

This is only an advertisement for information purposes and is not a prospectus announcement.



SAHAJ FASHIONS LIMITED

Corporate Identification Number: U17119RJ2011PLC035248

Our Company was incorporated as Sahaj Fashions Private Limited under the provisions of the Companies Act, 1956 vide certificate of incorporation dated May 20, 2011 in Roc of Jaipur. Later our company was converted into a Public Limited Company pursuant to Shareholders Resolution dated April 02, 2018 and the name of our Company was changed to "Sahaj Fashions Limited" vide fresh Certificate of Incorporation dated April 17, 2018 having CIN U17119RJ2011PLC035248 Issued by the Registrar of Companies, Jaipur. For further details please refer to chapter titled "Our History and Certain Other Corporate Matters" beginning on Page 126.

Registered Office: Shree Bhawan Ajmer Road Madanganj Kishangarh-305801 Rajasthan India

Tel: + 91 1463 246782 | Website: www.sahajfashions.in | E-mail: cfo@sahajfashions.in

Contact Person: Mr. Mukul Lakhota, Chief Financial Officer

PROMOTERS OF THE COMPANY: MR. ROHIT TOSHWI, MR. NORAT MAL CHOUDHARY, MS. SADHANA TOSHWI, MS. PRABHA LAKHOTIA, MR. RAKESH CHOUDHARY, MR. MUKUL LAKHOTIA AND MR. NITIN TOSHWI

THE ISSUE

INITIAL PUBLIC OFFERING OF UPTO 46,52,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH ("EQUITY SHARES") OF SAHAJ FASHIONS LIMITED ("OUR COMPANY" OR "COMPANY" OR "ISSUER") FOR CASH AT A PRICE OF ₹ 30 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 20/- PER EQUITY SHARE), AGGREGATING UPTO ₹1,395.60 LAKHS ("THE OFFER") COMPRISING A FRESH ISSUE OF UP TO 44,76,000 EQUITY SHARES AGGREGATING UP TO ₹ 1,342.80 LAKHS ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 1,76,000 EQUITY SHARES ("OFFERED SHARES") AGGREGATING UP TO ₹52.80 LAKHS, BY MR. ANKUR SHAH, SELLING SHAREHOLDER, ("OFFER FOR SALE" OR "OFS"). THIS OFFER INCLUDES A RESERVATION OF UP TO 2,36,000 EQUITY SHARES AGGREGATING UP TO ₹70.80 LAKHS (CONSTITUTING OVER 5% OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY) FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION"). THE OFFER LESS MARKET MAKER RESERVATION PORTION IS HEREAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER WILL CONSTITUTE 35.33% AND 33.54% RESPECTIVELY OF THE FULLY DILUTED POST OFFER PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY. FOR FURTHER DETAILS, SEE "TERMS OF THE OFFER" ON PAGE 194 OF THE PROSPECTUS.

THIS ISSUE IS BEING MADE 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. IN TERMS OF RULE 19(2)(b) OF THE SECURITIES CONTRACTS (REGULATION) RULES, 1957, AS AMENDED, THIS IS AN ISSUE FOR AT LEAST 25% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET ISSUE TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATION 253 OF THE SEBI (ICDR) REGULATIONS, AS AMENDED. FOR FURTHER DETAILS, SEE "OFFER PROCEDURE" ON PAGE 202 OF THE PROSPECTUS.

ISSUE

**OPENS ON FRIDAY, 25 AUGUST, 2023
CLOSES ON TUESDAY, 29 AUGUST, 2023**

FIXED PRICE ISSUE AT ₹30/- PER EQUITY SHARE

THE ISSUE PRICE OF 30.00 IS 3.0 TIMES OF THE FACE VALUE

MINIMUM LOT SIZE 4,000 EQUITY SHARES AND IN MULTIPLES OF 4,000 EQUITY SHARES THEREAFTER

ASBA*

Simple, Safe, Smart way of Application - Make use of it!!!

