



THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT. THIS DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. THIS PUBLIC ANNOUNCEMENT IS NOT INTENDED FOR PUBLICATION OR DISTRIBUTION DIRECTLY OR INDIRECTLY, OUTSIDE INDIA.

SUPREME FACILITY MANAGEMENT LIMITED

Our Company was incorporated on May 19, 2005 as 'Supreme Facility Management Private Limited', a private limited company under the Companies Act, 1956, pursuant to a certificate of incorporation dated May 19, 2005 issued by the Registrar of Companies, Pune. Subsequently, our Company was converted to a public limited company, pursuant to a special resolution passed by the shareholders of our Company at the Registered Office and general meeting held on February 9, 2024 and the name of our Company was changed from "Supreme Facility Management Private Limited" to "Supreme Facility Management Limited", pursuant conversion from private to public company and a fresh certificate of incorporation dated March 1, 2024 issued by the Registrar of Companies. For details of change in the name and registered office of our Company, see "History and Certain Corporate Matters" on page 145 of the Red Herring Prospectus dated December 05, 2024 filed with ROC.

Registered Office: A-120, Jai Ganesh Vision, Akurdi, Pune 411035, Maharashtra, India; **Contact Person:** Varsha Sahbani, Company Secretary and Compliance Officer; Tel: +91 7028091800
E-mail: compliance@supremefacility.com; **Website:** www.supremefacility.com; **Corporate Identity Number:** U63040PN2005PLC020759



(Please scan the QR code to view the RHP)

OUR PROMOTERS: LALASAHEB VITTHALRAO SHINDE, RAJENDRA LALASAHEB SHINDE AND MANISHA RAJENDRA SHINDE

THE ISSUE

INITIAL PUBLIC OFFER OF UPTO 65,79,200 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH ("EQUITY SHARES") OF OUR COMPANY AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE) FOR CASH, AGGREGATING UP TO ₹ [●] LACS ("PUBLIC ISSUE") OUT OF WHICH 3,29,600 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING ₹ [●] LACS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 62,49,600 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ [●] LACS IS HEREINAFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.50 % AND 25.17 % RESPECTIVELY OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THE PRICE BAND AND THE MINIMUM BID LOT HAS BEEN DECIDED BY OUR COMPANY IN CONSULTATION WITH THE BRLM AND SHALL BE MADE AVAILABLE TO THE EMERGE PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED ("NSE") FOR THE PURPOSES OF UPLOADING ON ITS WEBSITE IN ACCORDANCE WITH SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018, AS AMENDED (THE "SEBI ICDR REGULATIONS").

QIB PORTION: NOT MORE THAN 10.01% OF THE NET ISSUE • NON-INSTITUTIONAL PORTION: NOT LESS THAN 44.98% OF THE NET ISSUE
• RETAIL PORTION: NOT LESS THAN 45.01% OF THE NET ISSUE

PRICE BAND: ₹72 TO ₹76 PER EQUITY SHARE OF FACE VALUE OF ₹10 EACH

THE FLOOR PRICE IS 7.2 TIMES OF THE FACE VALUE AND THE CAP PRICE IS 7.6 TIMES OF THE FACE VALUE OF THE EQUITY SHARES
BIDS CAN BE MADE FOR A MINIMUM OF 1600 EQUITY SHARES AND IN MULTIPLES OF 1600 EQUITY SHARES THEREAFTER

RISKS TO INVESTORS:

- Our business could be adversely affected if our customers fail to renew their contracts with us or we fail to acquire new customers
- Operational risks are inherent in our business as it includes rendering services in contrasting environments. A failure to manage such risks including any errors, defects or disruption in our service or inability to meet expected or agreed service standards, could have an adverse impact on our business, cash flows, results of operations and financial condition.
- Our business revenue from operations is concentrated in a few business segments
- A significant portion of our revenues are derived from a few geographical regions and any adverse developments affecting such regions could have an adverse effect on our business, cash flows, results of operation and financial condition.
- We have a large workforce deployed across workplaces and customer premises. Consequently, we may be exposed to service-related claims and losses or employee disruptions, as well as employee related regulatory risks, that could have an adverse effect on our reputation, business, cash flows, results of operations and financial condition

