may be. Anchor Investors are not permitted to participate in the Anchor Investor Portion through the ASBA process. For further details, see “Issue Procedure” on page 283 of the Prospectus.

The Bidding for Anchor Investors opened and closed on Thursday, May 07, 2026. Our Company received 4 Anchor Investor Application Forms from 4 Anchor Investors (including Nil domestic Mutual Funds through Nil Mutual Fund schemes) for 4,39,200 Equity Shares. The Anchor Investor Issue Price was finalized at ₹183/- per Equity Share. A total of 4,39,200 Equity Shares were allocated under the Anchor Investor Portion aggregating to ₹803.74 Lakhs.

The Issue received 83,495 applications for 20,87,95,200 Equity Shares (prior to valid rejections) resulting 76.41 times subscription. The details of the applications received in the Issue from various categories are as under (before valid rejections):

Sr. No.	Category	Number of Applications	Number of equity shares Bid for	Number of equity shares reserved as per Prospectus	Number of times subscribed	Amount (₹)
1	Qualified Institutional Bidders (excluding Anchor Portion)	50	4,91,85,600	4,87,800	100.83	9,00,09,64,800
2	Non-Institutional Investors 1 (More than 200,000/- to 1,000,000/-)	10,719	2,07,94,800	3,43,800	60.49	3,80,52,55,800
3	Non-Institutional Investors 2 (More than 1,000,000/-)	10,144	6,35,58,600	6,85,800	92.68	11,63,11,18,800
4	Individual Bidders	62,581	7,50,97,200	10,56,000	71.11	13,74,16,66,800
5	Market Maker	1	1,59,000	1,59,000	1.00	2,90,97,000
Total		83,495	20,87,95,200	27,32,400	76.41	38,20,81,03,200

### Final Demand

A summary of the final demand as per NSE as on the Bid/Issue Closing Date and as at different Bid prices is as under:

Sr. No.	Bid Price	No Of Equity Shares	% of Total	Cumulative Total	Cumulative % of Total
1	174	249,600	0.11	249,600	0.11
2	175	46,800	0.02	296,400	0.13
3	176	8,400	0.00	304,800	0.14
4	177	9,600	0.00	314,400	0.14
5	178	13,200	0.01	327,600	0.15
6	179	11,400	0.01	339,000	0.15
7	180	68,400	0.03	407,400	0.18
8	181	58,800	0.03	466,200	0.21
9	182	144,000	0.06	610,200	0.27
10	183	224,068,800	99.73	224,679,000	100.00
Total		22,46,79,000	100.00%		

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange, being the NSE, on Wednesday, May 13, 2026.

### INVESTOR'S PLEASE NOTE

- Allotment to Qualified Institutional Buyers (excluding Anchor Investors Portion) (After Rejections):**

The Basis of Allotment to QIBs, who have bid at Issue Price of ₹183/- per Equity Shares or above, was finalized in consultation with NSE. The category was subscribed by 100.83 times i.e. for 4,91,85,600 Equity shares. As per the SEBI Regulations, 5% of Net QIB portion was reserved for mutual funds i.e. 23,400 Equity Shares and other QIBs and unsatisfied demand of Mutual Funds were allotted the remaining available Equity

(Continued next page...)

Shares i.e., 4,87,800 (i.e. Including unsubscribed portion of 23,400 Equity Shares from Mutual Fund) Equity Shares on a proportionate basis. The total number of shares allotted in this category is 4,87,800 Equity Shares to 48 successful applicants. The category wise details of the Basis of Allotment are as under:

Category	FIS/BANKS	MF's	IC's	NBFC's	AIF	FII/FPC	OTHERS	TOTAL
QIB	-	-	-	1,71,000	1,98,600	1,15,200	3,000	4,87,800

**B. Allotment to Non- Institutional Bidders (After Rejections) (including ASBA Applications)**

The Basis of Allotment to the Non-Institutional Bidders, who have bid at the Issue Price of ₹183/- per Equity Share or above, was finalized in consultation with the NSE. The Nil 1 category (above 2 lots & up to 10,00,000/-) has been subscribed to the extent of 59.96 times. The total number of Equity Shares Allotted in this category is 3,43,800 Equity shares to 191 successful Non-Institutional Bidders. Further, the Nil 2 Category (above ₹ 10,00,000/-) has been subscribed to the extent of 92.25 times. The total number of Equity Shares Allotted in this category is 6,85,800 Equity Shares to 381 successful Non-Institutional Bidders.

