► EV Rush Makes OMCs Think Beyond Oil: P16 ► 'Drop in Household Savings Signals Shift in Asset Choice' ► Low Rate Led Shift to Physical Savings: SBI: P15

THE IS A PRISE CHANCE/LEGISLED FOR REFORMATION PROFESSOR ONLY MOUSE SHOT REPORTED CONTINUES AND ADMINISTRATION OF REFERENCE AND ADMINISTRATION OF REFRESHAND OF REFORMATION PROFESSOR ONLY MOUSE SHOT SHOW AND ADMINISTRATION OF REFRESHAND OF REFORMATION AND ADMINISTRATION OF REFRESHAND OF R



sai silks (kalamandir) limited



(Please scan this QR code to view the Red

PROMOTERS OF OUR COMPANY: NAGAKANAKA DURGA PRASAD CHALAVADI AND JHANSI RANI CHALAVADI

INITIAL PUBLIC OFFERING OF UP TO [•] EQUITY SHARES OF FACE VALUE OF ₹ 2 EACH ("EQUITY SHARE") OF SAI SILKS (KALAMANDIR) LIMITED (OUR "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [•] PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ [•] PER EQUITY SHARE (THE "OFFER PRICE") AGGREGATING UP TO ₹ [•] MILLION (THE "OFFER PRICE") AND AN OFFER FOR SALE OF UP TO 27,072,000 EQUITY SHARES OF A FRESH ISSUE OF UP TO [•] EQUITY SHARES BY OUR COMPANY AGGREGATING UP TO ₹ 6,000 MILLION (THE "FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 27,072,000 EQUITY SHARES (THE "OFFER FOR SALE OF (A) UP TO 6,409,345 EQUITY SHARES AGGREGATING UP TO ₹ [•] MILLION BY JHANS RANI CHALAVADI, UP TO 7,949,520 EQUITY SHARES AGGREGATING UP TO ₹ [•] MILLION BY JHANS RANI CHALAVADI, UP TO 7,949,520 EQUITY SHARES AGGREGATING UP TO ₹ [•] MILLION BY JHANS RANI CHALAVADI, UP TO 7,949,520 EQUITY SHARES AGGREGATING UP TO ₹ [•] MILLION BY JHANS RANI CHALAVADI, UP TO 7,949,520 EQUITY SHARES AGGREGATING UP TO ₹ [•] MILLION BY DANALAKSHMI PERUMALLA, UP TO 65,62,95 EQUITY SHARES AGGREGATING UP TO ₹ [•] MILLION BY DANALAKSHMI PERUMALLA, UP TO 7 [•] MILLION BY JHANS RANIAWADI, UP TO 7 [•] MILLION BY DANALAKSHMI PERUMALLA, UP TO 7 [•] MILLION BY DANALAKSHMI PERUMALLA, UP TO 7 [•] MILLION BY DANALAKSHMI PERUMALLA, UP TO 7 [•] MILLION BY DANALAKSHMI PERUMALLA, UP TO 7 [•] MILLION BY DANALAKSHMI PERUMALLA, UP TO 7 [•] MILLION BY DANALAKSHMI PERUMALLA, UP TO 7 [•] MILLION BY DANALAKSHMI PERUMALLA, UP TO 7 [•] MILLION BY DANALAKSHMI PERUMALLA, UP TO 7 [•] MILLION BY DANALAKSHMI PERUMALLA, UP TO 7 [•] MILLION BY DANALAKSHMI PERUMALLA, UP TO 7 [•] MILLION BY DANALAKSHMI PERUMALLA, UP TO 7 [•] MILLION BY DANALAKSHMI PERUMALLA, UP TO 7 [•] MILLION BY DANALAKSHMI PERUMALAKSHMI PERUMALAKSH