BASIS FOR ISSUE PRICE

The Price Band and the Issue Price will be determined by our Company in consultation with the BRLM, on the basis of the Book Building Process and the quantitative and qualitative factors as described below. The face value of the Equity Shares is ₹10 each and the Issue floor Price is ₹ 72 which is 7.2 times of the face value of Equity Shares and the Issue Cap Price is ₹ 76 which is 7.6 times of the face value of Equity Shares. Investors should refer to "Risk Factors", "Our Business", "Financial Information" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" on pages 27, 115, 173 and 239 of the RHP respectively, to have an informed view before making an investment decision.

Qualitative Factors

We believe that our business strengths listed below enable us to remain competitive in the business:

- Comprehensive range of service offerings providing one-stop solution to customers; Focused business model which is well-positioned to capture favourable industry dynamics;
- Longstanding relationship with customers across diverse sectors, with recurring business;
- Wide geographic presence with large and efficient workforce, coupled with strong recruitment and training capabilities;
- Historical track-record of strong financial performance, with a scalable, agile and efficient business model
- Strong knowledge and expertise of our promoters

For more details on quantitative factors, please refer to chapter "Our Business- Competitive Strengths" on page 135 of the RHP.

Quantitative Factors

Some of the information presented in this section is derived from our Restated Consolidated Financial Information. For details, see "Financial Information" on page 173 of the RHP.

Some of the quantitative factors which may form the basis for computing the Offer Price are as follows.

Financial period	Basic EPS (in Rs.)	Diluted EPS (in Rs.)	Weight
As at 31 st March 2024	4.06	4.06	3
As at 31 st March 2023	3.04	3.04	2
As at 31 st March 2022	2.13	2.13	1
Weighted Average	3.40	3.40	
As on 30 th June 2024	*1.32	1.32	

*Not Annualised

- Restated Basic earnings per share (₹) = Restated consolidated profit for the year attributable to equity holders of the parent divided by Weighted average number of equity shares.
- Restated Diluted earnings per share (₹) = Restated consolidated profit for the year attributable to equity holders of the parent / Weighted average number of equity shares adjusted for effects of dilutions.
- Weighted Average Number of Equity Shares is the number of equity shares outstanding at the beginning of the year/period adjusted by the number of equity shares issued during the year multiplied by the time weighting factor.
- Our Company has allotted 1,80,00,000 Equity Shares on March 16, 2024 pursuant to a bonus issuance. For further details, please see "Capital Structure" on page 72 of the RHP.

2. Price Earning Ratio (P/E) in relation to Price Band of ₹ 72 to ₹ 76 per share of ₹ 10 each

Particulars	P/E at the Fixed Price (number of times)
Based on basic EPS for Financial year ended 30 th June 2024	●
Based on diluted EPS for Financial year ended 30 th June 2024	●

*To be updated after finalization of the Offer Price.

Industry Peer Group P/E ratio

There are no like to like comparable listed companies in India that are engaged in all aspects of the business that we operate. Accordingly, it is not possible to provide an industry comparison in relation to our Company.

3. Return on Net Worth ("RoNW"):

Financial period	RoNW	Weight
As at 31 st March 2024	21.29%	3
As at 31 st March 2023	19.83%	2
As at 31 st March 2022	17.32%	1
Weighted Average	20.14%	
As at 30 th June 2024	*25.89%	

*Annualised

As certified by Bharat J Rughani & Co, Chartered Accountants pursuant to their certificate dated October 28, 2024

RoNW is calculated as net profit after taxation and minority interest attributable to the equity shareholders of the Company divided by shareholders' funds for that year. Shareholders' funds = Share capital + reserves & surplus – revaluation reserves.

4. Net Asset Value per Equity Share

Net Asset Value per Equity Share	NAV Per Equity Shares (Rs)
As at 30 th June 2024	20.39
As at 31 st March 2024	19.08
As at 31 st March 2023	15.32
As at 31 st March 2022	12.28
After the Completion of the Offer:	
- At Offer Price	●
- At Cap Price	●

Notes: Net Asset Value per Equity Share = Net worth derived from Restated Financial Statements as at the end of the year divided by number of equity shares outstanding as at the end of the year as per Restated Financial Statements.

