

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS



(Please scan this QR code to view the RHP)

This is an Abridged Prospectus containing salient features of the Red Herring Prospectus of Simca Advertising Limited (the "Company") dated May 01, 2026 filed with the Registrar of Companies, Mumbai 1 at Maharashtra (the "RHP" or "Red Herring Prospectus"). You are encouraged to read greater details available in the RHP, which is available at <https://www.nseindia.com/companies-listing/corporate-filings-offer-documents>. Unless otherwise specified all capitalised terms used herein and not specifically defined bear the same meaning as ascribed to then in RHP. This abridged prospectus is not for distribution outside India.

THIS ABRIDGED PROSPECTUS CONSISTS OF BID CUM APPLICATION FORM ALONG WITH INSTRUCTIONS AND SIX PAGES OF ABRIDGED PROSPECTUS. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.

Please ensure that you have read the RHP, this Abridged Prospectus ("Abridged Prospectus") and the General Information Document for investing in public issues ("GID") undertaken through the Book Building Process before applying in the Issue (as defined below). The investors are advised to retain a copy of the RHP/Abridged Prospectus for their future reference. You may obtain a physical copy of the Bid cum Application Form and the RHP from the Stock Exchange, Member of the Syndicate, Registrar to the Issue, Registrar and Share Transfer Agents ("RTAs"), Collecting Depository Participants ("CDPs"), Registered Brokers, Bankers to the Issue, Investors' Associations or Self Certified Syndicate Banks ("SCSBs"). You may also download the RHP from the website of Securities and Exchange Board of India ("SEBI") at www.sebi.gov.in, the website of National Stock Exchange of India Limited ("NSE", the "Stock Exchange") at www.nseindia.com, and the website of the Company at <https://www.simcaadvertising.com/> and the website of the Book Running Lead Manager at <https://socradamus.in/>.



SIMCA ADVERTISING LIMITED

Corporate Identification Number: U74999MH2022PLC384827; Date of Incorporation: June 17, 2022

Registered Office & Corporate Office	Contact Person	Email and Telephone	Website
Bungalow No C-6, Swami Samarth Nagar Roshanlal Nagar, 3rd Cross Lane, Andheri (W), Mumbai – 400 053, Maharashtra, India	Pooja Sanjiv Hindia Company Secretary and Compliance Officer	Email: investor@simcaadvertising.com Telephone: 022 - 2633 5055	www.simcaadvertising.com

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

Details of the Issue to the Public

Type of Issue	Fresh Issue Size	Offer For Sale Size	Total Issue Size	Eligibility and Reservation among QIBs, NIBs & IBs	Share Reservation		
					QIB	NIB	IB
Fresh Issue	Up to 31,71,600 Equity Shares of face value of ₹10/- each aggregating to ₹ [●] Lakhs	Not Applicable	Up to 31,71,600 Equity Shares of face value of ₹10/- aggregating to ₹ [●] Lakhs	The Issue is being made pursuant to Regulation 229 (2) of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations") For further details, see "Other Regulatory and Statutory Disclosures – Eligibility for the Issue" on page 261 of RHP. For details of share reservation among QIBs, NIBs and IBs, see "Issue Structure" on page 279 of RHP.	Not more than [●] Equity Shares	Not less than [●] Equity Shares	Not less than [●] Equity Shares

These equity shares are proposed to be listed on SME Platform of National Stock Exchange of India Limited ("NSE Emerge"). For the purpose of the Issue, NSE is the Designated Stock Exchange ("the Designated Stock Exchange").

DETAILS OF THE SELLING SHAREHOLDERS, OFFER FOR SALE AND WEIGHTED AVERAGE COST OF ACQUISITION

Name of Selling Shareholder	Type	No of Equity Shares offered	Weighted average cost of acquisition per Equity Share (in ₹)
NA	NA	NA	NA

PRICE BAND, MINIMUM BID LOT & INDICATIVE TIMELINES

Price Band (For details of the Price Band and the basis for the Issue Price, please refer to the price band advertisement and the section titled "Basis for Issue Price" on page 107 of the RHP)	₹174/- per Equity Share to ₹183/- per Equity Share of face value of ₹10/- each
Minimum Bid Lot Size	A minimum of 1,200 Equity Shares and in multiples of 600 Equity Shares thereafter
Bid/ Issue Open On	Friday, May 08, 2026
Bid/ Issue Closes On*	Tuesday, May 12, 2026
Finalisation of Basis of Allotment with the Designated Stock Exchange	On or before Wednesday, May 13, 2026
Initiation of Refunds (if any, for Anchor Investors)/ unblocking of funds from ASBA Account	On or before Thursday, May 14, 2026
Credit of Equity Shares to Demat accounts of Allottees	On or before Thursday, May 14, 2026
Commencement of trading of Equity Shares on the Stock Exchange	On or before Friday, May 15, 2026

* UPI mandate end time and date shall be at 5:00 p.m. on the Bid Closing Date.

Weighted Average Cost of Acquisition of all shares transacted 18 months preceding the date of this Red Herring 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 ₹)
Trailing Eighteen Months from the date of RHP	87,50,000	-	-	NIL

*As certified by M/s. F.A. Ansari and Associates, Chartered Accountants, by way of their certificate dated May 02, 2026.

Disclaimer: The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended ("U.S. Securities Act") and may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable state securities law. Accordingly, the Equity Shares are only being offered and sold outside the United States in "offshore transactions" as defined in and in reliance on Regulation S under the U.S. Securities Act and the applicable laws of the jurisdiction where those offers and sales occur. There will be no offering of securities in the United States.

RISKS IN RELATION TO THE FIRST ISSUE

The face value of the Equity Shares is ₹10/- each. The Floor Price, Cap Price and Issue Price determined by our Company in consultation with the Book Running Lead Manager, on the basis of the assessment of market demand for the Equity Shares by way of the Book Building Process, as stated in "Basis for Issue Price" on page 107 of RHP should not be considered to be indicative of the market price of the Equity Shares after the Equity Shares are listed. No assurance can be given regarding an active and / or sustained trading in the Equity Shares nor regarding the price at which the Equity Shares will be traded after listing.

GENERAL RISKS

Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in the Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue, including the risks involved. The Equity Shares in the Issue have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of this Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 29 of RHP and on page 8 of this Abridged Prospectus.

PROCEDURE

You may obtain a physical copy of the Bid cum Application Form and the RHP from the Stock Exchange, Syndicate Members, Registrar to the Issue, RTAs, CDPs, Registered Brokers, Underwriters, Bankers to the Issue, Investors' Associations or SCSBs.