DETAILS OF THE SELLING SHAREHOLDERS, OFFER FOR SALE AND THEIR WEIGHTED AVERAGE COST OF ACQUISITION PER EQUITY SHARE					
NAME OF THE SELLING SHAREHOLDER	TYPE	NUMBER OF EQUITY SHARES OFFERED	WEIGHTED AVERAGE COST OF ACQUISITION PER EQUITY SHARE (IN ₹) *		
Nagakanaka Durga Prasad Chalavadi	Promoter	Up to 6,409,345 Equity Shares aggregating up to ₹ [•] million	5.48		
Jhansi Rani Chalavadi	Promoter	Up to 7,949,520 Equity Shares aggregating up to ₹ [•] million	19.81		
Dhanalakshmi Perumalla	Promoter Group	Up to 3,083,865 Equity Shares aggregating up to ₹ [•] million	N.A.*		
Doodeswara Kanaka Durgarao Chalavadi	Promoter Group	Up to 656,295 Equity Shares aggregating up to ₹ [•] million	1.17		
Kalyan Srinivas Annam	Promoter Group	Up to 6,346,975 Equity Shares aggregating up to ₹ [•] million	1.50		
Subash Chandra Mohan Annam	Promoter Group	Up to 2,120,500 Equity Shares aggregating up to ₹ [•] million	5.64		
Venkata Rajesh Annam	Promoter Group	Up to 505,500 Equity Shares aggregating up to ₹ [•] million	2.14		

As centified by our Statutory Auditors, by way of their centificate dated September 13, 2023.

These shares were acquired by way of aff therefore, no cost of acquisition is attributable to these shares. For further details, please refer to Capital Structure on page 82 of RHi

We are amongst the top 10 retailers of ethnic apparel, particularly sarees, in south India in terms of revenues and profit after tax in Fiscal 2020, 2021 and 2022. (Source: Technopak Report). We offer a diverse range of products which includes various types of ultra-premium and premium sarees suitable for weddings, party wear, as well as occasional and daily wear; lehengas, men's ethnic wear, children's ethnic wear and value fashion products comprising fusion wear and western wear for women, men and children.

The Offer is being made in accordance with Regulation 6(1) of the SEBI ICDR Regulations

QIB Portion: Not more than 50% of the Offer | Non-Institutional Portion: Not less than 15% of the Offer

Retail Portion: Not less than 35% of the Offer

PRICE BAND: ₹ 210 TO ₹ 222 PER EQUITY SHARE OF FACE VALUE OF ₹ 2 EACH.

THE FLOOR PRICE IS 105 TIMES AND THE CAP PRICE IS 111 TIMES THE FACE VALUE OF THE EQUITY SHARES.

THE PRICE/EARNINGS RATIO BASED ON DILUTED EPS FOR FINANCIAL YEAR 2023 FOR THE COMPANY AT THE HIGHER END OF THE PRICE
BAND IS AS HIGH AS 27.37 TIMES AND AT THE LOWER END OF THE PRICE BAND IS 25.89 TIMES.

THE PRICE/SALES RATIO BASED ON THE REVENUE FROM OPERATIONS FOR THE FINANCIAL YEAR 2023 AT THE HIGHER END OF THE PRICE BAND IS AS HIGH AS 2.52 TIMES AND AT THE LOWER END OF THE PRICE BAND IS 2.41 TIMES.

BIDS CAN BE MADE FOR A MINIMUM OF 67 EQUITY SHARES AND IN MULTIPLES OF 67 EQUITY SHARES THEREAFTER.

In accordance with the recommendation of the Committee of Independent Directors of our Company, pursuant to their resolution dated September 13, 2023, the above provided price band is justified based on quantitative factors/ KPIs disclosed in the 'Basis for the Offer Price' section of the RHP vis-a-vis the weighted average cost of acquisition ("WACA") of primary and secondary transaction(s), disclosed in 'Basis for the Offer Price' section on pages 113 to 122 of the RHP.

In making an investment decision, potential investors must only rely on the information included in the Red Herring Prospectus dated September 13, 2023 ("RHP") and the terms of the Offer, including the risks involved and not rely on any other external sources of information about the Offer available in any manner.

