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INITIAL PUBLIC OFFERING OF EQUITY SHARES ON THE MAIN BOARD OF THE BSE LIMITED ("BSE") AND ("NATIONAL STOCK EXCHANGE OF INDIA LIMITED ("NSE"), AND TOGETHER WITH BSE, THE "STOCK EXCHANGES") IN COMPLIANCE WITH CHAPTER II OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018, AS AMENDED ("SEBI ICDR REGULATIONS")



(Please scan this QR code to view the DRHP)



DAM CAPITAL ADVISORS LIMITED

Our Company was originally incorporated as "S. S. Kantilal Ishwarlal Sharebrokers and Investors Private Limited" as a private limited company under the provisions of the Companies Act, 1956, at Bombay, India, pursuant to a certificate of incorporation dated May 7, 1993, issued by the Registrar of Companies, Maharashtra at Mumbai ("RoC"). The name of our Company was changed to "S. S. Kantilal Ishwarlal Securities Private Limited" pursuant to a special resolution of our shareholders dated March 26, 1994, and a fresh certificate of incorporation dated April 22, 1994 was issued by the RoC. Subsequently, the name of our Company was changed to IDFC-SSKI Securities Private Limited, pursuant to a special resolution of our shareholders dated September 21, 2007, and a fresh certificate of incorporation dated October 24, 2007, was issued by the RoC. Thereafter, pursuant to a shareholders' resolution dated February 12, 2008, our Company was converted into a public limited company and the name our Company was changed to "IDFC-SSKI Securities Limited", and a fresh certificate of incorporation dated March 10, 2008 was issued by the RoC. Pursuant to a special resolution dated February 16, 2010 passed by the shareholders, the name of our Company was changed to IDFC Securities Limited and a certificate of incorporation dated March 12, 2010 was issued by the RoC. The name our Company changed to "DAM Capital Advisors Limited" pursuant to a special resolution of our shareholders dated June 25, 2020, and a fresh certificate of incorporation dated July 28, 2020, was issued by the RoC. For details in relation to the changes in the name and registered office of our Company, see "*History and Certain Corporate Matters-Brief history of our Company*" and "*History and Certain Corporate Matters - Changes in the registered office of our Company*" on page 168 of the Draft Red Herring Prospectus dated September 3, 2024 ("DRHP").

Corporate Identity Number: U99999MH1993PLC071865

Registered Office: PG-1, Ground Floor, Rotunda Building, Dalal Street, Fort, Mumbai 400 001, Maharashtra, India

Corporate Office: One BKC, Tower C, 15th Floor, Unit No. 1511, Bandra Kurla Complex, Bandra (East), Mumbai 400 051, Maharashtra, India

Contact Person: Rajesh Tekadiwala, Company Secretary and Compliance Officer | Tel: +91 22 4202 2500 | E-mail: compliance@damcapital.in | Website: www.damcapital.in

OUR PROMOTERS: DHARMESH ANIL MEHTA, SONALI DHARMESH MEHTA AND BOOMBUCKET ADVISORS PRIVATE LIMITED

INITIAL PUBLIC OFFERING OF UP TO 32,064,010 EQUITY SHARES OF FACE VALUE OF ₹2 EACH ("EQUITY SHARES") OF DAM CAPITAL ADVISORS LIMITED (OUR "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹[•] PER EQUITY SHARE (THE "OFFER PRICE") AGGREGATING UP TO ₹[•] MILLION COMPRISING AN OFFER FOR SALE OF UP TO 8,800,000 EQUITY SHARES AGGREGATING UP TO ₹ [•] MILLION BY MULTIPLES ALTERNATE ASSET MANAGEMENT PRIVATE LIMITED ("MAAMPL"), UP TO 7,668,600 EQUITY SHARES AGGREGATING UP TO ₹ [•] MILLION BY NAROTAM SATYAMARAYAN SEKHSARIA ("NSS"), UP TO 6,831,000 EQUITY SHARES AGGREGATING UP TO ₹[•] MILLION BY RBL BANK LIMITED, UP TO 5,123,250 EQUITY SHARES AGGREGATING UP TO ₹[•] MILLION BY EASYACCESS FINANCIAL SERVICES LIMITED ("EFSL"), TOGETHER WITH MAAMPL, NSS AND RBL, THE "INVESTOR SELLING SHAREHOLDERS") AND UP TO 4,241,160 EQUITY SHARES AGGREGATING UP TO ₹[•] MILLION BY DHARMESH ANIL MEHTA (THE "PROMOTER SELLING SHAREHOLDER", TOGETHER WITH THE INVESTOR SELLING SHAREHOLDERS, THE "SELLING SHAREHOLDERS" AND SUCH OFFER BY THE SELLING SHAREHOLDERS, THE "OFFER FOR SALE").