If you wish to know about processes and procedures applicable to this Issue, you may request for a copy of the RHP and/or the GID from the BRLM or download it from the websites of the SEBI at www.sebi.gov.in and NSE at www.nseindia.com and from the website of the BRLM at <https://socradamus.in>.

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PRICE INFORMATION OF BRLM								
PRICE INFORMATION OF BRLM: SOCRADAMUS CAPITAL PRIVATE LIMITED								
Sr. No.	Issue name	Issue size (₹ Crores)	Issue price (₹)	Listing Date	Opening price on Listing Date (₹)	+/- % change in closing price, [+/-% change in Closing benchmark] 30 th calendar days from listing	+/- % change in closing price, [+/-% change in closing benchmark] 90 th calendar days from listing	+/- % change in closing price, [+/-% change in Closing benchmark] 180 th calendar days from listing
SME IPO								
1.	Identical Brains Studios Limited	19.95	54.00	December 26, 2024	95.00	-4.63%, [-2.77%]	-16.94%, [-0.34%]	-21.20%, [-5.14%]
2.	Kaytex Fabrics Limited	69.81	180.00	August 05, 2025	144.00	-37.39% [0.37%]	-50.83% [4.52%]	-68.61% [0.71%]
3.	Invicta Diagnostic Limited	28.12	85.00	December 08, 2025	100.00	-6.41% [0.84%]	-27.06%, [-7.44%]	N.A.
4.	Yaap Digital Limited	80.11	145.00	March 05, 2026	127.00	14.31% [7.26%]	N.A.	N.A.

Source: www.nseindia.com

Book Running Lead Manager	Socradamus Capital Private Limited Telephone: 022 - 4961 4235 Email: mb@socradamus.in Investors Grievance e-mail: investors@socradamus.in
Name of Syndicate Member	Intellect Stock Broking Limited
Name of Market Maker	Giriraj Stock Broking Private Limited Telephone: 95474 73969 Email: giriraj@girirajstock.com
Name of Registrar to the Issue	MUG Intime India Private Limited (formerly known as Link Intime India Private Limited) Telephone: +91 81081 14949 Email: simca.smeipo@in.mpms.mufg.com Investor Grievance e-mail: simca.smeipo@in.mpms.mufg.com
Name of Statutory Auditor	M/s. F.A. Ansari & Associates, Chartered Accountants
Name of Peer Review Auditor	M/s. Khandelwal Jain & Associates, Chartered Accountants
Name of Credit Rating Agency and the rating or grading obtained, if any	Not Applicable
Name of Debenture trustee, if any	Not Applicable
Self-Certified Syndicate Banks	The banks registered with SEBI, offering services: (a) in relation to ASBA (other than using the UPI Mechanism), a list of which is available on the website of SEBI at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmld=34 and https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmld=35 , as applicable or such other website as may be prescribed by SEBI from time to time; and (b) in relation to ASBA (using the UPI Mechanism), a list of which is available on the website of SEBI at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmld=40 , or such other website as may be prescribed by SEBI from time to time.
SCSBs enabled for UPI Mechanism and eligible mobile application	In accordance with SEBI RTA Master Circular, UPI Bidders Bidding using the UPI Mechanism may apply through the SCSBs and mobile applications whose names appears on the website of the SEBI at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmld=40 and https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmld=43 respectively, as updated from time to time.
Syndicate SCSB Branches	In relation to Bids (other than Bids by Anchor Investor) submitted to a member of the Syndicate, the list of branches of the SCSBs at the Specified Locations named by the respective SCSBs to receive deposits of Bid cum Application Forms from the members of the Syndicate is available on the website of the SEBI at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmld=35 and updated from time to time. For more information on such branches collecting Bid cum Application Forms from the Syndicate at Specified Locations, see the website of the SEBI at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmld=35 as updated from time to time.
Registered Brokers	Bidders can submit ASBA Forms in the Issue using the stockbroker network of the stock exchange, i.e., through the Registered Brokers at the Broker Centres. The list of the Registered Brokers eligible to accept ASBA Forms, including details such as postal address, telephone number and e-mail address, is provided on the website of the Stock Exchange at www.nseindia.com , as updated from time to time.
Details regarding website address(es)/ link(s) from which the investor can obtain a list of RTAs, CDPs and stock brokers who can accept applications from investors, as applicable	The list of the RTAs eligible to accept ASBA Forms from Bidders (other than IBs) at the Designated RTA Locations, including details such as address, telephone number and e-mail address, is provided on the website of Stock Exchange at http://www.nseindia.com/products-services/initial-public-offerings-asba-procedures , as updated from time to time. The list of the CDPs eligible to accept ASBA Forms from Bidders (other than IBs) at the Designated CDP Locations, including details such as name and contact details, is provided on the website of NSE at http://www.nseindia.com/products-services/initial-public-offerings-asba-procedures , as updated from time to time. For further details, see "Issue Procedure" at page 283 of the RHP.

PROMOTERS OF OUR COMPANY

Sr. No.	Name	Individual/ Corporate	Experience & Educational Qualification
1.	Fahim Batliwala	Individual	Fahim Batliwala is the Chairman and Managing Director on the Board of our Company. He holds Bachelor's degree in Arts from University of Mumbai. He has been on the Board of our Company since incorporation. He has approximately twenty years of experience in out of home (OOH) advertising industry. He has been associated with M/s Simca Advertising, a proprietorship firm since 2003. He is responsible for supervision of overall performance of our Company. He contributes in formulating strategies for the growth of our Company and provides guidance and direction to our Key Managerial Personnel and members of Senior Management.
3.	Ashma Fahim Batliwala	Individual	Ashma Fahim Batliwala is the Non-Executive Director on the Board of our Company. She has completed her Bachelor of Arts from University of Mumbai. She has been on the Board of our Company since incorporation. She was previously associated with M/s Simca Advertising, a proprietorship firm from May 2013 until June 2022. She has more than ten years of experience in the field of human resource and administration. She looks after the recruitment, talent acquisition, designing and developing training programs, and customer relationships.

For details in respect of our Promoters, please see the section titled "Our Promoters and Promoter Group" beginning on page 211 of the RHP.

OUR BUSINESS OVERVIEW AND STRATEGY

Company Overview: Our company provides outdoor advertising services, offering media solutions such as hoardings, gantries, transit media, kiosks, and digital billboards. We manage a network of over 100 media assets across locations in Mumbai and other parts of Maharashtra, helping brands reach audiences through planned placements. In addition to media services, we facilitate third-party transactions for the purchase, sale, and lease of advertising sites. We work with clients across industries and develop communication strategies based on client goals and market conditions to support visibility and business outcomes.

