



Our Company was incorporated as a Private Limited Company under the Companies Act, 1956 in the name and style of "Aesthetik Engineers Private Limited" bearing Certificate of Incorporation Number U74210WB2008PTC124716 issued by the Registrar of Companies, Kolkata dated April 02, 2008 upon takeover of the existing partnership firm namely "M/s Aesthetik". Further, our Company was converted into a Public Limited Company in pursuance of a special resolution passed by the members of our Company at the Extra-Ordinary General Meeting held on December 18, 2023 and the name of our Company changed from "Aesthetik Engineers Private Limited" to "Aesthetik Engineers Limited" & Registrar of Companies, Kolkata issued a new certificate of incorporation consequent upon conversion dated January 24, 2024. As on date of this Red Herring Prospectus, the Corporate Identification Number of our Company is U74210WB2008PLC124716. For further details of incorporation please refer to section titled "Our History and Certain Other Corporate Matters" beginning on page 162 of this Red Herring Prospectus..

Registered Office: 1858/1, 5th Floor, Unit 503-505, Acropolis Mall, Rajdanga Main Road, Kasba, Kolkata, West Bengal-700107, India, Tel: +91 9836000052; Fax: N.A., Website: www.aesthetik.in, E-mail: cs@aesthetik.in
Company Secretary and Compliance Officer: Ms. Priyanka Gupta

PROMOTERS: MR. AVINASH AGARWAL, MS. SREETI AGARWAL, MS. MANISHA SUREKA AND M/S AVINASH AGARWAL (HUF)

THE ISSUE

INITIAL PUBLIC OFFERING OF UP TO 45,64,000 EQUITY SHARES OF RS. 10/- EACH ("EQUITY SHARES") OF AESTHETIK ENGINEERS LIMITED ("AESTHETIK" OR "AEL" OR THE "COMPANY") FOR CASH AT A PRICE OF RS. [•]/- PER EQUITY SHARE (THE "ISSUE PRICE"), AGGREGATING TO RS. [•] LAKHS ("THE ISSUE"). OUT OF THE ISSUE, 2,32,000 EQUITY SHARES AGGREGATING TO RS. [•] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 43,32,000 EQUITY SHARES OF FACE VALUE OF RS. 10/- EACH AT AN ISSUE PRICE OF RS. [•] PER EQUITY SHARE AGGREGATING TO RS. [•] LAKHS IS HEREINAFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 26.50 % AND 25.16 %, RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

ALLOCATION OF THE ISSUE	
QIB PORTION (EXCLUDING ANCHOR INVESTOR)	NOT MORE THAN 8,66,000 EQUITY SHARES
ANCHOR INVESTOR PORTION	NOT MORE THAN 12,96,000 EQUITY SHARES
RETAIL PORTION	NOT LESS THAN 15,18,000 EQUITY SHARES
NON-INSTITUTIONAL PORTION	NOT LESS THAN 6,52,000 EQUITY SHARES
MARKET MAKER PORTION	UPTO 2,32,000 EQUITY SHARES

PRICE BAND: ₹ 55/- to ₹ 58/- PER EQUITY SHARE

THE FLOOR PRICE IS 5.5 TIMES THE FACE VALUE AND CAP PRICE IS 5.8 TIMES THE FACE VALUE OF THE EQUITY SHARES.
BIDS CAN BE MADE FOR A MINIMUM OF 2000 EQUITY SHARES AND IN MULTIPLES OF 2000 EQUITY SHARES THEREAFTER.

THIS ISSUE IS BEING MADE THROUGH BOOK BUILDING PROCESS, IN TERMS OF CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 (THE "SEBI (ICDR) REGULATIONS"), AS AMENDED READ WITH RULE 19(2)(B) OF SECURITIES CONTRACTS (REGULATION) RULES, 1957, AS AMENDED.

FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED "ISSUE PROCEDURE" BEGINNING ON PAGE 325 OF THE RED HERRING PROSPECTUS. A COPY OF THE RED HERRING PROSPECTUS IS BE DELIVERED FOR REGISTRATION TO THE REGISTRAR OF COMPANIES, KOLKATA AS REQUIRED UNDER SECTION 26 OF THE COMPANIES ACT, 2013.

BID / ISSUE PROGRAM

ANCHOR BID OPENS ON AUGUST 07, 2024

BID OFFER OPENS ON AUGUST 08, 2024

BID OFFER CLOSES ON AUGUST 12, 2024

ASBA*

Simple, safe,
smart way of
Application!!!!

*Applications supported by blocked amount (ASBA) is a better way of
applying to issues by simply blocking the fund in the bank account. For
further details, check section on ASBA below.

Mandatory in Public Issues
No Cheque will be accepted



UPI-Now available in ASBA for Retail Individual Investors ("RII") **

Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI - Now available in ASBA for Retail Individual Bidders applying through Registered Brokers, DP's & RTA. Retail Individual Bidders also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account.

* ASBA has to be availed by all the investors except Anchor Investors (if any). UPI may be availed by RIIs.