*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below. Mandatory in Public Issues from January 01, 2016. No cheque will be accepted.

UPI

UPI now available in ASBA for individual UPI Applicants, whose application sizes are up to ₹5.00 lakhs, applying through Registered Brokers, DPs, & RTAs. Applicants to ensure PAN is updated in Bank Account being blocked by ASBA Bank. List of Banks supporting UPI is also available on SEBI at www.sebi.gov.in.

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 "Offer Procedure" beginning on page 202 of the Prospectus. The process is also available on the website of Stock Exchange in the General Information Document. ASBA forms can be downloaded from the website of NSE and can be obtained from the list of banks that is displayed on the website of SEBI at www.sebi.gov.in.

The Application Forms which do not have the details of the Applicant's depository account including DP ID, PAN, UPI ID (in case of RIBs using the UPI mechanism) and Beneficiary Account Number shall be treated as incomplete and rejected. In case DP ID, Client ID and PAN mentioned in the Application Form and entered into the electronic system of the stock exchange, do not match with the DP ID, Client ID and PAN available in the depository database, the application is liable to be rejected. Applicants will not have the option of getting allotment of the Equity Shares in physical form. The Equity Shares on allotment shall be traded only in the dematerialised segment of the Stock Exchange.

LISTING: The Equity Shares offered through the Prospectus are proposed to be listed on the Emerge Platform of National Stock Exchange of India Limited ("NSE") in terms of the Chapter IX of the SEBI (ICDR) Regulations, as amended from time to time. Our Company has received an approval letter dated July 28, 2023 from NSE for using its name in the Offer Document for listing of our shares on the Emerge Platform of NSE. For the purpose of this Issue, the Designated Stock Exchange will be the NSE.

DISCLAIMER CLAUSE OF SEBI: Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Draft Prospectus was furnished to SEBI in soft copy. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence, there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 187 of the Prospectus.

DISCLAIMER CLAUSE OF NSE: It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the "Disclaimer Clause of NSE" on page 189 of the Prospectus.

LEAD MANAGERS TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
<p>Khambatta Securities Limited Address: 1 Ground Floor, 7/10, Botawala Building, 9 Bank Street, Horniman Circle, Fort, Mumbai, Maharashtra - 400 001, India Tel: 011-41645051, 022-66413315 Email: ipo@khambattasecurities.com Investor Grievance Email: mbcomplaints@khambattasecurities.com Website: www.khambattasecurities.com SEBI Registration No: INM000011914 Contact Person: Mr. Vipin Aggarwal, Mr. Vinay Pareek</p>	<p>Bigshare Services Private Limited Address: S6-2, 6th Pinnacle Business Park, Mahakali Caves Road, Next to Ahura Centre, Andheri East, Mumbai- 400093, Maharashtra India Tel: (022) 6263 8200 Email: ipo@bigshareonline.com Investor Grievance Email: investor@bigshareonline.com Website: www.bigshareonline.com Contact Person: Mr. Swapnil Kate SEBI Registration No: INR000001385</p>	<p>Sahaj Fashions Limited Address: Shree Bhawan Ajmer Road Madanganj Kishangarh-305801 Rajasthan India. Tel.: + 91 9462788792 Email: cfo@sahajfashions.in Website: www.sahajfashions.in Contact Person: Mr. Mukul Lakhota, Chief Financial Officer Applicants can contact the Compliance Officer or the LM or the Registrar to the Issue in case of any Pre-Issue or Post-Issue related problems, such as non-receipt of Allotment Advice or credit of allotted Equity Shares in the respective beneficiary account or unblocking of funds etc.</p>

CREDIT RATING: As this is an Offer of Equity Shares there is no credit rating for this offer.

DEBENTURE TRUSTEES: This is an Offer of equity shares; hence appointment of debenture trustee is not required.

