**Promoters:** Mr. Siddharth Agrawal and Mr. Vidur Gupta

**INITIAL PUBLIC OFFERING OF 60,77,600 EQUITY SHARES OF FACE VALUE OF **INR 10 EACH (“EQUITY SHARES”) OF OUR COMPANY AT A PRICE OF **INR 100 PER EQUITY SHARE (INCLUD **ING A SHARE PREMIUM OF **INR 100 PER EQUITY SHARE) (“OFFER PRICE”) - AGGREGATING **INR 60,77,600 (“OFFER”). THE OFFER COM PRISES A FRESH ISSUE OF **INR 10,000,000 EQUITY SHARES AGGR EATING **INR 100 (“FRESH ISSUE”) AND AN OFFER FOR SALE OF **INR 50,77,600 EQUITY SHARES (“OFFERED SHARES”) AGGREGATING **INR 100. BY MR. SIDDHAR TH AGRAWAL AND MR. VIDUR GUPTA (TOGETHER “ISSUING PROMOTERS”) (“THE OFFER FOR SALE”). THE OFFER INCLUDES A RESERVATION OF 3,000,000 EQUITY SHARES OF CAPITAL OF OUR COMPANY FOR SUBSCRIPTION BY MARKET MAKER (“MARKET MAKER RESERVATION PORTION”). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION IS HEREINAFTER REFERRED TO AS THE “NET OFFER”. AND THE NET OFFER SHALL CONSIST OF 23,2 1,456.62% AND 40.21% RESPECTIVEL Y OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. THE LAST TRADING PRICE OF EQUITY SHAR ES IN THE HINDUSTAN EXCHANGE FOR THE LAST THREE TRADING DAYS IS INR 173.00.

**QOTP: **NO MORE THAN 10% OF THE NET OFFER

**RETAIL PORTION: **NOT MORE THAN 40% OF THE NET OFFER

**MAKET MAKER PORTION: **NOT MORE THAN 6% OF THE NET OFFER.

**BID PRICE: **RS.169.00 TO RS.173.00 PER EQUITY SHARE OF FACE VALUE RS 10/- EACH.

**THE FLOOR PRICE IS 16.00 TIMES THE VALUE OF THE FACE VALUE AND THE CAP PRICE IS 17.30 TIMES THE VALUE OF THE EQUITY SHARES.**

**RISKY FOR INVESTORS:**

- The promoters are not subject to reasonable unavailability.
- The minimum bidding unit, which is based on the floor price, is 800 equity shares. Bids can be made for a minimum of 800 equity shares and in multiples of 800 equity shares thereafer.

**BASIS FOR PRICE:**

- The for the Issue, the Price Band has been decided using a methodology as prescribed in SEBI Circular CIR/FPD/DIL/2010/11 dated June 29, 2012, the Price Band has been determined.
- The Price Band has been fixed based on the Multiple of Median Price of the Most Recent Quarter Trailing Price.
- The Price Band has been arrived at considering the promoter's purchase price of INR 100 per share for 15% of the Offer.
- The Offer Price is a price, which the Company is willing to pay for the Shares.