For details on the ASBA and UPI process, please refer to the details given in ASBA Form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 325 of the Red Herring Prospectus. The process is also available on the website of SEBI and Stock Exchanges in the General Information Document. ASBA Forms can be downloaded from the website of Emerge platform of NSE ("NSE Emerge" or "Stock Exchange") and can be obtained from the list of banks that is displaying on website of SEBI at www.sebi.gov.in.

** List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. For the list of UPI Apps and Banks live on IPO, please refer to the link: www.sebi.gov.in. ICICI Bank Limited has been appointed as Sponsor Bank for the Issue in accordance with the requirements of the SEBI Circular dated November 1, 2018, as amended.

IN TERMS OF THE SEBI CIRCULAR NO. CIR/CFD/POLICYCELL/11/2015, DATED NOVEMBER 10, 2015 AND THE ALL-POTENTIAL INVESTORS SHALL PARTICIPATE IN THE ISSUE ONLY THROUGH AN APPLICATION SUPPORTED BY BLOCKED AMOUNT ("ASBA") PROCESS PROVIDING DETAILS ABOUT THE BANK ACCOUNT WHICH WILL BE BLOCKED BY THE SELF-CERTIFIED SYNDICATE BANKS ("SCSBS") FOR THE SAME. FURTHER PURSUANT TO SEBI CIRCULAR BEARING NO. SEBI/HO/CFD/TPD1/CIR/P/2023/140, FOR IMPLEMENTATION OF PHASED III FOR UPI FACILITY, WHICH IS EFFECTIVE FROM DECEMBER 01, 2023 ON MADATORY BASIS, ALL POTENTIAL BIDDERS (EXCEPT ANCHOR INVESTORS) ARE REQUIRED TO MANDATORILY UTILIZE THE APPLICATION SUPPORTED BY BLOCKED AMOUNT ("ASBA") PROCESS PROVIDING DETAILS OF THEIR RESPECTIVE ASBA ACCOUNTS OR UPI ID (IN CASE OF RIIs), IN WHICH THE CORRESPONDING APPLICATION AMOUNTS WILL BE BLOCKED BY THE SCSBS OR UNDER THE UPI MECHANISM, AS APPLICABLE. FOR DETAILS IN THIS REGARD, SPECIFIC ATTENTION IS INVITED TO "ISSUE PROCEDURE" ON PAGE NO. 325 OF THE RED HERRING PROSPECTUS. IN CASE OF DELAY, IF ANY IN UNBLOCKING/REFUND THE FUND, OUR COMPANY SHALL PAY INTEREST ON THE APPLICATION MONEY AT THE RATE OF 15% PER ANNUM FOR THE PERIOD OF DELAY. THE ISSUE IS BEING MADE UNDER PHASE III OF THE UPI (ON A MANDATORY BASIS).

1) Basic Earnings per Share (EPS) as per Accounting Standard 20.

On the basis of Standalone financials:

Financial Year	EPS (Basic & Diluted)	Weight
2023-24	3.97	3
2022-23	13.34	2
2021-22	(5.35)	1
Weighted Average EPS	5.54	

On the basis of Consolidated financial statements

Financial Year	EPS (Basic & Diluted)	Weight
2023-24	3.97	2
2022-23	13.34	1
Weighted Average EPS	7.09	

2) Price to Earnings (P/E) ratio in relation to Issue Price of ₹ [•] per Equity Share of face value ₹ 10/- each fully paid up.

On the basis of standalone Financials:

Particulars	P/E Ratio at floor price	P/E Ratio at cap price
P/E ratio based on the Basic & Diluted EPS, as restated for FY 2023-24	13.85	14.61
P/E ratio based on the Basic & Diluted EPS, as restated for FY 2022-23	4.12	4.35
P/E ratio based on the Basic & Diluted EPS, as restated for FY 2021-22	(10.28)	(10.84)
P/E ratio based on the Weighted Average EPS, as restated	6.59	6.95

On the basis of consolidated Financials:

Particulars	P/E Ratio at floor price	P/E Ratio at cap price
P/E ratio based on the Basic & Diluted EPS, as restated for FY 2023-24	13.85	14.61
P/E ratio based on the Basic & Diluted EPS, as restated for FY 2022-23	4.12	4.35
P/E ratio based on the Weighted Average EPS, as restated	10.61	11.19

3) Return on Net Worth (RONW)

On the basis of standalone Financials:

Financial Year	Return on Net Worth (%)	Weight
2023-24	33.48	3
2022-23	11.68	2
2021-22	(5.30)	1
Weighted Average	19.75	

On the basis of Consolidated financial statements

Financial Year	Return on Net Worth (%)	Weight
2023-24	33.48	2
2022-23	11.68	1
Weighted Average	26.21	

4) Net Asset Value per Equity Share

On the basis of standalone financials:

Particulars	Net Asset Value (NAV) in Rs.
For the period ended on March 31, 2024	11.87
NAV as on March 31, 2023	114.21
NAV as on March 31, 2022	100.87
NAV after the Offer- at Cap Price	23.30
NAV after the Offer- at Floor Price	24.10
Issue Price	[•]

On the basis of Consolidated financials:

Particulars	Net Asset Value (NAV) in Rs.
For the period ended on March 31, 2024	11.87
NAV as on March 31, 2023	114.21
NAV after the Offer- at Cap Price	23.30
NAV after the Offer- at Floor Price	24.10
Issue Price	[•]

5) Comparison with industry peers

S. No.	Name of the company	Face Value (Per Share)	CMP*	EPS	P/E Ratio	RONW(%)	PAT (In Thousand)
1	Aesthetik Engineers Limited	10	[•]	3.97	[•]	33.48%	50,298.96
Peer Group*							
2	Innovators facade System Limited	10.00	225.20	8.04	28.00	1.19	67.36

* Sourced from Annual Reports, Audited Financials, BSE.