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

BASIS FOR ISSUE PRICE: The Issue Price is determined by our Company in consultation with the Lead Manager. The financial data presented in the section "Basis for Offer Price" on page 85 of the Prospectus, are based on our Company's restated financial statements. Investors should also refer to the sections titled "Risk Factors" and "Financial Information" on pages 23 and 160, respectively, to get a more informed view before making the investment decision.

BANKER TO THE ISSUE AND SPONSOR BANK: KOTAK MAHINDRA BANK LIMITED

AVAILABILITY OF APPLICATION FORMS: The Application Forms and copies of the Prospectus may be obtained from the Registered Office of "Issuer" Sahaj Fashions Limited, "Lead Manager", Khambatta Securities Limited. Application Forms will be available at the selected location of registered brokers, Banker to the Issue, RTA and Depository Participants. Application Forms can also be obtained from the Designated Branches of SCSDs, the list of which is available on the website of SEBI at www.sebi.gov.in. Application Forms can also be downloaded from the website of Stock Exchange at www.nseindia.com.

AVAILABILITY OF PROSPECTUS: Investors should note that investment in Equity Shares involves a high degree of risk and investors are advised to refer to the Prospectus and the Risk Factor contained therein, before applying in the Issue. Full copy of the Prospectus shall be available at the website of SEBI at www.sebi.gov.in; the website of Stock Exchange at www.nseindia.com, the website of Lead Manager at www.khambattasecurities.com and the website of the Issuer Company at www.sahajfashions.in.

RISK TO INVESTORS: 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 the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Prospectus. Specific attention of the investors is invited to the section, "Risk Factors" on page 23 of the Prospectus.

PRECAUTIONARY NOTICE TO INVESTORS:

Investors are advised to read the Prospectus including 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 the Issuer and this Issue, including the risk factors page no. 23 involved. Specific attention of the investors is invited to THAT ANY News/Advertisements/SMS/ Messages/ Articles and Videos, if any, being circulated in the digital media and/or print media, speculating about the investment opportunity in our Company's issue and about equity shares of our Company being available at premium and/or discount to the Issue price ("Message") during the issue period IS AND/OR WILL NOT AND/OR has not been issued by our Company or any of our Directors, Key Managerial Personnel, Promoters, Promoter Group or Group Companies. ANY SUCH MESSAGE IN circulation is misleading & fraudulent advertisement and issued by a third party to sabotage the IPO, our Company or any of our Directors, Key Managerial Personnel, Promoters, Promoter Group or Group Companies and the intermediaries are not involved in any manner whatsoever.

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

Main Objects of the Company as per MoA: For information on the main objects and other objects of our Company, see "Our History and Certain Other Corporate Matters" on page 126 of the 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 "Material Contracts and Documents for Inspection" on page 236 of the Prospectus.

Liability of Members as per MoA: The Liability of the members of the Company is Limited.

Capital Structure: Authorized Capital of ₹13,50,00,000 consisting of 1,35,00,000 Equity Shares of ₹10 each. Pre Issue Capital: Issued, Subscribed and Paid-up Capital ₹8,69,21,600 consisting of 86,92,160 Equity Shares of ₹10 each. Post Issue Capital: Issued, Subscribed and Paid-up Capital ₹13,16,81,600 consisting of 1,31,68,160 Equity Shares of ₹10 each. For details of the Capital Structure, please refer to the chapter titled "Capital Structure" beginning on page 57 of the 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 for by them at the time of signing of the Memorandum of Association of our Company: (1) Mr. Rohit Toshniwal: 2,500 equity Shares of ₹10 each, (2) Mr. Norat Mal Choudhary: 2,500 equity Shares of ₹10 each, (3) Ms. Sadhana Toshniwal: 2,500 equity Shares of ₹10 each, (4) Mrs. Prabha Lakhota: 2,500 equity Shares of ₹10 each.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Prospectus dated August 16, 2023.