THE OFFER INCLUDES A RESERVATION OF UP TO [•] EQUITY SHARES OF FACE VALUE ₹2 EACH, AGGREGATING UP TO ₹[•] MILLION (CONSTITUTING UP TO [•]%) OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL, FOR SUBSCRIPTION BY ELIGIBLE EMPLOYEES ("EMPLOYEE RESERVATION PORTION"). THE OFFER LESS THE EMPLOYEE RESERVATION PORTION IS HEREINAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER SHALL CONSTITUTE [•] AND [•]%, RESPECTIVELY, OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THE PRICE BAND AND MINIMUM BID LOT WILL BE DECIDED BY OUR COMPANY, IN CONSULTATION WITH THE BRLM, AND WILL BE ADVERTISED IN ALL EDITIONS OF [•] (A WIDELY CIRCULATED ENGLISH NATIONAL DAILY NEWSPAPER), ALL EDITIONS OF [•] (A WIDELY CIRCULATED HINDI NATIONAL DAILY NEWSPAPER), AND [•] EDITIONS OF [•] (A WIDELY CIRCULATED MARATHI DAILY NEWSPAPER, MARATHI BEING THE REGIONAL LANGUAGE OF MAHARASHTRA, WHERE OUR REGISTERED OFFICE IS LOCATED), AT LEAST TWO WORKING DAYS PRIOR TO THE BID/OFFER OPENING DATE AND SHALL BE MADE AVAILABLE TO THE STOCK EXCHANGES FOR UPLOADING ON THEIR RESPECTIVE WEBSITES IN ACCORDANCE WITH THE SEBI ICDR REGULATIONS.

In case of any revision in the Price Band, the Bid/ Offer Period shall be extended for at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Offer Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar unforeseen circumstances, our Company may, for reasons to be recorded in writing, extend the Bid/ Offer Period for a minimum of one Working Day, subject to the Bid/ Offer Period not exceeding 10 Working Days. Any revision in the Price Band, and the revised Bid/ Offer Period, if applicable, shall be widely disseminated by notification to the Stock Exchanges, by issuing a public notice and also by indicating the change on the website of the BRLM and at the terminals of the Members of the Syndicate and by intimation to the Designated Intermediaries and Sponsor Banks, as applicable.

The Offer is being made in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended (the "SCRR"), read with Regulation 31 of the SEBI ICDR Regulations. The Offer is being made through the Book Building Process in accordance with Regulation 61(f) of the SEBI ICDR Regulations, wherein not more than 50% of the Net Offer shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Category"), provided that our Company in consultation with the BRLM, may allocate up to 60% of the QIB Category to Anchor Investors, on a discretionary basis (the "Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the price at which Equity Shares are allocated to Anchor Investors. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the QIB Category (excluding the Anchor Investor Portion) (the "Net QIB Category"). Further, 5% of the Net QIB Category shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Category shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Offer Price. Further, not less than 15% of the Net Offer shall be available for allocation to Non-Institutional Investors ("NII") ("Non-Institutional Category"), in accordance with the SEBI ICDR Regulations, of which one-third of the Non-Institutional Category shall be available for allocation to Bidders with a Bid size of more than ₹200,000 and up to ₹1,000,000 and two-thirds of the Non-Institutional Category shall be available for allocation to Bidders with a Bid size of more than ₹1,000,000 and under-subscription in either of these two sub-categories of the Non-Institutional Category may be allocated to Bidders in the other sub-category of the Non-Institutional Category in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Offer Price. Further, not less than 35% of the Net Offer shall be available for allocation to Retail Individual Investors ("RIIs") ("Retail Category"), in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price. Further, Equity Shares will be allocated on a proportionate basis to Eligible Employees applying under the Employee Reservation Portion, subject to valid Bids received from them at or above the Offer Price. All Bidders (except Anchor Investors) shall mandatorily participate in the Offer only through the Application Supported by Blocked Amount ("ASBA") process and shall provide details of their respective bank account (including UPI ID in case of UPI Bidders (defined hereinafter) in which the Bid Amount will be blocked by the Self Certified Syndicate Banks ("SCSBs") or the Sponsor Bank(s), as the case may be. Anchor Investors are not permitted to participate in the Offer through the ASBA process. For details, see "*Offer Procedure*" beginning on page 307 of the DRHP.