***We have calculated P/E Ratio by dividing the Current Market Price on July 31, 2024 and EPS as on March 31, 2024.

Notes:

- Considering the nature and turnover of business of the Company, the peers are not strictly comparable. However, the same have been included for broader comparison.
- The figures for Aesthetik Engineers Limited are based on the standalone restated financial results for the year ended March 31, 2024
- The figures for the peer group are based on standalone audited results for the year ended March 31, 2024
- Current Market Price (CMP) is the closing price of respective scrip as on July 31, 2024.

For further details see section titled Risk Factors beginning on page 26 and the financials of the Company including profitability and return ratios, as set out in the section titled Auditors Report and Financial Information of Our Company beginning on page 198 of this Red Herring Prospectus for a more informed view.

Key financial and operational performance indicators ("KPIs")

Our company considers that KPIs included herein below have a bearing for arriving at the basis for Offer Price. The KPIs disclosed below have been approved by a resolution of our Audit Committee dated July 31, 2024. Further, the KPIs herein have been certified by M/s Maroti & Associates, Chartered Accountants, by their certificate dated July 31, 2024 vide UDIN 24309219BKGJP1195. Additionally, the Audit Committee on its meeting dated July 31, 2024 have confirmed that other than verified and audited KPIs set out below, our company has not disclosed to earlier investors at any point of time during the three years period prior to the date of the Red Herring Prospectus.



For further details of our key performance indicators, see "Risk Factors", "Our Business", "Management's Discussion and Analysis of Financial Condition and Results of Operations" on pages 26, 129 and 286 respectively. We have described and defined them, where applicable, in "Definitions and Abbreviations" section on page no. 02. Our Company confirms that it shall continue to disclose all the KPIs included in this section "Basis for Offer Price", 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 that is at least the later of (i) one year after the listing date or period specified by SEBI; or (ii) till the utilization of the Net Proceeds. Any change in these KPIs, during the aforementioned period, will be explained by our Company as required under the SEBI ICDR Regulations.

Key metrics like revenue growth, EBITDA Margin, PAT Margin and few balance sheet ratio are monitored on a periodic basis for evaluating the overall performance of our Company.

Standalone KPI indicators (Amount in Thousands, except EPS, % and ratios)

Particulars	For period ended March 31, 2024	Financial Year ended March 31 st , 2023	Financial Year ended March 31 st , 2022
Revenue from operations ⁽¹⁾	607,203.05	400,097.64	257,391.17
Growth in revenue from operations ⁽²⁾	51.76%	55.44%	-
EBITDA ⁽³⁾	77,081.50	20,458.27	11,497.16
EBITDA (%) Margin ⁽⁴⁾	12.69%	5.11%	4.47%
EBITDA Growth year on year ⁽⁵⁾	276.77%	77.94%	-
ROCE (%) ⁽⁶⁾	37.32%	18.64	8.54
Current Ratio ⁽⁷⁾	1.97	1.09	1.24
Operating cash flow ⁽⁸⁾	(24,774.78)	33,363.47	13,052.57
PAT ⁽⁹⁾	50,298.96	11,258.71	(4,512.46)
ROE/ RoNW ⁽¹⁰⁾	33.48%	11.68%	(5.30%)
EPS ⁽¹¹⁾	3.97	13.34	(5.35)

Consolidated KPI indicators (Amount in Thousands, except EPS, % and ratios)

Particulars	For period ended March 31, 2024	Financial Year ended March 31 st , 2023
Revenue from operations ⁽¹⁾	607,203.05	400,097.64
Growth in revenue from operations ⁽²⁾	51.76%	-
EBITDA ⁽³⁾	77,081.50	20,458.27
EBITDA (%) Margin ⁽⁴⁾	12.69%	5.11%
EBITDA Growth year on year ⁽⁵⁾	276.77%	-
ROCE (%) ⁽⁶⁾	37.32%	18.64
Current Ratio ⁽⁷⁾	1.97	1.09
Operating cash flow ⁽⁸⁾	(24,774.78)	33,363.47
PAT ⁽⁹⁾	50,298.96	11,258.71
ROE/ RoNW ⁽¹⁰⁾	33.48%	11.68%
EPS ⁽¹¹⁾	3.97	13.34

Notes:

⁽¹⁾ Revenue from operations is the total revenue generated by our Company from its operation.

⁽²⁾ Growth in revenue in percentage, year on year

⁽³⁾ EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses - Other Income

⁽⁴⁾ EBITDA Margin' is calculated as EBITDA divided by Revenue from Operations

⁽⁵⁾ EBITDA growth rate year on year

⁽⁶⁾ ROCE: Return on Capital Employed is calculated as EBIT divided by capital employed, which is defined as shareholders' equity plus long-term debt less Revaluation Reserve.