The category-wise details of the Basis of Allotment are as under (Sample):

- a. Nil 1 category (above 2 lots & up to 10,00,000/-):** Allocation to Non-Institutional Investors (up to ₹10 lakhs) (After Rejections): The Basis of Allotment to Non-Institutional Investors (up to ₹10 lakhs), who have bid at Issue Price of ₹183/- per equity shares or above, was finalized in consultation with NSE. The category was subscribed by 59.96 times i.e. for 2,06,14,200 Equity Shares. The total number of shares allotted in this category is 3,43,800 Equity Shares to 191 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	Category	No. of Applica-tions Received	% of Total	Total No. of Shares applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Shares Allotted
1	1,800	9685	91.10	1,74,33,000	84.57	1,800	3:167	3,13,200
2	2,400	514	4.83	12,33,600	5.98	1,800	9:514	16,200
3	3,000	86	0.81	2,58,000	1.25	1,800	2:86	3,600
4	3,600	61	0.57	2,19,600	1.07	1,800	1:61	1,800
5	4,200	26	0.24	1,09,200	0.53	1,800	0:26	0
6	4,800	63	0.59	3,02,400	1.47	1,800	1:63	1,800
7	5,400	196	1.84	10,58,400	5.13	1,800	4:196	7,200
Total		10,631	100.00	2,06,14,200	100.00			3,43,800

- b. Nil 2 Category (above ₹ 10,00,000/-):** Allocation to Non-Institutional Investors (above ₹10 lakhs) (After Rejections): The Basis of Allotment to Non-Institutional Investors (above ₹10 lakhs), who have bid at Issue Price of ₹183/- per equity shares or above, was finalized in consultation with NSE. The category was subscribed by 92.25 times i.e. 6,32,67,600 Equity Shares. The total number of shares allotted in this category is 6,85,800 Equity Shares to 381 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	Category	No. of Applica-tions Received	% of Total	Total No. of Shares applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Shares Allotted
1	6,000	9831	97.35	5,89,86,000	93.23	1,800	2:53	6,67,800
2	6,600	82	0.81	5,41,200	0.86	1,800	3:82	5,400
3	7,200	56	0.55	4,03,200	0.64	1,800	2:56	3,600
4	8,400	29	0.29	2,43,600	0.39	1,800	1:29	1,800
5	12,000	19	0.19	2,28,000	0.36	1,800	1:19	1,800
6	7,800	8	0.08	62,400	0.10	1,800	0:8	0
7	9,000	6	0.06	54,000	0.09	1,800	0:6	0
8	9,600	2	0.02	19,200	0.03	1,800	0:2	0
9	10,200	6	0.06	61,200	0.10	1,800	0:6	0
10	10,800	6	0.06	64,800	0.10	1,800	0:6	0
11	11,400	2	0.02	22,800	0.04	1,800	0:2	0
12	12,600	5	0.05	63,000	0.10	1,800	0:5	0
13	13,200	3	0.03	39,600	0.06	1,800	0:3	0
14	13,800	2	0.02	27,600	0.04	1,800	0:2	0
15	14,400	1	0.01	14,400	0.02	1,800	0:1	0
16	15,000	2	0.02	30,000	0.05	1,800	0:2	0
17	16,200	1	0.01	16,200	0.03	1,800	0:1	0
18	16,800	3	0.03	50,400	0.08	1,800	0:3	0
19	17,400	2	0.02	34,800	0.06	1,800	0:2	0
20	18,000	6	0.06	1,08,000	0.17	1,800	0:6	0
21	19,200	1	0.01	19,200	0.03	1,800	0:1	0
22	19,800	1	0.01	19,800	0.03	1,800	0:1	0
23	21,600	2	0.02	43,200	0.07	1,800	0:2	0
24	23,400	1	0.01	23,400	0.04	1,800	0:1	0
25	24,000	2	0.02	48,000	0.08	1,800	0:2	0
26	24,600	2	0.02	49,200	0.08	1,800	0:2	0
27	27,000	1	0.01	27,000	0.04	1,800	0:1	0
28	27,600	1	0.01	27,600	0.04	1,800	0:1	0
29	30,600	1	0.01	30,600	0.05	1,800	0:1	0
30	33,600	1	0.01	33,600	0.05	1,800	0:1	0
31	36,600	1	0.01	36,600	0.06	1,800	0:1	0
32	43,800	1	0.01	43,800	0.07	1,800	0:1	0
33	46,200	1	0.01	46,200	0.07	1,800	0:1	0
34	49,800	1	0.01	49,800	0.08	1,800	0:1	0
35	60,000	1	0.01	60,000	0.09	1,800	0:1	0
36	60,600	1	0.01	60,600	0.10	1,800	0:1	0
37	61,800	1	0.01	61,800	0.10	1,800	0:1	0
38	1,00,800	1	0.01	1,00,800	0.16	1,800	0:1	0
39	1,07,400	1	0.01	1,07,400	0.17	1,800	0:1	0
40	1,09,200	1	0.01	1,09,200	0.17	1,800	0:1	0
41	1,92,000	1	0.01	1,92,000	0.30	1,800	0:1	0
42	2,18,400	1	0.01	2,18,400	0.35	1,800	0:1	0