This public announcement is being made in compliance with the provisions of Regulation 26(2) of the SEBI ICDR Regulations to inform the public that our Company is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to undertake an initial public offering of its Equity Shares pursuant to the Offer and has filed the DRHP with SEBI and the Stock Exchanges on September 3, 2024. Pursuant to Regulation 26(1) of the SEBI ICDR Regulations, the DRHP filed with SEBI and the Stock Exchanges has been made public for comments, if any, for a period of at least 21 days from the date of such filing by hosting it on the website of SEBI at www.sebi.gov.in, websites of the Stock Exchanges i.e. BSE and NSE at www.bseindia.com and www.nseindia.com, respectively, on the website of the Company at www.damcapital.in; and on the website of the Book Running Lead Manager ("BRLM"), i.e. Nuvama Wealth Management Limited at www.nuvama.com. Our Company hereby invites the public to give their comments on the DRHP filed with SEBI and the Stock Exchanges, with respect to disclosures made in the DRHP. The members of the public are requested to send a copy of the comments to SEBI, the Company Secretary and Compliance Officer of our Company and/or the BRLM at their respective addresses mentioned herein. All comments must be received by SEBI and/or our Company and/or the Company Secretary and Compliance Officer of our Company and/or the BRLM in relation to the Offer on or before 5.00 p.m. on the 21st day from the aforesaid date of filing of the DRHP with SEBI.

Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in the Offer unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Offer. For taking an investment decision, investors must rely on their own examination of our Company and the Offer, including the risks involved. The Equity Shares have not been recommended or approved by the SEBI, nor does SEBI guarantee the accuracy or adequacy of the contents of the DRHP. Specific attention of the investors is invited to "*Risk Factors*" beginning on page 28 of the DRHP.

Any decision to invest in the Equity Shares described in the DRHP may only be taken after the Red Herring Prospectus ("RHP") has been filed with the RoC and must be made solely on the basis of such the RHP. The Equity Shares, when offered through the RHP, are proposed to be listed on Stock Exchanges.

For details of the share capital and capital structure and the names of the signatories to the memorandum and the number of shares subscribed by them of our Company, please see the section titled "*Capital Structure*" on page 79 of the DRHP. The liability of the members of our Company is limited. For details of the main objects of our Company as contained in the Memorandum of Association, please see the section titled "*History and Certain Corporate Matters - Main Objects of our Company*" on page 168 of the DRHP.

BOOK RUNNING LEAD MANAGER	REGISTRAR TO THE OFFER
Nuvama Wealth Management Limited 801- 804, Wing A, Building No. 3, Inspire BKC, G Block, Bandra Kurla Complex, Bandra East, Mumbai-400 051, Maharashtra, India Tel: + 91 22 4009 4400 E-mail: dcal ipo@nuvama.com Investor Grievance ID: customerservice.mb@nuvama.com Contact Person: Manish Tejwani Website: www.nuvama.com SEBI Registration Number: INM000013004	Link Intime India Private Limited C-101, 1 st Floor, 247 Park, Lal Bahadur Shastri Marg, Vikhroli (West), Mumbai 400 083, Maharashtra, India Tel: +91 810 811 4949 E-mail: damcapital.ipo@linkintime.co.in Website: www.linkintime.co.in Investor grievance e-mail: damcapital.ipo@linkintime.co.in Contact Person: Shanti Gopalkrishnan SEBI Registration No.: INR000004058

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the DRHP.