⁽⁷⁾ Current Ratio: Current Asset over Current Liabilities

⁽⁸⁾ Operating Cash Flow: Net cash inflow from operating activities.

⁽⁹⁾ PAT is mentioned as PAT for the period.

⁽¹⁰⁾ ROC/RONW is calculated PAT divided by shareholders' equity.

⁽¹¹⁾ EPS is mentioned as EPS for the period.

RISKS TO INVESTORS

- The average cost of acquisition per Equity Share by our Promoters, i.e., Mr. Avinash Agarwal, Ms. Sreeti Agarwal, Ms. Manisha Sureka & M/s. Avinash Agarwal (HUF) at the date of Red Herring Prospectus are 2.43, 7.33, 0.67 and 0.98 respectively.
- At the date of the Red Herring Prospectus, the Weighted Average cost of acquisition per Equity Share by our Promoters i.e., Mr. Avinash Agarwal, Ms. Sreeti Agarwal, Ms. Manisha Sureka & M/s. Avinash Agarwal (HUF) at the date of Red Herring Prospectus is Nil.
- Weighted Average Return on Net worth on Consolidated basis for the FY ending 2024 and 2023 is 26.21 and standalone basis for FY ending 2024, 2023 and 2022 is 19.75.

1) Our company may, in consultation with the BRLM, consider participation by the Anchor Investor. The Anchor Investor Bid/Offer period shall be one working day prior to the Bid/Offer opening date in accordance with SEBI ICDR Regulations, 2018.

2) Our company may, in consultation with the BRLM, consider closing the Bid/Offer period for QIB one working day prior to the Bid/Offer Closing Date in accordance with the SEBI ICDR Regulations, 2018.

The details of the Equity Shares held by our Promoters, which are locked in for a period of 3 years from the date of Allotment in the Offer are given below:

Name of Promoter	Date of Transaction and when made fully-paid-up	Nature of Transaction	No. of Equity Shares	Face Value (Rs.)	Issue/Acquisition Price per Equity Share (Rs.)	Percentage of post-Offer paid-up capital (%)	Lock in Period
Avinash Agarwal	March 30, 2024	Bonus issue	34,46,000	10	NA	20.01%	3 years

In case of revision in the price band, the bid/ Issue period shall be extended for at least three (3) additional working days after such revision in the price band, subject to the bid/issue period not exceeding a total of ten (10) working days any revision in the price band, and the revised bid/ issue Period, if applicable shall be widely disseminated by notification to the Stock Exchange by issuing press release and by and also by indicating the change on the website of BRLM and by intimation to Self-Certified Syndicate Banks (SCCB's), the sponsor banks and the designated intermediaries, as applicable. In case of force majeure, Banking strike or similar circumstances, the company may for the reason recorded in writing, extend the Bid/ Issue period by at least Three (3) additional working days subject to total bid/ Issue period not exceeding Ten (10) working days.

The issue is being made in terms of Rule 19 (2)(b)(i) of the Securities Contract (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of SEBI ICDR Regulations, the issue is being made for at least 25% of the post issue paid up Equity Share capital of our Company. The issue is being made through the Book Building Process wherein not more than 50% of the issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIB"s and such portion to the "QIB Portion") provided that our company may in consultation with the BRLM may allocate upto 60% of the QIB portion to the Anchor Investor on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"). One third of the Anchor Investor Portion shall be reserved for the Domestic Mutual Funds, subject to valid bids being received from the domestic mutual funds at or above the Anchor Investor allocation price. Further, 5% of the QIB portion (excluding the Anchor Investor Portion) shall be available for allocation on a proportionate basis to Mutual funds only, and the remainder of the QIB portion shall be available for allocation on proportionate basis to all QIBs Bidders (other than Anchor Investors), including mutual funds, subject to valid bids being received at or above the issue price. Further, not less than 15% of the issue shall be available for allocation on proportionate basis to Non- Institutional Bidder and not less than 35% of the issue shall be available for allocation to the Retail Individual bidders in accordance with the SEBI ICDR Regulations subject to valid bids being received or above the issue price. All potential bidders, other than Anchor Investor, are required to mandatorily utilize the application supported by blocked amount ("ASBA") process providing details of their respective bank account (including UPI ID in case of RIIs) which will be blocked by SCSBs, or the bank account linked with the UPI ID, as applicable, to participate in the issue. Anchor Investors are not permitted to participate in the Anchor Investor Portion through the ASBA process. For Details, please see the section titled "Issue Procedure" on page 325 of the Red Herring Prospectus.