Investors should read the Prospectus carefully, including the Risk Factors on page 23 of the Prospectus before making any investment decision.

For Sahaj Fashions Limited

On behalf of Board of Directors

Sd/-

Rohit Toshniwal

Whole Time Director

Place: Ajmer, Rajasthan

Date: August 23, 2023

Sahaj Fashions Limited subject to market conditions, public issue of its Equity Shares and has filed the Prospectus with the Registrar of Companies, Jaipur. The Prospectus shall be available on the website of SEBI at www.sebi.gov.in, the website of the Lead Manager at www.khambattasecurities.com, the website of the NSE i.e. www.nseindia.com, and website of the Issuer Company at www.sahajfashions.in. Investors should note that investment in Equity Shares involves a high degree of risk. For details investors should refer to and rely on the Prospectus including the section titled "Risk Factors" beginning on page 23 of the Prospectus, which has been filed with ROC.

The Equity Shares have not been and will not be registered under the US Securities Act (the "Securities Act") or any state securities law in United States and may not be issued or sold within the United States or to, or for the account or benefit of, "U.S. persons" (as defined in the Regulations under the Securities Act), except pursuant to an exemption from, or in a transaction not subject to the registration requirements of the Securities Act of 1933.

AdBaaZ

SALE NOTICE UNDER IBC,2016

M/s. G S OILS LIMITED (In Liquidation)

Liquidator's correspondence address:MSKM Group, Vasavi MPM Grand, 11th Floor, 1209, Yellareddyguda Road, Ameerpet, Hyderabad, Telangana 500073.

The Properties of M/s.G S Oils Limited (In Liquidation) having CIN:U15143TG1997PLC028321 forming part of Liquidation Estate are for sale by the Liquidator through e-auction on "AS IS WHERE IS," "AS IS WHAT IS" and "WHATEVER THERE IS BASIS" AND "NO RECOURSE BASIS" as per details mentioned in the table below:

Asset Description	Manner of Sale	Reserve price Amount in Rs.	EMD Amount in Rs
Company as a whole (as going concern) basis	As going Concern	Rs.30 Crores	Rs.3 Crores
Last Date for Submission of Eligibility Documents:	:08-09-2023		
Date of Intimation of Qualified Bidders	:11-09-2023		
Last date for Inspection:	:20-09-2023		
Last date for EMD:	:22-09-2023		
E- Auction Date:	:25-09-2023		

1.The Enforcement Directorate (ED) has attached the properties of the company vide provisional order dated 25.03.2022 and confirmation order dated 16.09.2022,Against that order an appeal is pending before the Hon'ble Appellate Tribunal of PMLA, Delhi (Appeal No.5093/Hyd/2022) and also the Liquidator filed an application before the Hon'ble NCLT, Hyderabad bench (IA No.960/2023 in CP(IB) No.155/9/HDB/2021) for removal of ED attachment. Both hearings are going on. Please contact the liquidator for further details regarding the ED attachment.

2.EMD can be deposited either by remittance into the account (or) through demand draft.

3.Interested applicants may refer to the COMPLETE E- AUCTION PROCESS INFORMATION DOCUMENT containing details of terms and conditions of online E-Auction, E-Auction Bid form, Eligibility Criteria, Declaration by Bidders, EMD requirement etc., available at <https://bankauctions.in> or through E-Mail: gsolirp@gmail.com (process specific).

4.The Liquidator has right to accept or cancel or extend or modify, etc any terms and conditions of E-Auction at any time. He has right to reject any of the bid without giving any reasons. He has right to cancel E-Auction at any time.

5.For technical assistance, contact Mr. Prakash, Ph. No. 8142000064, Email: prakash@bankauctions.in, for E-Auction details, contact Liquidator, Ph. No. 9884504060, Email: gsolirp@gmail.com

6.E-Auction platform: <https://bankauctions.in>. Interested bidders are requested to visit the above-mentioned websites and submit a bid.