For **DAM CAPITAL ADVISORS LIMITED**
On behalf of the Board of Directors

Place: Mumbai

Date: September 4, 2024

Rajesh Tekadiwala
Company Secretary and Compliance Officer

DAM CAPITAL ADVISORS LIMITED is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its Equity Shares and filed the DRHP with SEBI and the Stock Exchanges on September 3, 2024. The DRHP is available on the website of SEBI at www.sebi.gov.in, as well as on the websites of the Stock Exchanges i.e. BSE and NSE at www.bseindia.com and www.nseindia.com, respectively, on the website of the Company at www.damcapital.in; and on the website of the BRLM, i.e. Nuvama Wealth Management Limited at www.nuvama.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to such risk, see "*Risk Factors*" beginning on page 28 of the DRHP. Potential investors should not rely on the DRHP filed with SEBI and the Stock Exchanges, and should instead rely on the their own examination of our Company and the Offer, including the risks involved, for making any investment decision.

This announcement is not an offer of securities for sale in the United States or elsewhere. This announcement has been prepared for publication in India only and is not for publication or distribution, directly or indirectly, in or into the United States. The Equity Shares offered in the Offer have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended ("*U.S. Securities Act*") or any other applicable law of the United States, and unless so registered, 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 U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold outside of the United States in offshore transactions as defined in and in compliance with Regulation S under the U.S. Securities Act and the applicable laws of the jurisdiction where such offers and sales are made.

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CERA SANITARYWARE LIMITED



CIN: L26910GJ1998PLC034400

Registered Office Address : 9, GIDC Industrial Estate, Kadi- 382715, Dist. Mehsana, North Gujarat, India
Tel: 2764-243000, 242329, Email : hemal.sadiwala@cera-india.com, Website: www.cera-india.com
Contact Person: Hemal Sadiwala, Company Secretary and Compliance Officer

POST BUYBACK PUBLIC ADVERTISEMENT FOR THE ATTENTION OF EQUITY SHAREHOLDERS/ BENEFICIAL OWNERS OF EQUITY SHARES OF CERA SANITARYWARE LIMITED

This post buyback public advertisement ("**Post Buyback Public Advertisement**") is being made in compliance with Regulation 24(vi) and other applicable provisions of the Securities and Exchange Board of India (Buy-Back of Securities) Regulations, 2018, as amended ("**Buyback Regulations**") regarding completion of the Buyback. This Post Buyback Public Advertisement should be read in conjunction with the Public Announcement dated Tuesday, August 6, 2024, published on Wednesday, August 7, 2024 ("**Public Announcement**"), the Letter of Offer dated Tuesday, August 20, 2024 ("**Letter of Offer**") and the advertisement dated Tuesday, August 20, 2024, published on Wednesday, August 21, 2024. All capitalized terms, unless defined herein, shall have the meaning ascribed to them in the Public Announcement and the Letter of Offer.

1. THE BUYBACK

1.1. Cera Sanitaryware Limited ("**Company**") had announced the Buyback of up to 1,08,333 (One Lakh Eight Thousand Three Hundred and Thirty Three) fully paid-up equity shares, each having a face value of INR 5/- (Indian Rupees Five only) ("**Equity Shares**"), representing 0.83% of the total number of Equity Shares in the paid-up equity share capital of the Company, at a price of INR 12,000/- (Indian Rupees Twelve Thousand only) per Equity Share ("**Buyback Price**"), payable in cash, for an aggregate amount not exceeding INR 130,00,00,000 (Indian Rupees One Hundred and Thirty Crores only) ("**Buyback Size**") from all of the Equity Shareholders/ Beneficial Owners, including members of the Promoter Group, who hold Equity Shares as of the Record Date i.e., Friday, August 16, 2024, on a proportionate basis through the "Tender Offer" route as prescribed under the Buyback Regulations, Companies Act, rules framed thereunder including the Share Capital Rules and Management Rules, to the extent applicable, and the Listing Regulations ("**Buyback**"). The Buyback Size does not include any expenses incurred or to be incurred for the Buyback viz. brokerage costs, fees, turnover charges, applicable taxes such as buyback tax, securities transaction tax, goods and services tax, stamp duty, etc., expenses incurred or to be incurred for the Buyback like filing fees payable to the SEBI, advisors' legal fees, public announcement publication expenses, printing and dispatch expenses and other incidental and related expenses, etc. ("**Transaction Costs**"). The Buyback Size constitutes 9.68% and 9.66% of the aggregate of the fully paid-up equity share capital and free reserves of the Company as per the audited standalone and consolidated financial statements of the Company as of March 31, 2024, respectively (i.e., the last audited financial statements available as on the date of Board Meeting recommending the proposal of the Buyback).