PROPOSED LISTING:

The Equity Shares offered through the Red Herring Prospectus are proposed to be listed on the Emerge Platform of National Stock Exchange of India Limited ("NSE Emerge"), in terms of the Chapter IX of the SEBI (ICDR) Regulations, 2018, as amended from time to time. Our Company has received an In-Principle approval letter date July 30, 2024 from National Stock Exchange of India Limited for using its name in this offer document for listing of our shares on the NSE Emerge. For the purpose of this Issue, the Designated Stock Exchange will be the National Stock Exchange of India Limited.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"):

Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Offer Document was not filed with SEBI. In terms of the SEBI ICDR Regulations, SEBI shall not issue any observations on the Offer Document. Hence, there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire "SEBI Disclaimer Clause" on 309 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF EMERGE PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED (DESIGNATED STOCK EXCHANGE):

It is to be distinctly understood that the permission given by the National Stock Exchange of India Limited ("NSE") should not in any way be deemed or construed that the contents of the Red Herring Prospectus or the price band at which the Equity Shares are offered for bidding has been cleared, solicited or approved by NSE nor does it certify the correctness accuracy or completeness of any of the contents of the Red Herring Prospectus. The investors are advised to refer to the Red Herring Prospectus for the full text of the "Disclaimer Clause of the Emerge Platform of the National Stock Exchange of India Limited" on page 311 of the Red Herring Prospectus.

RISK IN RELATION TO THE FIRST ISSUE:

This being the first public issue of our Company, there has been no formal market for the Equity Shares. The face value of the Equity Shares is Rs. 10/- each and the offer price is [•] times of the face value of the equity shares. The Issue Price (determined and justified by our Company in consultation with the Book Running Lead Manager as stated in "Basis for Issue Price" on page 92 should not be taken 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 or sustained trading in the Equity Shares or regarding the price at which the Equity Shares will be traded after listing.

Continued to next page.

Continued from previous page..

Bidders/ Applicants should note that on the basis of PAN, DP ID And Client ID as provided in the bid cum application form, the Bidder/ Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic details of the Bidders/ Applicants as available on the records of the depositories. These Demographic details may be used, among other things, for or unblocking of ASBA account or for other correspondence related to an issue. Bidders/ Applicants are advised to update any changes to their demographic details as available in the records of the depository participants to ensure accuracy of records. Any delay resulting from failure to update the demographic details would be at the applicant's sole risk. Bidders/ Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the bid cum application form. The PAN, DP ID and the Client ID provided in the bid cum application form should match with the PAN, DP ID and the Client ID available in the depository database, otherwise the bid cum application form is liable to be rejected. Bidders/ Applicant should ensure that the beneficiary account provided in the Bid cum application form is active.

GENERAL RISK:

Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this 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 this 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 issued in the Issue have neither been recommended nor approved by Securities and Exchange Board of India nor does Securities and Exchange Board of India guarantee the accuracy or adequacy of Red Herring Prospectus. Specific attention of the investors is invited to the section titled "Risk Factors" beginning on page 26 of Red Herring Prospectus.

CREDIT RATING: This being the issue of Equity Shares, no credit rating is required.

DEBENTURE TRUSTEES: This being the issue of Equity Shares, the appointment of Trustees is not required.

IPO GRADING: Since this issue is made in terms of Chapter IX of the SEBI (ICDR) Regulations, there is no requirement of appointing an IPO Grading Agency.

BASIS OF ISSUE PRICE: The Issue Price is determined by the Company in consultation with the Lead Manager. The financial data presented in section "Basis of Issue Price" on page no. 92 of the Red Herring Prospectus are based on Company's Restated Financial Statements. Investors should also refer to the section titled "Risk factors" and "Restated Financial Statement" on page no. 26 and 198 respectively of the Red Herring Prospectus.

ADDITIONAL INFORMATION AS REQUIRED UNDER SECTION 30 OF THE COMPANIES ACT, 2013

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF OUR COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Certain Corporate Matters" on page 162 of the Red Herring Prospectus. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 425 of the Red Herring Prospectus.

LIABILITY OF MEMBERS OF THE COMPANY: Limited by shares.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorised share capital of the Company is Rs. 20,00,00,000/- divided 2,00,00,000 Equity Shares of ₹ 10/- each. The Issued, Subscribed, And Paid-Up share capital of the Company before the Issue is Rs. 12,65,61,750/- divided into 1,26,56,175 Equity Shares of ₹ 10/- each. For details of the Capital Structure, see chapter titled "Capital Structure" beginning on page 58 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed by them at the time of signing of the Memorandum of Association of our Company: Avinash Agarwal - 5000 Equity Shares and Santosh Mishra - 5000 Equity Share, Equity Shares of ₹10/- each.