RISKS TO INVESTORS

- I. Risk Factors Associated with our Company
- 1. Valuation Risk: The market capitalization to total revenue from operations, which is 2.52 times the cap price and the price to earnings ratio, which is 27.37 times the cap price may not be indicative of the market price of the Equity Shares on listing and may be subject to significant fluctuations in response to, among other factors, variations in our operating results, market conditions specific to the industry we operate in, etc.
- 2. Business Concentration Risk: Our business is highly concentrated on the sale of women's sarees and contributed to 68.38%, 67.36% and 65.70% of our revenue from operations for Fiscals 2023, 2022 and 2021 respectively. The business is vulnerable to variations in demand and changes in consumer preference, could have an adverse effect on our business, results of operations and financial condition.
- 3. Geographic Concentration Risk: We generated substantially all of our sales from stores located in Southern India and any adverse developments affecting our operations in these regions could have an adverse impact on our revenue and results of operations. For instance, our revenue from state of Telangana, Andhra Pradesh, Tamil Nadu and Karnataka in Fiscal 2023 was ₹ 6,064.35 million, ₹ 4,429.38 million, ₹1,218.70 million and ₹1,802.26 million respectively.
- 4. Share Pledge Risk: As on the date of the Red Herring Prospectus, 21,437,500 Equity Shares held by our Promoter, Nagakanaka Durga Prasad Chalavadi, constituting 31,33% of the fully diluted equity share capital collectively held by the Promoters of our Company, were pledged in favor of State Bank of India, pursuant to sanction letters dated December 5, 2017, March 8, 2019, March 10, 2020, March 20, 2021, March 5, 2022 and March 20, 2023, to secure the borrowing obligations of our Company with the lender. However, pursuant to the letter dated October 20, 2022 from State Bank of India, such Equity Shares have been temporarily released from pledge for completion of the lock-in requirements as prescribed under

- the SEBI ICDR Regulations and will be subsequently re-pledged, subject to the provisions of the applicable law, with the Depositories post listing of the Equity Shares on the Stock Exchanges Any default under the loan agreements following the creation of a pledge on the Equity Shares of our Company may result in, inter alia, reduction on the aggregate shareholding of our Promoter, the lender taking ownership of the pledged shares.
- 5. Litigation Risk: The Income Tax Department has conducted a "search, survey and seizure operation" at our Registered and Corporate Office, certain of our stores and warehouses and on the residence of our Promoters, Whole-time Directors and Key Managerial Personnel. Any adverse outcome of such proceedings may have an adverse effect on our business, financial condition and result of operations. Further, our Company, Directors, Promoters and Group Companies are or may be involved in certain legal and regulatory proceedings. Any adverse decision in such proceedings may have a material adverse effect on our business, financial condition, cash flows and results of operations.
- II. Weighted average cost of acquisition of all Equity Shares transacted in past one year, eighteen months and three years preceding the date of the RHP.

Period	Weighted average cost of acquisition (in ₹)		Range of acquisition price: lowest price - highest price (in ₹)	
Last one year			₹0-₹0	
Last 18 months	22.00	10.00	₹22-₹22	
Last three years	21.33	10.41	₹20-₹22	

As certified by our Statutory Auditors, by way of their certificate dated September 13, 2023

III. Weighted Average Return on Net Worth attributable to the owners of the company (RoNW), as derived from Restated Financial Information for the fiscals 2021, 2022 and 2023 is 19.03%.