Product/Service Offering: We provide wide range of Out-of-Home (OOH) advertising solutions, including hoardings, gantries, bus panels, bus shelters, kiosks, utilities, and vinyl signage. The Company provides end-to-end services covering media planning, site selection, and campaign execution. Its solutions help brands achieve strong visibility and targeted reach across Mumbai and Maharashtra.

Revenue segmentation: Following is our revenue from operations for periods indicated based on different types:

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Particulars	For the Nine months period ended December 31, 2025		Fiscal 2025		Fiscal 2024		Fiscal 2023	
	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations
OOH	4,932.632	63.42%	5,761.74	76.88%	4,215.57	85.50%	1,195.56	100.00%
DOOH	2,800.38	36.01%	1,723.72	23.00%	714.93	14.50%	-	-
Events and Exhibitions	44.68	0.57%	9.00	0.12%	-	-	-	-
Total	7,777.68	100.00%	7,494.46	100.00%	4,930.50	100.00%	1,195.56	100.00%

*As certified by M/s Khandelwal Jain & Associates, Chartered Accountants, by way of their certificate dated April 10, 2026.

Particulars	For the Nine months period ended December 31, 2025		Fiscal 2025		Fiscal 2024		Fiscal 2023	
	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations
Space selling charges from advertisement	7,745.16	99.58%	7,453.89	99.46%	4,872.62	98.83%	1,184.33	99.06%
Vinyl mounting and dismounting	32.52	0.42%	40.57	0.54%	57.88	1.17%	11.23	0.94%
Total	7,777.68	100.00%	7,494.46	100.00%	4,930.50	100.00%	1,195.56	100.00%

*As certified by M/s Khandelwal Jain & Associates, Chartered Accountants, by way of their certificate dated April 10, 2026.

Particulars	For the Nine months period ended December 31, 2025		Fiscal 2025		Fiscal 2024		Fiscal 2023	
	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations
OOH	4,977.30	63.99%	5,770.74	77.00%	4,215.57	85.50%	1,195.56	100.00%
DOOH	2,800.38	36.01%	1,723.72	23.00%	714.93	14.50%	-	-
Total	7,777.68	100.00%	7,494.46	100.00%	4,930.50	100.00%	1,195.56	100.00%

*As certified by M/s Khandelwal Jain & Associates, Chartered Accountants, by way of their certificate dated April 10, 2026.

Particulars	For the Nine months period ended December 31, 2025		Fiscal 2025		Fiscal 2024		Fiscal 2023	
	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations
Private Sector	7,340.38	94.38%	6,984.71	93.20%	4,930.50	100.00%	1,195.56	100.00%
Government Sector	437.30	5.62%	509.75	6.80%	-	-	-	-
Total	7,777.68	100.00%	7,494.46	100.00%	4,930.50	100.00%	1,195.56	100.00%

*As certified by M/s Khandelwal Jain & Associates, Chartered Accountants, by way of their certificate dated April 10, 2026.

Particulars	For the Nine months period ended December 31, 2025		Fiscal 2025		Fiscal 2024		Fiscal 2023	
	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations	Revenue from operations (₹ in Lakhs)	% of Revenue from operations
Advertising Services ⁽¹⁾	4,559.84	58.63%	4,742.04	63.27%	3,109.51	63.07%	798.17	66.76%
Banking and Insurance services	437.30	5.62%	9.76	0.13%	299.55	6.08%	-	-
Entertainment Services	393.50	5.06%	325.28	4.34%	134.92	2.74%	46.03	3.85%
Lifestyle Fashion	125.70	1.62%	97.14	1.30%	93.24	1.89%	-	0.00%
Real estate	2,124.84	27.32%	1,814.75	24.21%	1,227.16	24.89%	339.04	28.36%
Restaurant Service & Travel	-	-	-	-	21.32	0.43%	3.92	0.33%
Others ⁽²⁾	136.50	1.76%	505.49	6.74%	44.80	0.91%	8.40	0.70%
Total	7,777.68	100.00%	7,494.46	100.00%	4,930.50	100.00%	1,195.56	100.00%

*As certified by M/s Khandelwal Jain & Associates, Chartered Accountants, by way of their certificate dated April 10, 2026.

Note:

(1) "Advertising Services" refers to third-party agencies that lease our media assets to run campaigns for their clients.

(2) "Others" includes clients outside core industries (e.g., Banking, Insurance, Real Estate) with minimal or intermittent advertising revenue.

For further details, see "Our Business – Revenue Model" on page 164 of the RHP.

Geographies Served: Our Company caters to domestic markets for our services.

Revenue segmentation by geographies:

Particulars	For the Nine months period ended December 31, 2025		FY 2024-2025		FY 2023-2024		FY 2022-2023	
	Revenue from Operations (₹ in Lakhs)	% of Revenue from Operations	Revenue from Operations (₹ in Lakhs)	% of Revenue from Operations	Revenue from Operations (₹ in Lakhs)	% of Revenue from Operations	Revenue from Operations (₹ in Lakhs)	% of Revenue from Operations
Maharashtra	6,313.06	81.17%	6,636.97	88.56%	4,602.91	93.36%	1,163.57	97.32%
Delhi	12.82	0.16%	117.17	1.56%	47.03	0.95%	4.87	0.41%
Gujarat	2.52	0.03%	15.68	0.21%	9.02	0.18%	-	-
Haryana	736.29	9.47%	178.95	2.39%	39.96	0.81%	6.30	0.53%
Himachal Pradesh	-	-	-	-	11.50	0.23%	-	-
Karnataka	452.01	5.81%	504.03	6.73%	193.03	3.93%	13.90	1.16%
Kerala	-	-	7.20	0.10%	-	-	-	-
Madhya Pradesh	-	-	11.25	0.15%	-	-	-	-
Telangana	-	-	1.75	0.02%	-	-	-	-
Tamil Nadu	20.78	0.27%	-	-	1.20	0.02%	-	-
Uttar Pradesh	219.30	2.82%	6.68	0.09%	25.85	0.52%	6.92	0.58%
West Bengal	10.53	0.14%	14.78	0.20%	-	-	-	-

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Rajasthan	9.67	0.12%	-	-	-	-	-	-
Assam	0.70	0.01%	-	-	-	-	-	-
Total	7,777.68	100.00%	7,494.46	100.00%	4,930.50	100.00%	1,195.56	100.00%

*As certified by M/s Khandelwal Jain & Associates, Chartered Accountants, by way of their certificate dated April 10, 2026.

For further details, see “Our Business – Revenue Model” on page 164 of the RHP.