BOOK RUNNING LEAD MANAGER	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
Narnolia NARNOLIA FINANCIAL SERVICES LIMITED 201, 2nd Floor, Marble Arch, 236 B A.J.C Bose Road, Kolkata, West Bengal- 700020, India Tel: +91-8130678743; 033- 40501500 Email: pankaj.passi@narnolia.com; ipo@narnolia.com Contact Person: Mr. Pankaj Pasi Website: www.narnolia.com SEBI registration number: INM000010791 CIN: U51909WB1995PLC072876	Skyline SKYLINE FINANCIAL SERVICES PRIVATE LIMITED Address: D-153 A, 1st Floor, Okhla Industrial Area, Phase - I, New Delhi-110020 Telephone: +91-11-40450193-97 Fax No: +91-11-26812683 Email: compliances@skylinertat.com Website: www.skylinertat.com Contact Person: Mr. Pawan Bisht SEBI Registration Number: INR000003241 CIN: U74899DL1995PTC071324	Ms. Priyanka Gupta 1858/1, 5th Floor, Unit 503-505, Acropolis Mall, Rajdanga Main Road, Kasba, Kolkata, West Bengal- 700107, India Tel.: +91 9836000052 E-mail: cs@aesthetik.in Website: www.aesthetik.in Investors can contact our Company Secretary and Compliance Officer, the Lead Manager 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 etc.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in , the website of the Lead Manager to the Issue at www.narnolia.com, website of company at www.aesthetik.in and websites of stock exchange at www.nseindia.com.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: Aesthetik Engineers Limited (Telephone: +91 9836000052) Lead Manager: Narnolia Financial Services Limited (Telephone: +91- 8130678743). Bid-cum-application Forms will also be available on the website of NSE (www.nseindia.com) and the designated branches of SCSBs, the list of which is available at websites of the Stock Exchange and SEBI.

APPLICATIONS SUPPORTED BY BLOCKED AMOUNT (ASBA): The investors are required to fill the application form and submit the same to the relevant SCSBs at the specific locations or registered brokers at the broker centers or RTA or DP's. The SCSB's will block the amount in the account as per the authority contained in application form. On allotment, amount will be unblocked and account will be debited only to the extent required to be paid for allotment of shares. Hence, there will be no need of refund. For more details on the ASBA process, please refer to the details given in application forms and Red Herring Prospectus and also please refer to the chapter titled "Issue Procedure" on page 385 of the Red Herring Prospectus.

APPLICATION SUPPORTED WITH UNIFIED PAYMENTS INTERFACE: Investors are advised to carefully refer SEBI Circular SEBI/HO/CFD/DIL2/CIR/P/2018/138 dated November 01, 2018 and as modified through its SEBI circular (SEBI/HO/CFD/ DIL2/CIR/P/2019/50) dated April 3, 2019, SEBI circular (SEBI/HO/CFD/DIL2/CIR/P/2019/76) dated June 28, 2019, SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2019/85 dated July 26, 2019, SEBI Circular SEBI/HO/CFD/DCR2/CIR/P/2019/133 dated November 08, 2019, SEBI Circular No. SEBI/HO/CFD/DIL2/CIR/P/2020/50 dated March 30, 2020, SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2021/2480/1/M dated March 16, 2021, SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2021/47 dated March 31, 2021, SEBI Circular no. SEBI/HO/CFD/DIL2/P/CIR/2021/570 dated June 2, 2021, SEBI Circular no. SEBI/HO/CFD/DIL2/CIR/P/2022/45 dated April 5, 2022 and SEBI Circular no. SEBI/HO/CFD/DIL2/CIR/P/2022/51 dated April 20, 2022 and any subsequent circulars or notifications issued by SEBI in this regard for the procedure to be followed for applying through UPI. Retail Individual Investor have to apply through UPI Mechanism. Retail Individual Investor whose bank is not live on UPI as on date of this circular, may use the other alternate channels available to them viz. Submission of application form with SCSBs/ using the facility linked online trading, demat and bank account list. For further details, please refer the chapter titled "Issue Procedure" beginning on page 325 of the Red Herring Prospectus.

Sponsor Bank to the Issue: ICICI Bank Limited

Banker to the Issue, Escrow Collection Bank and Refund Banker: ICICI Bank Limited

Investor should read the Red Herring Prospectus carefully, including the "Risk Factors" beginning on page 26 of the Red Herring Prospectus before making any investment decision.

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

For AESTHETIK ENGINEERS LIMITED

On Behalf of the Board of Directors

Sd/-

Avinash Agarwal
(Managing Director)

Place: West Bengal

Date: August 03, 2024

Aesthetik Engineers Limited 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 and has filed the Red Herring Prospectus with Registrar of Companies, Kolkata on August 01, 2024, website of lead manager to the issue at www.narnolia.com, website of company at www.aesthetik.in and websites of NSE i.e. www.nseindia.com, respectively. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see section titled "Risk Factors" beginning on page 26 of the Red Herring Prospectus. Potential investors should not rely on the Red Herring Prospectus for making any investment decision. The Equity Shares offered in the Issue have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in 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 Securities Act and any applicable U.S. state securities laws. There will be no public offering in the United States and the securities being offered in this announcement are not being offered or sold in the United States.