1.2. The Company adopted the tender offer route for the purpose of the Buyback. The Buyback was implemented using the "Mechanism for acquisition of shares through Stock Exchange" notified by the Securities and Exchange Board of India ("**SEBI**") vide SEBI circular no. CIR/CFD/POLICYCELL/1/2015 dated April 13, 2015 and SEBI circular CFD/DCR2/CIR/P/2016/131 dated December 9, 2016 and SEBI circular no. SEBI/HO/CFD/DCR-III/CIR/P/2021/615 dated August 13, 2021, and such other circulars or notifications, as may be applicable, including any amendments or statutory modifications for the time being in force.

1.3. The tendering period for the Buyback opened on **Thursday, August 22, 2024**, and closed on **Wednesday, August 28, 2024**.

2. DETAILS OF THE BUYBACK

2.1. 1,08,333 (One Lakh Eight Thousand Three Hundred and Thirty Three only) Equity Shares were bought back under the Buyback, at a price of INR 12,000/- (Indian Rupees Twelve Thousand only) per Equity Share.

2.2. The total amount utilized in the Buyback is INR 129,99,96,000 (Indian Rupees One Hundred Twenty Nine Crores Ninety Nine Lakhs and Ninety Six Thousand only) excluding Transaction Costs.

2.3. The Registrar to the Buyback i.e., Link Intime India Private Limited ("**Registrar**"), considered **2,12,856** valid bids for **89,58,567** Equity Shares in response to the Buyback, resulting in the subscription of approximately **82.69** times the maximum number of Equity Shares proposed to be bought back.

2.4. The details of the valid applications considered by the Registrar are as follows:

Particulars	Number of Equity Shares reserved	Total valid bids received	Total Equity Shares validly tendered	Response (No. of times)
Reserved Category for Small Shareholders	16,250	2,11,356	2,42,556	14.93
General Category for other Eligible Shareholders	92,083	1,500	87,16,011	94.65
Total	1,08,333	2,12,856⁽¹⁾⁽²⁾	89,58,567⁽¹⁾⁽²⁾	82.69

Notes:

- 930 bids for 1,312 Equity Shares were not considered since they were not shareholders as on Record Date
- Excludes excess bid by 175 shareholders for 382 Equity Shares under Reserved Category and 2 shareholders for 11 Equity Shares under General Category, which were over and above their shareholding as on Record Date hence such equity shares have not been considered for acceptance.

2.5. All valid bids were considered for the purpose of Acceptance in accordance with the Buyback Regulations and the Letter of Offer. The communication of acceptance/rejection has been dispatched by the Registrar via email to the relevant Eligible Shareholders (who have their e-mail IDs registered with the Company or the Depositories) on Wednesday, September 04, 2024. In cases where email IDs were not registered with the Company or Depositories, physical letters of acceptance/ rejection were dispatched to the Eligible Shareholders on Wednesday, September 04, 2024 by the Registrar.

2.6. The settlement of all valid bids was completed by Clearing Corporation on Wednesday, September 04, 2024. The Clearing Corporation has made direct funds payout to Eligible Shareholders whose Equity Shares have been accepted under the Buyback. If bank account details of any Eligible Shareholders were not available or if the funds transfer instructions were rejected by RBI or relevant bank, due to any reason, then the amounts payable to the Eligible Shareholders were transferred to the concerned Seller Member for onward transfer to such Eligible Shareholders.

2.7. Equity Shares held in dematerialized form accepted under the Buyback were transferred to the Company's Demat Account on Wednesday, 04 September, 2024. The unaccepted Equity Shares in dematerialized form have been returned to the respective Eligible Shareholders/lien removed by the Clearing Corporation on Wednesday, 04 September, 2024.

2.8. The extinguishment of 1,08,333 Equity Shares, all of which are in dematerialized form, is currently under process and shall be completed on or before Friday, September 13, 2024.