Key Performance Indicators:

Based on Restated Financial Information:

a) Key financial indicators

Indicator	December 31, 2025*	March 31, 2025	March 31, 2024	March 31, 2023
Revenue from Operations (₹ in Lakhs) ⁽¹⁾	7,777.68	7,494.46	4,930.50	1,195.57
- Traditional Outdoor Advertising	4,932.62	5,761.74	4,215.57	1,195.57
- Digital Out-of-Home Advertising	2,800.38	1,723.72	714.93	-
- Event Sponsorships & Campaigns	44.68	9.00	-	-
EBITDA (₹ in Lakhs) ⁽²⁾	1437.45	1,348.89	772.29	211.48
EBITDA Margin (%) ⁽³⁾	18.48%	18.00%	15.66%	17.69%
PAT (₹ in Lakhs) ⁽⁴⁾	1067.84	997.52	577.58	156.61
PAT Margin (%) ⁽⁵⁾	13.73%	13.31%	11.71%	13.10%
Return on equity (%) ⁽⁶⁾	38.08%	57.44%	78.14%	96.91%
Return on capital employed (%) ⁽⁷⁾	50.89%	76.57%	104.50%	127.47%
Trade Receivables (days) ^{(8)†}	118	103	116	168
Trade Payables (days) ^{(9)†}	109	92	83	103
Working Capital cycle (days) ⁽¹⁰⁾	9	11	33	65

*Not Annualized

Notes:

(1) Revenue from operations is calculated as revenue from sale of services.

(2) EBITDA is calculated as restated profit before tax, extraordinary and exceptional items plus finance costs, depreciation and amortisation expense minus other income.

(3) EBITDA margin is calculated as a percentage of EBITDA divided by revenue from operations.

(4) PAT represents total profit after tax for the year/period.

(5) PAT margin is calculated as a percentage of PAT divided by revenue from operations.

(6) Return on Equity (ROE%) is calculated as a percentage of PAT divided by Total Equity at the end of the year/period, whereas Total equity is calculated as an aggregate of equity share capital and reserves and surplus.

(7) Return on Capital Employed (ROCE%) is calculated as a percentage of EBIT divided by Capital Employed at the end of the year/period. EBIT is calculated as restated profit before tax and exceptional items plus finance costs. Capital Employed is calculated as an aggregate of Equity minus DTA plus DTL, Long Term Borrowings and Short-Term Borrowings.

(8) Trade Receivables (days) is calculated as trade receivables divided by revenue from operations multiplied by 365.

(9) Trade Payables (days) is calculated as trade payables divided by hoarding expenses multiplied by 365.

(10) Working capital cycle (days) is calculated as trade receivables days minus trade payables days.

†Trade Receivable and Trade Payable days have been calculated using 274 days for December 31, 2025.

b) Key operational indicators

Indicator	December 31, 2025	March 31, 2025	March 31, 2024	March 31, 2023
No. of clients	133	133	131	61
No. of repeated clients	33	64	49	-
No. of static billboards in use	78	73	74	86
No. of LED billboards in use	72	54	36	-
No. of clients in Government Sector	3	2	-	-
No. of clients in Private Sector	130	131	131	61
Project Turnaround Time	Average 14 days - Starts from 7 - 21 days			
Average contract duration	Average 14 days - Starts from 7 - 21 days			
Average Duration of Campaigns (1)	Average 14 days - Starts from 7 - 21 days			
Campaign Turnaround Time (2)	1 to 7 Days			
Rotational frequency of LED per LED Billboard per day (3)	900	900	900	-
Client Retention Rate (%) (4)	24.81%	48.85%	70.49%	-
Billing Cycle Turnaround (5)				
- Agency	30 - 60 days			
- Direct client	0 - 30 days			
Realization Rate (5)	73%	70%	88%	98%
Ad Placements Utilization Rate & Occupancy Rate (Per Location) (%) (7)	77.96%	77.25%	71.15%	57.92%
Total Number of Media Assets (9)	150	127	110	86

Notes:

(1) Project Turnaround Time denotes the duration from campaign confirmation to display execution.

(2) Average Duration of Campaign means average number of days per campaign.

(3) Campaign Turnaround Time means Time from client brief to media execution.

(4) Rotational Frequency of LED per LED Bill Board per Day means No. of Rotations made per Day per LED Bill Board (Each LED Bill Board makes 1 Rotation per minute and the LED Bill Board is Operational for 15 hours per day).

(5) Client Retention Rate is calculated as No. Repeated clients in the current year from the client list of previous year divided by No. of clients in previous year.

(6) Billing Cycle Turnaround Time means Time taken from Campaign Execution to Billing the client.

(7) Realization rate is calculated as collection of payment divided by Billing to the client.

(8) Utilization rate is calculated as Actual Sales divided by Total Potential Sales.

(9) Each LED board is counted as six media assets based on its slot-based ad structure.

*As certified by M/s Khandelwal Jain & Associates, Chartered Accountants, by way of their certificate dated April 10, 2026.

For further details, see “Basis of Issue Price” on page 107 of the RHP.

Industries Served: We serve a broad range of industries, including FMCG, Retail, Real Estate, Automobiles, BFSI, Healthcare, Education, Telecom, Hospitality, Entertainment, and Government/PSUs.

Revenue segmentation in terms of top 5/10 clients or Industries: s

(₹ in Lakhs)

Particulars	For Nine months period ended December 31, 2025		Fiscal 2025		Fiscal 2024		Fiscal 2023	
	Revenue from operations	% of Total Revenue	Revenue from operations	% of Total Revenue	Revenue from operations	% of Total Revenue	Revenue from operations	% of Total Revenue
Top 10 customers*	3,420.720	43.97%	3,868.22	51.61%	2,340.79	47.48%	771.98	64.57%

*We are unable to disclose the names of individual customers since this information is commercially sensitive to our business.

*As certified by M/s Khandelwal Jain & Associates, Chartered Accountants, by way of their certificate dated April 10, 2026.

Intellectual Property, if any: For details of Intellectual Property, see “Our Business – Intellectual Property” on page 177 of the RHP.

Market Share: Not ascertainable.

Manufacturing plant, if any: Not Applicable as we are in service industry.

Employee Strength: As on December 31, 2025, we have 31 full-time employees, including 6 Key Managerial Personnel & Senior Management Personnel.