- "Net worth" means the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium account and debit or credit balance of profit and loss account, after deducting the aggregate value of the accumulated losses, deferred expenditure and miscellaneous expenditure not written off, as per the restated balance sheet, but does not include reserves created out of revaluation of assets, capital reserve, write-back of depreciation and amalgamation as per the SEBI ICDR Regulations as at March 31, 2023, March 31, 2022 and March 31, 2021.
- Return on Net worth (%) = Restated Profit for the year divided by Net worth as at the end
- Weighted average = Aggregate of year-wise weighted Return on Net worth divided by the aggregate of weights i.e. (Return on Net worth x Weight) for each year / Total of weights
- Weighted average cost of acquisition ("WACA"), floor price and cap

Type of Transaction	Weighted average cost of acquisition per Equity Share (in ₹)	Floor Price of ₹ 210	Cap Price of ₹ 222
Weighted average cost of acquisition of primary issuances during 3 years prior to RHP.*	20.00	10.50	11.10
Weighted average cost of acquisition of secondary transactions during 3 years prior to RHP**	NIL	NIL	NIL

As certified by our Statutory Auditors, by way of their certificate dated September 13, 2023

* The Company has issued 60,16,145 shares of face value of ₹ 2 each at ₹ 22 per share to SSKL Employees Trust on June 09, 2022. The same was not taken into consideration as primary allotment for determination of Weighted Average Cost of Acquisition (WACA). Further, there have been no primary/new issue of shares (Equity Shares/convertible securities), excluding grants of any options and issuance of bonus shares, equal to or more than 5% of the fully diluted paid-up share capital of our Company (calculated on the pre-issue capital before such transaction 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) during 18 months preceding the date of filing of the RHP.

**The secondary transactions which took place among the Promoters, Promoter Group and Selling Shareholders during the last three years were done by way of gifting of shares among themselves and therefore no consideration was taken into consideration for determination of weighted average cost of acquisition.

The Three BRLMs associated with the Offer have handled 33 public Issues in the past three years, out of which 12 Issues closed below the offer price on listing date

Name of BRLMs	Total Issues	Issues closed below IPO Price on listing date
Motilal Oswal Investment Advisors Limited*	6	2
HDFC Bank Limited*	6	3
Nuvama Wealth Management Limited (formerly known as Edelweiss Securities Limited)*	18	6
Common issues of above BRLMs	3	1
Total	33	12

*Issues handled where there were no common BRLMs

BID/OFFER PERIOD

BID/OFFER CLOSES TODAY

endate end time and date shall be at 5.00 p.m. on the Bid Offer Closing Date.



Mandatory in public issues. No cheque will be accepted.

UP1-Now available in ASBA for Retail Individual Investors and Non Institutional Investor applying for amount upto 7 5.00,000°, applying through Registered Brokers, submit the application directly to the ASBA Bank (ISCSB) or to use the Scility of Initiad contine trading, dentat and bank account. Investors are required to ensure that the most secure that the PRAN is Indied with ABANA and any in compleme with CBOT notification dated February 13, 2023 and press release dated June 25, 2021, read with 2022, dated March 30, 2022, read with press release dated March 38, 2023.

In case of any tension in the Price Band, the Bid Offer Period shall be extended for all least three additional Working Days after such revision of the Price Band, the Bid Offer Period shall be extended for all least three additional Working Days after such revision of the Price Band, subject to the bid Bid Offer Period of associated in writing, askind the Bid Offer Period for an administration between the bid Bid Offer Period and succeeding 10 Working Days, a big days to the Bid Offer Period of association with the Bid Life for amenium of these Working Days, subject to the Bid Offer Period of association with the Bid Life for administration in the Working Days, and the device also of the Period. If application is the Time Stand and the tensional Bid Offer Period of association in the Working Days, and the device also of the Period. If application is the Standard and the standard succeeding 10 Working Days, and the standard succeeding the change on the velocities of the Bid Did Period and the terminals of the Members of the Syndiciae and by internation to Designated Internediations and Sporters.

New York of the Princip Bolds, and the Intellige Bour our mery assessment on each presentation, to recover the Princip Bolds, and the Intelligence of the Bolds and an extra members of the Bolds and the Sprincip Bolds and the Spri

regard, CBDT circular no.7 of 2022, dated March 30, 2022, read with press release dated March 28, 2023.