5. Comparison with Listed Industry Peers

There are no like to like comparable listed companies in India that are engaged in all aspects of the business that we operate. Accordingly, it is not possible to provide an industry comparison in relation to our Company.

6. Financial Key Performance Indicators ("KPIs")

The KPIs disclosed below have been used historically by our Company to understand and analyse the business performance, which in result, help us in analysing the growth of various verticals in comparison to our listed peers. The table below sets forth the details of KPIs that our Company considers have a bearing for arriving at the basis for Offer Price.

Key Performance Indicators ¹	June 30, 2024	March 31, 2024	March 31, 2023	March 31, 2022
Revenue from Operations ¹	9,907.29	35,538.67	32,958.74	23,601.13
Total Revenue ²	9,932.76	35,695.39	33,078.49	23,668.80
EBITDA ³	878.63	2,871.34	2,428.26	1,746.88
EBITDA Margin (%) ⁴	8.87	8.08	7.27	7.4
Profit After Tax for the Year ("PAT") ⁵	240.83	741.55	554.21	388.35
PAT Margin (%) ⁶	2.43	2.09	1.68	1.65
Earning Per Share (Basis) ⁷	5.28	4.06	3.04	2.13
Earning Per Share (Diluted) ⁸	5.28	4.06	3.04	2.13
Debt Equity Ratio ⁹	3.04	2.49	2.89	2.33
Return on Networth (%) ¹⁰	25.89	21.29	19.83	17.32
ROCE (%) ¹¹	23.65	23.10	22.27	22.10

*As certified by the Statutory Auditor vide their certificate dated October 28, 2024

Note

- Revenue from Operations means the income generated by an entity from its daily core business operations
- Total Revenue Includes income generated by an entity from its daily core business operations and other income
- EBITDA is calculated by adding interest, tax, depreciation, and amortization expenses to net Profit After Tax
- EBITDA Margin (%) is calculated as EBITDA divided by Revenue from Operations
- PAT is calculated as Profit after interest, tax, depreciation and Minority Interest
- PAT (%) of total revenue is calculated as PAT divided by Revenue from Operations
- Earnings Per Share (Basic) is calculated as PAT divided by the Weighted avg no. of Shares
- Earnings Per Share (Diluted) is calculated as PAT divided by the Weighted avg no. of Shares and diluted shares.
- Debt Equity Ratio is calculated as Total debt divided by total shareholders' Equity
- Return on Networth is calculated as companies PAT divided by the company Total Shareholders' Equity (Networth)
- Return on Capital Employed is calculated as companies EBIT divided by the company Average Capital Employed
- KPI Calculation of June 30, 2024 is on Annualized basis

Our Company shall continue to disclose the KPIs disclosed hereinabove in this section on a periodic basis, at least once in a year (or for any lesser period as determined by the Board of our Company), for a duration of one year after the date of listing of the Equity Shares on the Stock Exchanges, or until the utilization of Issue Proceeds as per the disclosure made in the section "Objects of the Issue" starting on page 82 of the Red Herring Prospectus, whichever is later, or for such other period as may be required under the SEBI ICDR Regulations.

Description on the historic use of the KPIs by our Company to analyze, track or monitor the operational and/or financial performance of our Company

Sr No	Key Performance Indicator	Explanation
1	Revenue from Operations	Used to track the revenue profile of the business and in turn helps us assess the overall financial performance of our Company and size of our business
2	Total Revenue	Used to track the revenue profile of the business including other Income and in turn helps us assess the overall financial performance of our Company and size of our business
3	EBITDA	Used to track the operating performance of our Company
4	EBITDA Margin (%)	Used to track operating efficiency and profitability of our Company
5	Profit After Tax for the Year ("PAT")	Used to track the profitability of our business
6	PAT Margin (%)	Used to track the profitability and financial performance of our business
7	Earning Per Share (Basis)	Used to track our profit per outstanding equity share, without accounting for any potential dilution
8	Earning Per Share (Diluted)	Used to track our profit per outstanding equity share, accounting for any potential dilution from instruments that could be converted into or result in new equity shares
9	Debt Equity Ratio	Used to track our financial leverage and related risk
10	Return on Net worth	Used to measure the profitability and effectiveness of equity investments by shareholders
11	Return on Capital Employed	Used to assess the efficiency and profitability of capital investments