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS

BOARD OF DIRECTORS				
Sr No.	Name	Designation	Experience & Educational Qualification	Other Directorships
1.	Fahim Batliwala	Chairman and Managing Director	Fahim Batliwala is the Chairman and Managing Director on the Board of our Company. He holds Bachelor's degree in Arts from University of Mumbai. He has been on the Board of our Company since incorporation. He has approximately twenty years of experience in out of home (OOH) advertising industry. He has been associated with M/s Simca Advertising, a proprietorship firm since 2003. He is responsible for supervision of overall performance of our Company. He contributes in formulating strategies for the growth of our Company and provides guidance and direction to our Key Managerial Personnel and members of Senior Management.	Indian Entities: Nil Foreign Entities: Nil
2.	Zameer Ahmed Mistry	Executive Director	Zameer Ahmed Mistry is the Executive Director on the Board. He has completed his HSC from Maharashtra State Board of Secondary and Higher Secondary Education, Pune. He has been on the Board of our Company since incorporation. He has approximately twenty years of experience in out of home (OOH) advertising industry. He was associated with M/s Simca Advertising, a proprietorship firm until 2022, and has been the driving force behind the company since its incorporation. He leads business growth, strategic alliances, and digital transformation improving our company's market position.	Indian Entities: Nil Foreign Entities: Nil
3.	Ashma Fahim Batliwala	Non-Executive Director	Ashma Fahim Batliwala is the Non-Executive Director on the Board of our Company. She has completed her Bachelor of Arts from University of Mumbai. She has been on the Board of our Company since incorporation. She was previously associated with M/s Simca Advertising, a proprietorship firm from May 2013 until June 2022. She has more than ten years of experience in the field of human resource and administration. She looks after the recruitment, talent acquisition, designing and developing training programs, and customer relationships.	Indian Entities: Nil Foreign Entities: Nil
4.	Dhirendra Raghvendra Tripathi	Independent Director	Dhirendra Raghvendra Tripathi is the Independent Director on the Board of our Company. He holds a Bachelor's degree in Commerce from the University of Mumbai. He has approximately ten years of experience in operations, management, financial management, and strategic planning. Since 2018, He has served as a Sales Executive Manager at SKYZ Gym, where he has been responsible for driving business growth and overseeing day-to-day operations. In addition, he has been operating a proprietorship under the name Shree Laxmi Petroleum since January 30, 2020, further expanding his expertise in business management and strategic execution.	Indian Entities: Nil Foreign Entities: Nil
5.	Ashish Gulshan Chawla	Independent Director	Ashish Gulshan Chawla is an Independent Director on the Board of our Company. He holds a Bachelor's degree in Commerce from the University of Mumbai and has over seven years of experience in accounts and finance. He began his career with ANZ Bank in Australia and currently serves as Service Delivery Manager – ANZ Institutional & Corporate. He brings strong financial expertise and global business development experience to the Board.	Indian Entities: Nil Foreign Entities: Nil
6.	Seema Agarwal	Independent Director	Seema Agarwal is an Independent Director on the Board of our Company. She is a qualified Chartered Accountant and holds a post graduate degree in Commerce from the University of Rajasthan. Since May 2023, she has been a practicing partner at Ankit Kumar Sharma & Associates, Chartered Accountants, Jaipur. Prior to which she was employee from April 1, 2022 in the firm until promoted to partner. She has four years of experience in execution and advisory in accounting, auditing, and taxation (both direct and indirect taxes), preparation and finalization of financial statements for various business forms, and financial data analysis and project reports for raising credits.	Indian Entities: Nil Foreign Entities: Nil

For the complete profile of our Board of Directors, please refer to the chapter title "Our Management - Brief profile of our directors" beginning on page 196 of the RHP.

OBJECTS OF THE ISSUE

The Issue comprises of a Fresh Issue of up to 31,71,600 Equity Shares aggregating up to ₹ [●] Lakhs, subject to finalization of Basis of Allotment. For details, see "Objects of the Issue" and "The Issue" on pages 89 and 61, respectively.

Proposed schedule of implementation and deployment of Net Proceeds:

Sr. No.	Object	Amount to be funded from Net Proceeds (₹ in Lakhs)	Amount to be deployed from the Net Proceeds in Fiscal 2027
1.	Purchase and installation of LED ("Light-emitting diode") screens;	1,271.88	1,271.88
2.	Funding for strategic collaboration with Capital World Media Services Private Limited ("CWM") for monetization of 20 LED digital advertising screens;	500.00	500.00
3.	Funding our incremental working capital requirements; and	2,350.00	2,350.00
4.	General Corporate Purposes#	[●]	[●]
	Total	[●]	[●]

To be finalized upon determination of the Issue Price and updated in the Prospectus prior to filing with ROC. The amount utilized for general corporate purpose shall not exceed 15% of the Gross Proceeds of the Issue or ₹ 1,000.00 lakhs whichever is lower.

For further details, see "Objects of the Issue" on page 89 of the RHP.

Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues / rights issue, if any, of the Company in the preceding 10 years: NA

Name of monitoring agency, if any: Infomeries Valuation & Rating Limited

Terms of Issuance of Convertible Security, if any: Not Applicable

Shareholding Pattern as on the date of the RHP:

Sr. No.	Particulars	Pre-Issue number of Equity Shares (Number of fully paid-up Equity Shares held)	% Holding of Pre-Issue (Shareholding as a % of total number of shares)
1.	Promoters & Promoter Group	87,99,472	99.99%
2.	Public	528	0.01%
	Total	88,00,000	100.00%

Number/amount of equity shares proposed to be sold by Selling Shareholders, if any: Not Applicable

SUMMARY OF RESTATED FINANCIAL INFORMATION

(₹ in Lakhs)

Particulars	For the period ended on	For the year ended 31 st March		
	December 31, 2025	2025	2024	2023
Total income from operations (Net)	7,777.68	7,494.46	4,930.50	1,195.57
Net Profit/(Loss) before tax and extraordinary items	1,430.69	1,348.93	771.93	211.48
Net Profit / (Loss) after tax and extraordinary items	1,067.84	997.52	577.58	156.61
Equity Share Capital	880.00	5.00	5.00	5.00
Reserve & Surplus	1,924.55	1,731.71	734.19	156.61
Net worth	2,804.55	1,736.71	739.19	161.61
Basic and Diluted earnings per share (₹)	12.13	11.34	6.56	2.26
Return on net worth (%)	38.08%	57.44	78.14	96.91
Net asset value per share (₹)	31.87	19.74	8.40	2.34

INTERNAL RISK FACTORS

The below mentioned risks are top 10 risk factors as per 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.

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS

3. **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.
4. **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.
5. **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.
6. **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.
7. **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.
8. **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.
9. **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.
10. **Restated Financial Information prepared by Peer-Reviewed Auditors other than Statutory Auditors:** Restated Financial Information as disclosed in the Offer Documents is prepared by peer-reviewed auditors who are not our Statutory Auditors.

For further details, see “Risk Factors” beginning on page 29 of the RHP.

SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

A. Total number of outstanding litigations against our Company and amount involved:

Nature of Cases	Number of Cases	Amount Involved (₹ in Lakhs)
Issuer Company – Simca Advertising Limited		
Direct Tax		
E-Proceedings	Nil	Nil
Outstanding Demand	2	10.24/-
TDS Default	Nil	Nil
Criminal Proceedings	Nil	Nil
Promoters		
Direct Tax		
E-Proceedings	6	19.53/-
Outstanding Demand	1	1.75/-
TDS Default	Nil	Nil
Indirect Tax		
GST	14	1,934.58/-
Directors (Other than Promoters)		
Direct Tax		
E-Proceedings	Nil	Nil
Outstanding Demand	Nil	Nil
TDS Default	Nil	Nil
Other Matters based on Materiality Policy	Nil	Nil

B. Brief details of top 5 material outstanding litigations against the company and amount involved: Not Applicable

C. Regulatory Action, if any - disciplinary action taken by SEBI or stock exchanges against the Promoters in last 5 financial years including outstanding action, if any: Not Applicable

D. Details of outstanding criminal proceedings against Promoters: Not Applicable

ANY OTHER IMPORTANT INFORMATION AS PER BRLM / ISSUER COMPANY - NIL

DECLARATION BY THE COMPANY

We hereby certify and declare that all relevant provisions of the Companies Act, 2013 and the rules, regulations and guidelines issued by the Government, or the rules, regulations or guidelines issued by SEBI, established under Section 3 of the SEBI Act, as the case may be, have been complied with, and no statement made in the Red Herring Prospectus is contrary to the provisions of the Companies Act, 2013, the SCRA, the SCRR and the SEBI Act, each as amended, or the rules made, or regulations or guidelines issued thereunder, as the case may be. We further certify that all the statements made in the Red Herring Prospectus are true and correct.

LIST OF SELF CERTIFIED SYNDICATE BANKS (SCSBs) UNDER THE ASBA PROCESS

Sr. No.	Name of the Bank	Controlling Branch & Address	Contact Person	Telephone Number	Fax Number	Email
1.	Axis Bank Ltd.	Centralised Collections and Payment Hub (CCPH) 5th Floor, Gigaplex, Building No. 1, Plot No. I.T.5, MIDC, Airoli Knowledge Park, Airoli, Navi Mumbai – 400708	Mr. Sunil Fadtare Assitant Vice President	022-71315906, 9819803730	022- 71315994	Sunil.fadtare@axisbank.com
2.	AU Small Finance Bank Limited	CP3 235, Industrial Area, Apparel Park, Mahal Road, Jagatpura, Jaipur, Rajasthan 302022	Vikrant Singh Sirohi	Mobile : +91 7340012357	-	cpcasba@aubank.in
3.	Bandhan Bank	Adventz Infinity@5, BN Block, Sector V, Salt Lake City, Kolkata	Sagar Ranjan Das Senior Manager	Mobile : 902239164	-	asba.business@bandhanbank.com
4.	Bank of Baroda	Mumbai Main Office, 10/12 Mumbai Samachar Marg, Fort, Mumbai-23	Mr. Sonu A. Arekar	022-40468314, 40468307,	022-22835236	asba.fortap@bankofbaroda.com
5.	Bank of Maharashtra	Fort Branch, 1st Floor, Janmangal, 45/47, Mumbai Samachar Marg, Mumbai – 400023	SHRI V R Kshirsagar (DGM)	022-22694160 22652595 22663947	022-22681296	brmgr2@mahabank.co.in; bom2@mahabank.co.in
6.	BNP Paribas	BNP Paribas House, 1, North Avenue, Maker Maxity, Bandra Kurla Complex, Bandra (East), Mumbai – 400051	Mr. Ashish. Chaturvedi, Mr. Dipu SA, Ms Prathima Madiwala	(022) 61964570/61964594/61964592	(022) 61964595	Ashish.chaturvedi@asia. bnpparibas.comdipu.sa@asia. bnpparibas.comprathima. madiwala@asia.bnpparibas.com
7.	Barclays Bank PLC	Barclays Bank PLC 601/603 Ceejay House, Shivsagar Estate, Dr Annie Besant Road, Worli, Mumbai – 400018	Parul Parmar	+91- 22 6719 6400/ 6575	+91- 22 6719 6996	Parul.parmar@barclays.com
8.	Bank of India	Phiroze Jeejeebhoy Tower, (New Stock Exchange Bldg), P. J. Tower, Dalal Street, Fort, Mumbai – 400 023.	Shri Navin Kumar Pathak, Senior Manager	022-22723631/1677/ 9619810717	022-22721782	Stockexchange.Mumbai, south@bankofindia.co.in
9.	Credit Suisse	10th Floor, Ceejay House, Plot F, Shivsagar Estate, Dr. Annie Besant Road, Worli, Mumbai - 400018.	Yogesh Bachwani	098216 13306	-	yogesh.bachwani@credit-suisse.com
10.	CITI Bank NA	Citigroup Center, Plot No C-61, Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051	S Girish	022-26535504, 98199 12248	022-26535824	s.girish@citi.com, asba.ops@ citi.com