खबर कोना



रुद्रप्रयाग में शुक्रवार को भूस्खलन के बाद केदारनाथ यात्रा मार्ग पर बचाव अभियान चलाते एसडीआरएफ और पुलिस के जवान।

‘सरकार ने अधिक पेंशन की मांग पर विचार का दिया भरोसा’

नई दिल्ली, 2 अगस्त (भाषा)।

पेंशनधारकों के संगठन ईपीएस-95 राष्ट्रीय आंदोलन समिति (एनएसी) ने शुक्रवार को कहा कि सरकार ने अधिक पेंशन की मांग पर विचार करने का भरोसा दिया है। ईपीएस-95 योजना के करीब 78 लाख पेंशनभोगी न्यूनतम मासिक पेंशन को बढ़ाकर 7,500 रुपए करने की मांग कर रहे हैं। पेंशनभोगियों के निकाय ने एक बयान में कहा कि केंद्रीय श्रम एवं रोजगार मंत्री मनसुख मांडविया ने उनके प्रतिनिधियों से मुलाकात की। इस दौरान श्रम मंत्री ने भरोसा दिया कि सरकार उनकी मांग को पूरा करने के लिए जरूरी कदम उठाएगी। समिति के अध्यक्ष अशोक राउत ने कहा कि श्रम मंत्री मनसुख मांडविया ने हमें भरोसा दिया है कि सरकार हमारी समस्याओं का समाधान खोजने के लिए गंभीर है।

राजस्थान में पिकअप वैन और कैटर की टक्कर में दो की मौत

जयपुर, 2 अगस्त (भाषा)।

राजस्थान के दौसा जिले में दिल्ली-मुंबई एक्सप्रेसवे पर पिकअप वैन और कैटर की टक्कर में दो लोगों की मौत हो गई और एक अन्य घायल हो गया। पुलिस ने शुक्रवार को यह जानकारी दी। पुलिस ने बताया कि घटना गुरुवार रात को राहुवास थाना क्षेत्र की है जब पशुओं से भरी पिकअप वैन का टायर फट जाने से मुलाकात की। इस दौरान श्रम मंत्री ने भरोसा दिया कि सरकार उनकी मांग को पूरा करने के लिए जरूरी कदम उठाएगी। समिति के अध्यक्ष अशोक राउत ने कहा कि श्रम मंत्री मनसुख मांडविया ने हमें भरोसा दिया है कि सरकार हमारी समस्याओं का समाधान खोजने के लिए गंभीर है।

घरेलू बाजार में पांच दिनों की तेजी थमी, सूचकांक 886 अंक लुढ़का

मुंबई, 2 अगस्त (भाषा)।

घरेलू शेयर बाजार में पिछले पांच सत्रों से जारी तेजी का दौर शुक्रवार को थम गया और वैश्विक स्तर पर बिकवाली के दबाव में बाजार के प्रमुख सूचकांक बड़ी गिरावट के साथ बंद हुए। सूचकांक में करीब 886 अंक और निफ्टी में 293 अंक की गिरावट रही।

कारोबार के दौरान एक समय यह 998.64 अंक गिरकर 80,868.91 अंक तक आ गया था।

बीएसई का 30 शेयरों पर आधारित सूचकांक 885.60 अंक यानी 1.08 फीसद फिसल कर 80,981.95 अंक पर बंद हुआ। कारोबार के दौरान एक समय यह 998.64 अंक गिरकर 80,868.91 अंक तक आ गया था। नेशनल स्टॉक एक्सचेंज (एनएसई) का निफ्टी भी 293.20 अंक यानी 1.17 फीसद गिरकर 24,717.70 अंक पर बंद हुआ। कारोबार के दौरान एक समय यह 324.05 अंक फिसल कर 24,686.85 पर आ गया था। इसके साथ ही शेयर बाजार में पिछले पांच दिनों से जारी तेजी का सिलसिला थम गया। इस दौरान सूचकांक और निफ्टी ने लगातार नए रिकार्ड स्तरों को हासिल किया।

मेहता इक्विटीज लिमिटेड में वरिष्ठ उपाध्यक्ष (शोध) प्रशांत तापसे ने कहा कि वैश्विक शेयर सूचकांकों में गिरावट के कारण घरेलू बाजारों में भी निवेशकों को इसका असर महसूस हुआ और उन्होंने मुनाफावसूली का सहारा लिया। हाल की तेजी ने भारतीय शेयरों को काफी महंगा बना दिया है लिहाजा इसमें थोड़ी गिरावट जरूरी थी। उन्होंने कहा, हालांकि, हमारी जुझारू अर्थव्यवस्था और मजबूत बुनियादी ढांचे के साथ कंपनियों की आय के अच्छे आंकड़े

रुपया दो पैसे की गिरावट के साथ 83.75 प्रति डालर पर

मुंबई, 2 अगस्त (भाषा)।

अंतरबैंक विदेशी मुद्रा विनियम बाजार में शुक्रवार को डालर के मुकाबले रुपया दो पैसे की गिरावट के साथ 83.75 (अस्थायी) प्रति डालर पर बंद हुआ। कमजोर डालर की वजह से रुपए को मिलने वाले लाभ को घरेलू के साथ-साथ वैश्विक शेयर बाजारों में हुई भारी बिकवाली ने बेअसर कर दिया। विदेशी मुद्रा कारोबारियों ने कहा कि नवीनतम अमेरिकी आंकड़ों से दुनिया की सबसे बड़ी अर्थव्यवस्था में विनिर्माण वृद्धि की धीमी रफ्तार का पता चलने के बाद डालर में तेज गिरावट से भारतीय मुद्रा को गिरावट का प्रतिरोध करते पाया गया।