Comparison the Key Performance Indicators with our listed peers:

There are no like to like comparable listed companies in India that are engaged in all aspects of the business that we operate. Accordingly, it is not possible to provide an industry comparison in relation to our Company

WEIGHTED AVERAGE COST OF ACQUISITION:

a) The price per share of our Company based on the primary/ new issue of shares (equity / convertible securities).

There have been no issuance of Equity Shares, excluding shares issued as bonus shares, during the 18 months preceding the date of the Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre-issue capital before such transaction(s)), in a single transaction or multiple transactions combined together over a span of 30 days.

b) The price per share of our Company based on the secondary sale / acquisition of shares (equity / convertible securities).

There have been no secondary sale / acquisitions of Equity Shares or convertible securities, where the promoters, members of the promoter group or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts), during the 18 months preceding the date of this Red Herring Prospectus, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

c) Price per share based on the last five primary or secondary transactions;

Since there are no transactions to report to under (a) or (b) above, therefore, information based on last 5 primary or secondary transactions (secondary transactions where Promoters / Promoter Group entities or shareholder(s), not older than 3 years prior to the date of this Red Herring Prospectus, irrespective of the size of transactions is not required, are not applicable.

Date of allotment	Nature of transaction	No. of Equity Shares	Cost per Equity Share	Total	Cumulative amount paid for the Equity Shares	Cumulative No. of Equity Shares
Primary transactions						
March 16, 2024	Bonus issue in the ratio of Seventy Two Equity Shares for every one Equity Share held	1,80,00,000	-	-	-	1,80,00,000
Total						1,80,00,000
Weighted average cost of acquisition (primary transactions) (₹ per Equity Share)						
NIL						
Secondary transactions						
December 12, 2023	Transfer of Shares from Mr Rajendra Shinde to Mrs Manisha Shinde	13	10.00	130.00	130.00	13
December 12, 2023	Transfer of Shares from Mr Rajendra Shinde to Mr Sumant Shinde	25	10.00	250.00	250.00	25
December 12, 2023	Transfer of Shares from Mr Rajendra Shinde to Mr Nikhlesh Loya	25	10.00	250.00	250.00	25
March 14, 2024	Transfer of Shares from Mr Rajendra Shinde to Mr Amol Shingate	6225	10.00	62250.00	62250.00	6225
March 14, 2024	Transfer of Shares from Mr Rajendra Shinde to Mr Nikhlesh Loya	500	10.00	5000.00	5000.00	500
Total					67,880.00	6788
Weighted average cost of acquisition (secondary transactions) (₹ per Equity Share)						
10						

*As certified by Bharat J. Rughani & Co, Statutory Auditors pursuant to their certificate dated October 28, 2024.

d) Weighted average cost of acquisition, floor price and cap price:

Types of transactions	Weighted average cost of acquisition (₹ per Equity Share)	Floor Price ₹72*	Cap Price ₹76*
I. Weighted average cost of acquisition for last 18 months for primary/new issue of shares (equity/ convertible securities), excluding shares issued under an employee stock option plan/employee stock option scheme and issuance of bonus shares, during the 18 months preceding the date of filing of the Draft Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paidup share capital of the Company (calculated based on the pre-issue capital before such transaction/s and excluding employee stock options granted but not vested).In a single transaction or multiple transactions combined together over a span of rolling 30 days	Nil	Nil	Nil
II. Weighted average cost of acquisition for last 18 months for secondary sale/acquisition of shares (equity/ convertible securities), where promoter/ promoter group entities or selling shareholders or shareholder(s) having the right to nominate director(s) or selling shareholder in the Board are a party to the transaction, during the 18 months preceding the date of filing of the Red Herring Prospectus, where either acquisition or sale is equal to or more than five percent of the fully diluted paid-up share capital of the Company (calculated based on the pre-issue capital before such transaction/s and excluding employee stock options granted but not vested).In a single transaction or multiple transactions combined together over a span of rolling 30 days	N/A*	Nil	Nil
III. Since there are no such transactions to report to under (I) and (II) above, the information has been disclosed for price per share of our Company based on the last five primary or secondary transactions where our Promoters/members of our Promoter Group or Shareholder(s) having the right to nominate director(s) on the Board of our Company, are a party to the transaction, during the three years prior to the date of filing of this Red Herring Prospectus irrespective of the size of the transaction, is as below:			
a) WACA of Equity Shares based on primary issuances undertaken during the three immediately preceding years	NA*	NA	NA
b) WACA of Equity Shares based on secondary transactions undertaken during the three immediately preceding years	₹ 10 Per Equity Shares	7.2 times	7.6 times