Contents of the Memoradum of Association of Low Company as regards its objects: For information in the main objects of our Company please see the section "Friday" and Certain Corporate Matter or page 256 of the Review Company (Association of Low Company is a material countern first inspection in existin to the CPRe-For Material Company (Association of Low Company is a material countern first inspection in existin to the CPRe-For Material Company (Association of Low Company is a material countern first inspection in existin to the CPRe-For Material Company (Association of Low Company is a material countern first inspection in existin to the CPRe-For Material Company (Association of Low Company is a material countern first inspection") on page 356 of the RPP.

Liability of the members of our Company: Limited by shares

Liability of the members of our Company; Limited by where Amount of share papels of our Company of Capital structure is on the date of the RHP, the sulforined share capital of the Company in \$200,000,000 consisting of 200,000,000 Equity Shares heining of \$7.4 cm². The structure is consistent of the Company in \$200,671,070 divided min., 126,339,005 equity shares of the consistent of Experiment of the Amount of Association of our Company and the number of Equity Shares subscribed by them. The runns of the signature of the Marrier of signature in the Memorandum of Association of our Company and the number of Equity Shares subscribed by them. The runns of the signature of the Memorandum of Association of our Company are happinssical to purple in Press of Cabinos in Limited Fraging Shares of Press of Capital Shares of Capital S

Disclaimer Clause of NSE: It is to be distinctly understood that the permission given by NSE should not in any way be deemed or cleared or approved by NSE not does it certify the connectness or completeness of any of the contents of the Offer Document. Their the RPH for the fills factor of the disclaimer clause of NSE.

In contrast or the means of the (Designated Stack Exchange): It is to be distinctly understood that the permission given by BSE should not in any way be deemed or con that the Office Document has been cleared or approved by BSE not does it certify the connectices or completeness of any of the contents of the Office Document. The in are advised brantler place) add the RIPP for the bull stant of the discission disasses.

General Bisk: Investments is equity and our privated control for the other cases of the control of the control

HDFC BANK nuvama We understand your world HOFC Bank Limits flowing on the Mark of the 402, 4° Floor, Dank Flowinsia Business Park, 4° Floor, Tourk Flowinsia Business Park, 4° Floor, Tourk Flowinsia Business Park, 4° Floor, Tourk Flowinsia Business Park, 100 Floor, 100 uo 025 Maharashin phone: +91 22 7193 4380 hit; sski ipo@motiatos itor Grieva

Salt Registration No.: Texticol 1000 Salt Registration No.: 1980/000/100 Salt Registration No.: 1980/0

For Sai Silke (Kalam

EAT SILKS (KALAMANDIR) LIMITED is proposing, subject to receipt of requisite approvals, market conditions and other considerations to undertake an initial public offer of its Equity Shares and has filed the RHP with RoC. The RHP is available on the webble of SEBI at www. sebi.gov.in as well as on the webble of the SEDIAL Exchanges i.e. ESEE at www.britcom. Common with the seminance of the SEDIAL Exchanges i.e. ESEE at www.britcom. Common with SEBI at www.britcom.com. and Novembur Webble of the SEDIAL Exchanges i.e. ESEE at www.britcom. Common with Novembur Webble of the SEDIAL Exchanges i.e. ESEE at www.britcom. Common with Novembur Webble of the SEDIAL Exchanges i.e. ESEE at www.britcom. Common with Novembur Webble on the webble of the SEDIAL Exchanges i.e. ESEE at www.britcom. Common with Novembur Webble on the webble of SEDIA at which is a series of the SEDIAL Exchanges i.e. ESEE at www.britcom. Common with Novembur Webble on the webble of SEDIA at which is a series of the SEDIAL Exchanges i.e. ESEE at www.britcom. Common with Novembur Webble on the webble of SEDIA at which is a series of the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at www.britcom. Common with Novembur Webble on the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at which is a series of the SEDIAL Exchanges i.e. ESEE at The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933 (the "U.S. Securities Act") or any state securities laves 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 registered and the U.S. Securities Act and applicable U.S. state securities laves of each jurisdictions where such offers and sales are made. There will be no public offering of the Equity Shares in the