43	2,43,000	1	0.01	2,43,000	0.38	1,800	0:1	0
44	5,46,000	1	0.01	5,46,000	0.86	1,800	0:1	0
45	0	All applicants from Serial no 06 to 44 for 1 (one) lot of 1800 shares				1,800	3:82	5,400
Total		10,099	100.00	6,32,67,600	100.00			6,85,800

- C. Allotment to Individual Bidders (After Rejections) (including ASBA Applications):** The Basis of Allotment to the Individual Investors, who have bid at or above the Issue Price of ₹183/- per equity shares, was finalized in consultation with NSE. The category was subscribed by 70.26 times i.e. for 7,41,90,000 Equity Shares. Total number of shares allotted in this category is 10,56,000 Equity Shares to 880 successful applicants. The category wise details of the Basis of Allotment are as under:

Sr. No.	Category	No. of Applica-tions Received	% of Total	Total No. of Shares applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Shares Allotted
1	1200	61,825	100.00	7,41,90,000	100.00	1200	4:281	10,56,000
Total		61,825	100.00	7,41,90,000	100.00	-	-	10,56,000

- D. Allotment to Anchor Investors (after rejections):** Our Company, in consultation with the BRLM, has allocated 4,39,200 Equity Shares to 4 Anchor Investors (applied through 4 Anchor Investor Application Forms) (including Nil domestic Mutual Funds through Nil schemes) at the Anchor Investor Issue Price of ₹183/- per Equity Share in accordance with the SEBI ICDR Regulations. This represents up to 60% of the QIB Portion:

Category	FIS/BANKS	MF's	IC's	NBFC's	AIF	FII/FPC	OTHERS	TOTAL
Anchor	-	-	-	2,19,600	-	2,19,600	-	4,39,200

The Board of Directors of the Company at its meeting held on May 13, 2026, has taken on record the Basis of Allotment of Equity Shares, as approved by the Designated Stock Exchange being NSE and has allotted the Equity Shares to various successful applicants. The Allotment Advice-cum-Unblocking Intimations and/ or notices have been dispatched to the addresses of the investors as registered with the depositories. Further, the instructions to the SCSBs for unblocking of funds, transfers to the Public Issue Account have been issued on May 13, 2026. In case the same is not received within ten days, investors may contact the Registrar to the Issue at the address given below. The Equity Shares Allotted to the successful Allottees have been uploaded on May 14, 2026 for credit into the respective beneficiary accounts subject to validation of the account details with the depositories concerned. Our Company has filed the listing application with the NSE on May 14, 2026. Our Company has received the listing and trading approvals from NSE and the trading will commence on May 15, 2026.