Sd/-

Gonugunta Murali

Liquidator

M/s. G S Oils Limited

IBBI Reg. No.: IBBI/PA-001/IP-P00654/2017-18/11139

AFA valid till 15-11-2023

Email ID: gsolirp@gmail.com

Contact No.: 91 + 9884504060

Date: 23-08-2023

Place: Hyderabad

Aditya Birla Sun Life Mutual Fund



Aditya Birla Sun Life AMC Limited (Investment Manager for Aditya Birla Sun Life Mutual Fund) Registered Office: One World Center, Tower 1, 17th Floor, Jupiter Mills, Senapati Bapat Marg, Elphinstone Road, Mumbai - 400 013. Tel.: 4356 8000. Fax: 4356 8110/8111. CIN:L65991MH1994PLC080811

Record Date for Distribution

NOTICE IS HEREBY GIVEN THAT the Trustees of Aditya Birla Sun Life Mutual Fund have approved Friday, August 25, 2023*, as the Record Date for declaration of distribution under the Income Distribution cum Capital Withdrawal (IDCW) option in the following schemes, subject to availability of distributable surplus on the Record Date:

Name of the Scheme	Plans/Option	Quantum of Distribution per unit# on face value of Rs. 10/- per unit	NAV as on August 21, 2023 (Rs.)
Aditya Birla Sun Life Arbitrage Fund (An open ended scheme investing in arbitrage opportunities)	Regular Plan - IDCW	0.065	11.2414
	Direct Plan - IDCW	0.066	11.4485
Aditya Birla Sun Life Interval Income Fund - Quarterly Plan - Series I (An Interval Income Scheme. A relatively low interest rate risk and moderate credit risk)	Institutional Plan - IDCW	The entire distributable surplus at the completion of the interval period shall be distributed.	10.1567
	Regular Plan - IDCW		10.1566

The NAV of the schemes, pursuant to pay out of distribution would fall to the extent of payout and statutory levy (if applicable).

#As reduced by the amount of applicable statutory levy. *or the immediately following Business Day if that day is a non-business day.

Aditya Birla Sun Life Interval Income Fund - Quarterly Plan - Series I ('the Scheme')

The Specified Transaction Period (STP) for the Scheme is on August 24, 2023 and August 25, 2023. The following shall be applicable for applications received during the STP:

a. For Subscriptions/Purchases including Switch-in:

- In respect of valid applications received till 3.00 p.m. on the aforesaid Record date, the ex-IDCW NAV** of the day of receipt of application will be applicable for processing such subscription/switch-in requests and such investors shall not be eligible for IDCW, if any, on the aforesaid record date.

**Pursuant to the SEBI circular SEBI/HO/IMD/DF2/CIR/P/2020/175 dated September 17, 2020, read with SEBI circular SEBI/HO/IMD/DF2/CIR/P/2020/253 dated December 31, 2020 with effect from February 01, 2021, in respect of purchase of units of mutual fund schemes (except liquid and overnight schemes), closing NAV of the day shall be applicable on which the funds are available for utilization irrespective of the amount, subject to provisions of uniform cut-off timings for applicability of NAV.

b. For Redemptions/Sales including Switch-out:

- In respect of valid applications received till 3.00 p.m. on the aforesaid Record date, the ex-IDCW NAV of the day of receipt of application will be applicable for processing such redemption/switch-out requests and the investors will be eligible to receive the IDCW, if any, on the aforesaid record date.

All unitholders whose names appear in the Register of Unitholders / Beneficial owners under the IDCW option of the said schemes as at the close of business hours on the Record Date shall be eligible to receive the distribution so declared.

For Aditya Birla Sun Life AMC Limited

(Investment Manager for Aditya Birla Sun Life Mutual Fund)

Sd/-

Authorised Signatory

Date : August 22, 2023

Place : Mumbai

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.