3. CAPITAL STRUCTURE AND SHAREHOLDING PATTERN

3.1. The Capital Structure of the Company, pre and post Buyback is as under:

Particulars	Pre-Buyback	Post completion of the Buyback*
Authorised share capital	INR 10,00,00,000 (2,00,00,000 Equity Shares of INR 5 each)	INR 10,00,00,000 (2,00,00,000 Equity Shares of INR 5 each)
Issued, subscribed and fully paid up share capital	INR 6,50,29,370 (1,30,05,874 Equity Shares of INR 5 each)	INR 6,44,87,705 (1,28,97,541 Equity Shares of INR 5 each)

*Subject to extinguishment of 1,08,333 Equity Shares.

3.2. Details of Eligible Shareholders from whom Equity Shares exceeding 1% of the total Equity Shares bought back under the Buyback are as under:

S.N.	Name	Number of Equity Shares accepted under Buyback	Equity Shares accepted as % of total Equity Shares bought back (%)	Equity Shares accepted as a % of total Post-Buyback Equity Shares (%)*
1	Vikram Investment Company Private Limited	28,461	26.27	0.22
2	Smiti Somany	13,170	12.16	0.10
3	Vikram Somany	9,280	8.57	0.07
4	Rekha Commercial Private Limited	5,223	4.82	0.04
5	Trisure Promotions & Tradings Private Limited	4,752	4.39	0.04
6	Government of Singapore	3,823	3.53	0.03
7	Deepshikha Khaitan	3,327	3.07	0.03
8	Suvinay Trading & Investment Co. Ltd.	3,166	2.92	0.02
9	Sajan Kumar Pasari	2,003	1.85	0.02
10	HSBC Small Cap Fund	1,968	1.82	0.02
11	Canara Robeco Mutual Fund (Multiple Schemes)	1,546	1.43	0.01
12	HDFC Life Insurance Company Limited	1,527	1.41	0.01

*Subject to extinguishment of 1,08,333 Equity Shares.

3.3. The shareholding pattern of the Company before the Buyback Friday, August 16, 2024 (i.e. as on the Record Date), and after the Buyback, is as follows:

Category of Shareholder	Pre-Buyback		Post-Buyback*	
	No. of Equity Shares	% to the existing Equity Share capital	No. of Equity Shares	% to the post Buyback Equity Share Capital
Promoters and members of the Promoter Group, and persons acting in concert (collectively " the Promoters ")	70,85,139	54.48	70,17,760	54.41
Foreign Investors (including Non-Resident Indians, FIIs and Foreign Mutual Funds)	30,50,372	23.45	58,79,781	45.59
Indian Financial Institutions / Banks & Mutual Funds promoted by Banks/ Institutions/IEPF/ Insurance Company	8,88,273	6.83		
Others (Public, Public Bodies Corporate etc.)	19,82,090	15.24		
Total	1,30,05,874	100.00	1,28,97,541	100.00

*Subject to extinguishment of 1,08,333 Equity Shares.

4. MANAGER TO THE BUYBACK



Ambit Private Limited

Address: Ambit House, 449, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013, Maharashtra, India

Tel. no.: +91 22 6623 3030

Contact person: Devanshi Shah / Janit Sethi

Email: cera.buyback@ambit.co

Website: www.ambit.co

SEBI registration no.: INM000010585

Validity period: Permanent

CIN: U65923MH1997PTC109992

5. DIRECTOR'S RESPONSIBILITY

In terms of Regulation 24(i)(a) of the Buyback Regulations, the Board of Directors of the Company accepts full responsibility for the information contained in this Post Buyback Public Advertisement and confirms that this Post Buyback Public Advertisement contains true, factual and material information and does not contain any misleading information. This Post Buyback Public Advertisement is issued under the authority of the Board and in terms of the resolution passed by the Buyback Committee on Wednesday, September 04, 2024.

For and on behalf of the Board of Directors of Cera Sanitaryware Limited

<i>Sd/-</i> Vikram Somany Chairman and Managing Director DIN: 00048827	<i>Sd/-</i> Anupam Gupta Executive Director (Technical) DIN: 09290890	<i>Sd/-</i> Hemal Sadiwala Company Secretary and Compliance Officer Membership No. A20741
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Date: September 04, 2024

Place: Mehsana, Gujarat

50 years of
opinion that
shapes opinions.