11.	Central Bank of India	Ground floor, Central Bank of India, Central Bank Building, Fort, Mumbai 400001	Mr. Vineet Bansaj	022- 22623148, 22623149	022-22623150	asba4082@centralbank.co.in
12.	Canara Bank	Canara Bank, Capital Market Service Branch,407, 4th floor, Himalaya House79, Mata Ramabai Ambedkar, Marg, MUMBAI-400 001	Mr. Arvind Namdev Pawar	022-22661618/ 22692973/ 9769303555	022-22664140	cb2422@canarabank.com, mbdcomcity@canarabank.com, hocmbd@canarabank.com
13.	City Union Bank Ltd.	48, Mahalakshmi St., T. Nagar, Chennai - 600 017.Tamil Nadu.	Sivaraman	044 - 24340010, 24343517, 24346060, 24348586, 9380286558, 9382642081	044 - 24348586	cub001@cityunionbank.com
14.	DBS Bank Ltd.	DBS Bank Ltd, Fort House, 221, Dr. D.N. Road, Fort, Mumbai, 400 001	Amol Natekar	+91 22 6613 1213	+91 22 6752 8470	amolnatekar@db.com
15.	DCB Bank	154, S.V.Patel Road, Dongri (E), Pin - 400009.	Meenaz Hasanali Thanawala	022-67474170	-	meenaz@dcbbank.com
16.	Dhanlaxmi Bank Limited	Ground Floor, Janmabhoomi Bhavan, Plot 11 -12, Janmabhoomi Marg, Fort Mumbai, Maharashtra – 400 001	Ramesh Menon	9167832288, 022- 22871658	-	ramesh.menon@dhanbank.co.in
17.	Deutsche Bank	Sidrah, 110, Swami Vivekananda Road, Khar (West), Mumbai 400052	Ms. Hetal Dholakia	(91) (022) 6600 9428 (91) (022) 6600 9419	-	hetal.dholakia@db.com manoj-s.naik@db.com; nanette. daryanani@db.com.
18.	Equitas Small Finance Bank	CPC, Phase II, 4th floor, Spencer Plaza, No 769, Anna Salai, Chennai - 600002	Chandrashekar Arumugam	(M) 8939886802	-	asbaoperations@equitasbank.com; asbarecon@equitasbank.com
19.	GP Parsik Sahakari Bank Limited	Shivram Patil Bhavan, Parsik Nagar, Kalwa, Thane	Mr.Mayur M.Tanksale	022-25456655	-	mm tanksale800@gpparsikbank.net / pjsbasba@gpparsikbank.net
20.	HSBC Ltd.	3rd Floor, PCM Dept. Umang, Plot CTS No. 1406-A/28, Mindspace, Malad (West) Mumbai 400 064 (address of IPO Operations office)	Mr Jagruti Joshi	(022) 67115485/ 9870403732	(022) 66536005	jagrutijoshi@hsbc.co.in
21.	HDFC Bank Ltd.	FIG – OPS Department HDFC Bank Ltd Lodha - I Think Techno Campus O-3 Level Next to Kanjurmarg Railway Station Kanjurmarg (East) Mumbai - 400042	Vincent Dsouza / Siddharth Jadhav / Prasanna Uchil	022-30752929 / 2927 / 2928	-	vincent.dsouza@hdfcbank.com, siddharth.jadhav@hdfcbank.com, prasanna. uchil@hdfcbank.com
22.	IDFC First Bank	Building no 2, Mindspace TTC Industrial Area, Juinagar. Navi Mumbai – 400 706	Mr. V M Praveen	022-49850025/ 9819708055	-	ASBA.CB@idfcfirstbank.com
23.	ICICI Bank Ltd.	ICICI BANK LIMITED, Capital Market Division, 1st Floor, 122, Mistry Bhavan, Dinshaw Vachha Road, Backbay Reclamation, Churchgate, Mumbai	Roshan Tellis	022-22859874/803	022-22611138	roshan.tellis@icicibank.com
24.	IDBI Bank Ltd.	IDBI Bank Limited Central Processing Unit, Sarju House, 3rd Floor, Plot No 7, Street No. 15, Andheri MIDC, Andheri (E), Mumbai.Pin : 400093	Shri. Naveen Nischal HP / Shri Viral Barodia	022- 66700525 / 685	-	hp.naveennischal@idbi.co.in / barodia.viral@idbi.co.in
25.	Indian Bank	Nandanam Branch- 480 Anna Salai, Nandanam 600035	Mr. V Muthukumar, Mr. M Veerabahu	044 24330233	044 24347755	nandanam@indianbank.co.in
26.	IndusInd Bank	IndusInd Bank Ltd. Fort Branch Sonawalla Bldg, Mumbai Samachar Marg, Fort, Mumbai 400001	Yogesh Adke Dy. Vice President	022-66366589 / 91 / 929833670809	022-22644834	yogesh.adke@indusind.com
27.	Indian Overseas Bank	Mexxanine Floor, Cathedral Branch, 762 Anna Salai, Chennai 600 002	Mr. V. Srinivasan	044 - 28513616	-	deposit@jobnet.co.in
28.	J P Morgan Chase Bank, N.A.	J.P. Morgan Tower, Off C.S.T. Road, Kalina Santacruz - East, Mumbai - 400 098	Mahesh Aras	022-61573811	022-61573949	Mahesh.aras@jpmorgan. comIndia.operations@jpmorgan.com
29.	Janata Sahakari Bank Ltd.	N S D L Department Bharat Bhavan, 1360, Shukrawar Peth, Pune -411002	Shri. Ajit Manohar Sane+91 9960239391	+91 (20) 24431011 +91 (20) 24431016 +91 9503058993	+91 (20) 24431014	jsbnsdl@dataone.in
30.	Karur Vysya Bank Ltd.	Demat Cell, Second Floor No 29, Rangan Street, T Nagar, Chennai - 600 017	Maruthi Kumar Yenamandra	044- 24340374	044-24340374	maruthikumar@kvbmail.com, kvbdp@kvbmail.com