As certified by Bharat J. Rughani & Co, Statutory Auditors pursuant to their certificate dated October 28, 2024

* There were no secondary sales/ acquisitions of shares (equity/ convertible securities) transactions in last eighteen (18) months prior to the date of this Red Herring Prospectus

*To be updated at Prospectus Stage.

7. Detailed explanation for Issue Price being [●] price of weighted average cost of acquisition of primary issuance price/secondary transaction price of Equity Shares (as set out above) along with our Company's key financial and operational metrics and financial ratios for Fiscal 2024, 2023 and 2022.

Explanation for Issue Price being [●] times price of face value

The Issue Price of ₹ [●] has been determined by our Company, in consultation with the BRLM, on the basis of market demand from investors for Equity Shares through the Book Building Process and is justified in view of the above qualitative and quantitative parameters.

Investors should read the above-mentioned information along with "Risk Factors", "Our Business", "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Financial Information" on pages 27, 115, 239 and 173 of the RHP respectively, to have a more informed view. The trading price of the Equity Shares could decline due to the factors mentioned in the "Risk Factors" on page 27 of the RHP and you may lose all or part of your investment.

For further details, please see the chapter titled "BASIS FOR ISSUE PRICE" beginning on page 92 of the RHP.

Continued on next page...

ISSUE PROGRAMME

ISSUE CLOSES ON: FRIDAY, DECEMBER 13, 2024

THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON SME PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED ('NSE EMERGE')

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see section titled "History and Certain Corporate Matters" on page 145 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section titled "Material Contracts and Documents for Inspection" on page 331 of the Red Herring Prospectus.

Mandatory in Public Issues.
No cheque will be accepted.

Investors can contact the Company Secretary and Compliance Officer, the BRLM or the Registrar to the Issue in case of any pre-issue or post-issue related problems, such as non-receipt of letters of Allotment, non credit of allotted Equity Shares in the respective beneficiary account, non-receipt of refund orders and non-receipt of funds by electronic mode.

Place : Pune
Date : December 05, 2024

The Equity Shares have not been and will not be registered under the US Securities Act of 1933 as amended (the "Securities Act") or any state securities laws in the United States, and are not so registered, and may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

KIRIN ADVISORS

पर उपलब्ध ई वोटिंग पुरितका की सहायता ल सकते हैं अथवा टोल फ्री नंबर 1800222990 पर संपर्क करें । अथवा evoting@nsdl.co.in पर अनुरोध भेजें अथवा सुशी घल्लवी महावर, वरिष्ठ प्रबंधक, (एनएसडीएल) को pallavid@nsdl.com - वता - चौथा तल, ए विंग, ट्रेड वार्ड, कमल मिल कम्पाउंड, रोनापति बायपट मार्ग, लोअर परेल, मध्य-400013 पर को संपर्क करें।

सुमन लता
कंपनी सचिव
न : एफ4394

"IMPORTANT"

Whilst care is taken prior to acceptance of advertising copy, it is not possible to verify its contents. The Indian Express (P) Limited cannot be held responsible for such contents, nor for any loss or damage incurred as a result of transactions with companies, associations or individuals advertising in its newspapers or Publications. We therefore recommend that readers make necessary inquiries before sending any monies or entering into any agreements with advertisers or otherwise acting on an advertisement in any manner whatsoever.

BUSINESS

financialexpress.com

www.readwhere.com