**Note:** All capitalised terms used and not specifically defined herein shall have the same meaning as ascribed to them in the Prospectus.

CORRIGENDUM: NOTICE TO INVESTORS

This is with reference to the prospectus dated May 13, 2026 filed with the Registrar of Companies (RoC), Mumbai I on May 13, 2026.

**The attention of the investors is drawn to the following:**

Under the Chapter **“The Issue”** on page no. 62 of the Prospectus the details of Non-Institutional Portion shall be read as (i) One-third of the Non-Institutional Portion reserved for applicants with an application size of more than two lots and up to ₹10.00 lakhs as 3,43,800 Equity Shares (ii) Two-third of the Non-Institutional Portion reserved for applicants with an application size of more than ₹10.00 lakhs as 6,85,800 Equity Shares.

Under the chapter **“Summary of Related Party Transactions”** on page no. 69 of the Prospectus for Fiscal 2023-24 the amount for **“Transaction during the year/period - Fahim Batliwala - Acceptance of loans”** shall be read as ₹ 14.97 lakhs.

Under the chapter **“Restated Financial Information”** on page no. F-28 of the Prospectus for Fiscal 2023-24 the amount for **“Transaction during the year/period - Fahim Batliwala - Acceptance of loans”** shall be read as ₹14.97 lakhs.

**INVESTOR'S PLEASE NOTE**

The details of the allotment made would also be hosted on the website of the Registrar to the Issue, **MUFG Intime India Private Limited (Formerly Link Intime India Private Limited)** at [www.in.mpms.mufg.com](http://www.in.mpms.mufg.com).

All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First/ sole Bidder, Bid cum Application Form number, Bidder DP ID, Client ID, PAN, date of submission of Bid cum Application Form, address of the Bidder, number of Equity Shares applied for, the name and address of the Designated Intermediary where the Bid cum Application Form was submitted by the Bidder and a copy of the Acknowledgment Slip received from the Designated Intermediary at the address given below:



**MUFG Intime India Private Limited**

**(Formerly known as Link Intime India Private Limited)**

**Address:** C-101, 247 Park, 1st Floor, L B S Marg, Vikhroli (West), Mumbai – 400 083, Maharashtra, India

**Telephone:** +91 81081 14949 | **Email:** [simca.smeipo@in.mpms.mufg.com](mailto:simca.smeipo@in.mpms.mufg.com)

**Investor Grievance E-mail:** [simca.smeipo@in.mpms.mufg.com](mailto:simca.smeipo@in.mpms.mufg.com) | **Website:** [www.in.mpms.mufg.com](http://www.in.mpms.mufg.com)

**Contact Person:** Shanti Gopalkrishnan | **SEBI Registration Number:** INR000004058

	<b>For Simca Advertising Limited</b> Sd/- <b>Fahim Batliwala</b> <b>Chairman and Managing Director</b>
<b>Date:</b> May 14, 2026	
<b>Place:</b> Mumbai, Maharashtra	

**THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES ON LISTING OR THE BUSINESS PROSPECTS OF SIMCA ADVERTISING LIMITED.**

**Simca Advertising Limited** has filed the Prospectus with the ROC on May 13, 2026, and thereafter with SEBI and the Stock Exchange. The Prospectus is available on the website of NSE at [www.nseindia.com](http://www.nseindia.com), on the website of the Company at [www.simcaadvertising.com](http://www.simcaadvertising.com) and on the website of the BRLM, at <https://socradamus.in/>. Any potential Investors should note that investment in Equity Shares involves a high degree of risk and for details relating to the same, please see **“Risk Factors”** beginning on page 30 of the Prospectus.

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