Sr. No.	Name of the Bank	Controlling Branch & Address	Contact Person	Telephone Number	Fax Number	Email
31.	Karnataka Bank Ltd	The Karnataka Bank Ltd Mangalore-H O Complex Branch Mahaveera Circle Kankanady Mangalore - 575002	Ravindranath Baglodi [Sr.Manager]	Ph: 0824-2228139 /140 /141	Fax: 0824-2228138	Email: mlr.hocomplex@ktkbank.com
32.	Kotak Mahindra Bank Ltd.	Kotak Infinity, 6 th Floor, Building No. 21, Infinity Park, Off Western Express Highway, General AK Vaidya Marg, Malad(E)	Prashant Sawant	D-+91 22 6605 6959M-+91 9967636316	+91 66056642	prashant.sawant@kotak.com
33.	Mehsana Urban Co-Op. Bank Ltd.	Head Office, Urban Bank Road, Highway, Mehsana - 384002	Branch Manager	+91-2762-251908	+91-2762-240762	asba@mucbank.com
34.	Nutan Nagrik Sahakari Bank Ltd.	Opp Samratheshwar Mahadev, Nr, Law Garden, Ellisbridge, Ahmedabad-380006	Miti Shah	9879506795	7926564715	smiti@1977@yahoo.com
35.	Punjab National Bank	Capital Market Services Branch, PNB House, Fort, Sir P.M.Road Mumbai	Sh. K Kumar Raja	Tel - 022- 22621122, 22621123,	022 - 22621124	pnbcapsmbai@pnb.co.in
36.	Punjab & Sind Bank	Rajindera Place- 21 Rajindra Place Bank House New Delhi-110008	RPS Sandhu	011- 25825784/25711836 9911129088	-	d0606@psb.co.in
37.	RBL Bank Limited	Techniplex - I, 9 th Floor, Off Veer Savarkar Flyover, Goregaon (West), Mumbai - 400062.	Shashikanth Sanil	022-40288193, 022-40288196, 022-40288197	022-40288195	asba_ops@rblbank.com
38.	Rajkot Nagarik Sahakari Bank Ltd.	Nagrik Bhavan No 1 Parabazar Dhebarbhai Road Rajkot	Shri Yogesh Raveshiya	9427495222	(0281) 2233916/17/18	khumesh@rmbindia.com; asba@rmbindia.com
39.	State Bank of Hyderabad	Gunfoundry, Hyderabad	Sri Ashok Kulkarni	040-23387325	040-23387743	gunfoundry@sbyhd.co.in
40.	State Bank of Travencore	Anakachery Buildings, Y M C A Road, Statue, Thiruvananthapuram-695001	P. P. Muralidharan	0471-2333676	0471-2338134	dptvm@sbt.co.in
41.	SVC Co-Operative Bank Ltd.	Unit No.601-602-603 Dosti Pinnacle Plot No. E-7, Road No.22, Wagle Estate, Thane 400604	Mr. Omkar Anil Sukhathankar	(O) 71991460 71991461 71991462 71991463 71991465	-	sukhathankaroa@svcbank.com
42.	State Bank of Bikaner & Jaipur	Financial Super Market Branch, Apex Mall, Tonk Road, Jaipur	Shri N K Chandak	0141-27444159413398505	0141-2744457	sbbj11060@sbbj.co.innkchanda@sbbj.co.in
43.	State Bank of India	State Bank of India, Capital Market Branch(11777), Videocon Heritage Building(Killick House), Charanjit Rai Marg, Fort, Mumbai - 400 001.	Ms. Raviti	Telephone:022-22094932 Mobile-9870498689	022-22094921	nib.11777@sbi.co.in
44.	Standard Chartered Bank	Crescenzo, 3rd Floor, C/38-39, G-Block, Opposite MCA Club, Bandra-Kurla Complex, Bandra [East], Mumbai 400-051	Rohan Ganpule	022 - 61157250 / 022 - 61157234	022 -26757358	lpo.scb@sc.com
45.	Syndicate Bank	Capital Market Service Branch, 26A, First Floor, Syndicate Building, P.M. Road, Fort, Mumbai.	P Padmavathy Sundaram, Chief Manager	022-22621844	022-22700997	padmas@syndicatebank.co.in/ cmssc@syndicatebank.co.in
46.	South Indian Bank	ASBA Cell (NODAL OFFICE) 2nd Floor, Shanu Towers, North Kalamassery, Ernakulam, Kerala - 683 104	John K Mechery	9645817905	0484-2351923	asba@sib.co.in
47.	State Bank of Patiala	CO 99-102, Sector - 8C, Chandigarh	Shri. Amarjit Singh Girm	0172-2779116, 2546124, 254386809779586096	0172-2546080	b5597@sbp.co.in
48.	State Bank of Mysore	P. B. No. 1066. # 24/28, Cama Building, Dalal Street, Fort, Mumbai -400 001	Shailendra kumar	7208048007022- 22678041	022-22656346	s.kumar@sbm.co.indalalst@sbm.co.in
49.	The Federal Bank Limited	ASBA CELL, Retail Business Dept., Federal Bank, Marine Drive, Ernakulam 682031	Dhanya Dominic	0484-2201847	4842385605	rbd@federalbank.co.indhanyad@federalbank.co.inriyajacob@federalbank.co.in
50.	Tamilnad Mercantile Bank Ltd.	Tamilnad Mercantile Bank Ltd., Depository Participant Services Cell Third Floor, Plot No.4923, Ac/16, 2nd Avenue, Anna Nagar (West), Chennai - 600 040, Tamilnadu, India	Mr. N. Rajasegaran	044-26192552	044-26204174	dps@tnmbonline.com
51.	The Jammu & Kashmir Bank Ltd.	79 A, Mehta House, Bombay Samachar Marg, Fort, Mumbai - 400 023.	Ashfaq Ahmad	9987984105, 022-66595971	022-6634183	bombay@jkbmail.com
52.	The Kalupur Commercial Co-Operative Bank Ltd.	Kalupur Bank Bhavan, Nr. Income Tax Circle, Ashram Road, Ahmedabad-380 014	Jay V. Pathak Manager	079-27582028	079-27544666	jay@kalupurbank.com
53.	The Lakshmi Vilas Bank Ltd.	Bharat House, Ground Floor, 104, Bombay Samachar Marg, Fort Mumbai - 400 001.	S Ramanan	022-22672255-22672247(M)- 22673435(CM)	022-22670267	Mumbai@fort_bm@lvbank.in
54.	The Surat Peoples Co-op Bank Ltd	Central Office. Vasudhara Bhavan, Timaliyawad, Nanpura, Surat - 395001	Mr. Iqbal Shaikh	0261-2464577	0261-2464577,592	Iqbal.shaikh@spcbl.in
55.	The Saraswat Co-operative Bank Ltd.	Madhushree, Plot No. 85, District Business Centre, Sector - 17, Vashi, Navi Mumbai - 400703	Mr. Ajit Babaji Satam	022-27884161 27884162 27884163 27884164	022-27884153	ab_satam@saraswatbank.com
56.	TJSB Sahakari Bank Ltd	2nd Floor, Madhukar Bhavan, Road No.16, Wagle Estate	Department Head	022-25838525/530/520		tjsbasba@tjsb.co.in
57.	Union Bank of India	MUMBAI SAMACHAR MARG, 66/80, Mumbai Samachar Marg, Post Bag No.253 & 518, Fort, Mumbai - 400023.	Mr. D B JAISWAR	022-22629408	022- 22676685	jaiswar@unionbankofindia.com
58.	UCO Bank	Mumbai Main (Retail) Br., UCO Bank Bldg., D. N. Road, Mumbai- 400 023	Manager	022 40180117 9022457840	022-2222870754	bo.dnroad@mtnl.net.in
59.	Yes Bank Ltd.	YES Bank Limited, Indiabulls Finance Centre, Tower -II , 8th Floor, Senapati Bapat Marg, Elphinstone Road, Mumbai - 400 013.	Alok Srivastava / Shankar Vichare / Avinash Pawar	022 3347 7374/ 7259/ 7251	022 24214504	dlbtiservices@yesbank.in
60.	The Ahmedabad Mercantile Co-Op. Bank Ltd.	Head office :- "Amco House", Nr. Stadium Circle, Navrangpura, Ahmedabad-09	Bimal P Chokshi	079-26426582-84-88	079-26564863	amcoasba@rediffmail.com
61.	Catholic Syrian Bank Ltd.	P B No. 1900, Ground Floor, Marshall Annex Building, Soorji Vallabhdas Marg, Ballard Estate, Mumbai, Maharashtra, Pin-400001	Ram Mohan G S	022-64502165, 022-22664269, 022-22665865, 022-22650850	-	mumbai@csb.co.in

ASBA Applicants may approach any of the above banks for submitting their application in the issue. For the complete list of SCSBs and their Designated Branches please refer to the website of SEBI <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=34>. A list of SCSBs is also displayed on the website of NSE at www.nseindia.com.