गिरावट को सीमित रखेंगे। सूचकांक के समूह में शामिल कंपनियों में से मारुति सुजुकी इंडिया, टाटा मोटर्स, जेएसडब्ल्यू स्टील, लार्सन एंड टुब्रो, टाटा स्टील, महिंद्रा एंड महिंद्रा, टाटा कंसेल्टेंसी सर्विसेज, टेक महिंद्रा, एचसीएल टेक्नोलॉजीज और इन्फोसिस के शेयर गिरावट के साथ बंद हुए। दूसरी तरफ एचडीएफसी बैंक, सन फार्मास्यूटिकल्स, कोटक महिंद्रा बैंक, नेस्ले इंडिया और एशियन पेंट्स के शेयरों में बढ़त दर्ज की गई।

जियोजित फाइनेंशियल सर्विसेज के शोध प्रमुख विनोद नायर ने कहा कि अमेरिकी आइटी क्षेत्र की कमजोर आय, बेरोजगारी में संभावित वृद्धि, बीओजे द्वारा आगे ब्याज दरों में वृद्धि की संभावना और चीन की वृद्धि में मंदी, ये सभी बातें बाजार की धारणा को कमजोर कर रही हैं।

‘केवल केंद्र सरकार ही उससे संबंधित तथ्यों को सत्यापित कर सकती है’

जनसत्ता ब्यूरो

नई दिल्ली, 2 अगस्त।

केंद्रीय मंत्री अश्विनी वैष्णव ने पीआईबी की फैक्ट चेक इकाई पर शुक्रवार को कहा कि केंद्र सरकार, खुद से संबंधित किसी तथ्य की सत्यता का पता लगाने के लिए सबसे उपयुक्त निकाय है।

राज्यसभा में प्रश्नकाल के दौरान पूरक प्रश्नों के जवाब में केंद्रीय सूचना एवं प्रसारण मंत्री वैष्णव ने कहा, ‘आइटी मध्यस्थ नियमों में संशोधन पर सुप्रीम कोर्ट ने रोक लगा दी है। लेकिन मूल सिद्धांत यह है कि भारत सरकार से संबंधित कोई भी तथ्य के बारे में केवल सरकार ही बता सकती है कि यह सही तथ्य है या गलत है। यही हमारा रुख है।’ यह प्रश्न फैक्ट चेक इकाई स्थापित करने की

वैष्णव ने कहा, ‘आइटी मध्यस्थ नियमों में संशोधन पर सुप्रीम कोर्ट ने रोक लगा दी है। लेकिन मूल सिद्धांत यह है कि भारत सरकार से संबंधित कोई भी तथ्य के बारे में केवल सरकार ही बता सकती है कि यह सही तथ्य है या गलत है। यही हमारा रुख है।’

केंद्र की अधिसूचना पर सुप्रीम कोर्ट की रोक से संबंधित था।

इस साल मार्च में सुप्रीम कोर्ट ने केंद्र सरकार के बारे में फर्जी खबरों की पहचान करने के लिए प्रेस सूचना ब्यूरो (पीआईबी) के तहत एक फैक्ट चेक इकाई स्थापित करने की केंद्र की अधिसूचना पर रोक लगा दी थी।

कर सकती है। यह आदेश शुक्रवार को आने वाला था, लेकिन इसे टाल दिया गया। क्योंकि विशेष सीबीआई न्यायाधीश राकेश सियाल छुट्टी पर थे।

न्यायाधीश ने केंद्रीय अन्वेषण ब्यूरो (सीबीआई) और बचाव पक्ष की दलीलें सुनने के बाद आदेश सुरक्षित रख लिया था। एक गवाह ने पहले आरोपपत्र में कहा था कि



प्रदर्शन

बीकानेर में शुक्रवार को कालोनी में जलभराव को लेकर जिला प्रशासन के खिलाफ प्रदर्शन करते इंदिरा कालोनी के लोग।

टाइटलर के खिलाफ 16 अगस्त को फैसला सुना सकती है अदालत

जनसत्ता संवाददाता

नई दिल्ली, 2 अगस्त।

दिल्ली की एक अदालत 1984 के सिख विरोधी दंगों के मामले में कांग्रेस नेता जगदीश टाइटलर के खिलाफ आरोप तय करने के बारे में अपना आदेश 16 अगस्त को पारित

टाइटलर एक नवंबर 1984 को गुरुद्वारे के सामने एक सफेद एंबेसडर कार से बाहर निकले और भीड़ को यह कहकर उकसाया कि 'सिखों को मार डालो, उन्होंने हमारी मां को मार डाला है', जिसके कारण तीन लोगों की 'हत्या' हुई। पिछले साल अगस्त में एक सत्र अदालत ने एक लाख रुपये के निजी मुचलके और इतनी ही रकम की जमानत

राशि पर टाइटलर को अग्रिम जमानत दी थी। अदालत ने टाइटलर पर कुछ शर्तें भी लगाई थीं, जिसमें यह भी शामिल था कि वह मामले के सबूतों से छेड़छाड़ नहीं करेंगे और बिना अनुमति के देश नहीं छोड़ेंगे। एंजनी ने टाइटलर के खिलाफ भारतीय दंड संहिता (आईपीसी) की धारा 147, 109 और 302 के तहत आरोप लगाए हैं।