Gatisation FACTORS

- Enables values of the company/management Team:
  - Integrity
  - Experience and expertise in the industry
  - Commitment to corporate social responsibility

- Marketability:
  - Ability to attract investors
  - Potency to sustain competitive pricing

- Financial:
  - Profitability
  - Leverage

For detailed discussion on the qualitative factors which form the basis for comparing the price, please refer to the section titled “Business Overview” beginning on page 05.

BASIS OF ISSUE PRICE

The Issue Price has been determined by the Company in consultation with the BRLC on the basis of the key business strengths of our company.

The face value of the Equity Shares of ₹ 10 each and issue price of ₹ 67 each is ₹ 6.70 times of the face value.

RISKS TO INVESTORS

-認知障壁のリスク: 投資者は、株式の価格評価や市場における競争力に関する知識に制限されているため、株式投資にリスクを伴うことを理解することが重要です。投資の際には、リスク評価と適切な投資計画を考慮に入れてください。

-市場リスク: 株式市場は変動要因に影響され、短期的および長期的な大きな変動が起こることがあります。このような市場の変動は投資の結果を大きく左右することがあります。投資者は市場予測を基にした投資を行わないでください。

-財政リスク: 株式投資は財政的にリスクを伴います。市場予測の変化、利益の変動や株価の変動などによって投資の結果が大きく影響されることがあります。投資者はリスクを考慮に入れて慎重に投資を行ってください。

-個人リスク: 投資者の個人的な財務状況や目的に応じて、投資に影響される可能性があります。投資者は自分自身の財務状況を考慮に入れて適切な投資を行ってください。

-投資センスの低い場合、投資者は投資家としての知識や経験が不足しているため、リスクを適切に把握することができない場合があります。投資者は自己啓発と必要な知識を後押しすることが重要です。

-投資家としての義務: 株式投資を行う際は、適切な知識や経験をもって投資する責任があります。投資者の自己啓発と知識の強化は、投資の成功を保証するための基本です。
The Issue Price has been determined by the Company in consultation with the BRLM on the basis of the key business strengths of our company.

For further details, please see the chapter titled “Basis of Issue Price” beginning on page no. 71 of the Redherrng Prospectus.
SERVICE CARE LIMITED

The Corporate Identification Number of our Company is U74090KA2011PLC058639
Our Company was originally incorporated as “Service Care Private Limited” on 13th Apr, 2011 under the provisions of the Companies Act, 1956 and acquired the mandatory status by merging with the existing public limited company, the name of our Company is changed to “Service Care Limited” and the name of the Company was changed from “Service Care Private Limited” to “Service Care Limited” on 23rd March, 2021 at the meeting of the Registrars of Companies, Karnataka, Bangalore, for which we had submitted the application for name change to the Registrar of Companies, Bangalore, our company, please visit our website for further details at www.servicecare.in

PROMOTER’S OF OUR COMPANY: MRS. SHANY JALAL, MR. ANIL KUMAR M AND MR. AMIT KUMAR RACHKEHA

The Issue Price has been determined by the Company in consultation with the BRLM on the basis of the key business strengths of our company.

The face value of the Equity Shares is Rs. 1/- and Issue Price of Rs. 5/- which is 5.03 times the face value and Issue Price is Rs. 5/- which is 3.70 times the face value.

BASIS OF ISSUE PRICE

The Price Band is Rs. 60 to 67 per Equity Share of Face Value Rs. 1/- each.

FLORIDA SPACE TIME IS 6.70 TIMES OF THE FACE VALUE OF THE SHARE AND THE CAP PRICE IS MADE TO A MINIMUM OF 2,000,000,000 EQUITY SHARES AND IN MULTIPLES OF 2,000,000 EQUITY SHARESTHEREAFER

RISKS TO INVESTORS

1. The Meridien business associated with the issue has a broad public base in the last three years out of which 13.14% issued shares have been offered for sale.

2. Average cost of acquisition of equity shares held by the individual shareholders of Rs. 1/- each.


BAGGAGE FACTORS

- Customer Focus

- Financial

- Operational Excellence

- Strategic

- Accountability

- Internal Controls

- Risk Assessment

- Branding

- Customer's Service

- Integrity

- Innovation

- Respect for Individuals

- Strategic Decision making skills

- Risk Management

- Branding

- Customer's Service

- The book of record analysis of the various parameters is as follows, please see the section titled "Business Overview" beginning on page 22 of the Final Issue Prospectus.

MARKET RISK

The estimation procedures are derived from the company’s Risk Management Financial Statements prepared in accordance with India GAAP of the company's, which forms basis for the final issue prospects.

- Basis & Dividend Earnings per Share (EPS), as noted:

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2. The Price band is Rs. 60 to 67 per Equity Share of Face Value Rs. 1/- each.

3. The Book of record analysis of the various parameters is as follows, please see the section titled "Business Overview" beginning on page 22 of the Final Issue Prospectus.

4. The Face value of the Equity Shares is Rs. 1/- and Issue Price of Rs. 5/- which is 5.03 times the face value and Issue Price is Rs. 5/- which is 3.70 times the face value.

5. The market price of the company has been determined by the company in consultation with the BRLM on the basis of the key business strengths of our company.

6. The face value of the Equity Shares is Rs. 1/- and Issue Price of Rs. 5/- which is 5.03 times the face value and Issue Price is Rs. 5/- which is 3.70 times the face value.

7. The issue price has been determined by the company in consultation with the BRLM on the basis of the above.