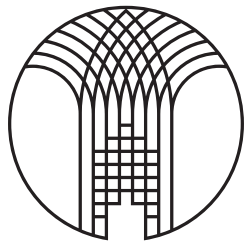


TVC



S U R A J

SURAJ ESTATE DEVELOPERS LIMITED

OUR PROMOTER: RAJAN MEENATHAKONIL THOMAS

SLIDE 1



S U R A J

INITIAL PUBLIC OFFERING OF UP TO [●] EQUITY SHARES OF FACE VALUE ₹ 5 EACH ("EQUITY SHARES") OF SURAJ ESTATE DEVELOPERS LIMITED ("OUR COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE (INCLUDING A SECURITIES PREMIUM OF ₹ [●] PER EQUITY SHARE) ("ISSUE PRICE"), AGGREGATING UP TO ₹ 4,000 MILLION (THE "ISSUE"). THE ISSUE WILL CONSTITUTE [●] % OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

The Issue is being made through the Book Building Process in accordance with Regulation 6(1) of the SEBI ICDR Regulations.

- QIB Portion: Not more than 50% of the Issue
- Non-Institutional Portion: Not less than 15% of the Issue
- Retail Portion: Not less than 35% of the Issue

SLIDE 2



S U R A J

100% Book Built Issue

SLIDE 3



S U R A J

PRICE BAND: ₹ 340 TO ₹ 360 PER EQUITY SHARE OF FACE VALUE OF ₹ 5 EACH

THE FLOOR PRICE IS 68 TIMES THE FACE VALUE OF THE EQUITY SHARES AND
THE CAP PRICE IS 72 TIMES THE FACE VALUE OF THE EQUITY SHARES
THE PRICE/EARNINGS RATIO BASED ON DILUTED EPS FOR FISCAL 2023 AT
THE FLOOR PRICE IS 33.66 TIMES AND AT THE CAP PRICE IS 35.64 TIMES

BIDS CAN BE MADE FOR A MINIMUM OF 41 EQUITY SHARES AND IN MULTIPLES OF 41 EQUITY SHARES THEREAFTER

In accordance with the recommendation of Committee of Independent Directors of our Company, pursuant to their resolution dated December 12, 2023 the above provided price band is justified based on quantitative factors/ KPIs disclosed in the 'Basis for Issue Price' section of the RHP. The price band is in line with the weighted average cost of acquisition ("WACA") of primary and secondary transactions, as applicable, disclosed in the 'Basis for Issue Price' section on Page 145-155 of the RHP.

Disclaimer : In making an investment decision, potential investors must only rely on the information included in the Red Herring Prospectus and the terms of the Issue, including the risks involved and not rely on any other external sources of information about the Issue available in any manner.

SLIDE 4



S U R A J

**BID /ISSUE
PROGRAMME**

BID/ ISSUE OPENS ON MONDAY, DECEMBER 18, 2023⁽¹⁾

BID/ ISSUE CLOSES ON WEDNESDAY, DECEMBER 20, 2023⁽²⁾

SLIDE 5



S U R A J

SLIDE 6



For the Disclaimer Clause of SEBI, BSE, NSE, Risk Factors and other details, please refer to the red herring prospectus of the Company dated December 06, 2023 available on the websites of SEBI, BSE, NSE at www.sebi.gov.in, www.bseindia.com and www.nseindia.com respectively and the website of the BRLMs at www.iticapital.in and www.anandraithb.com.

THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON MAIN BOARD PLATFORM OF BSE AND NSE

ASBA* | Simple, Safe, Smart way of Application!!!

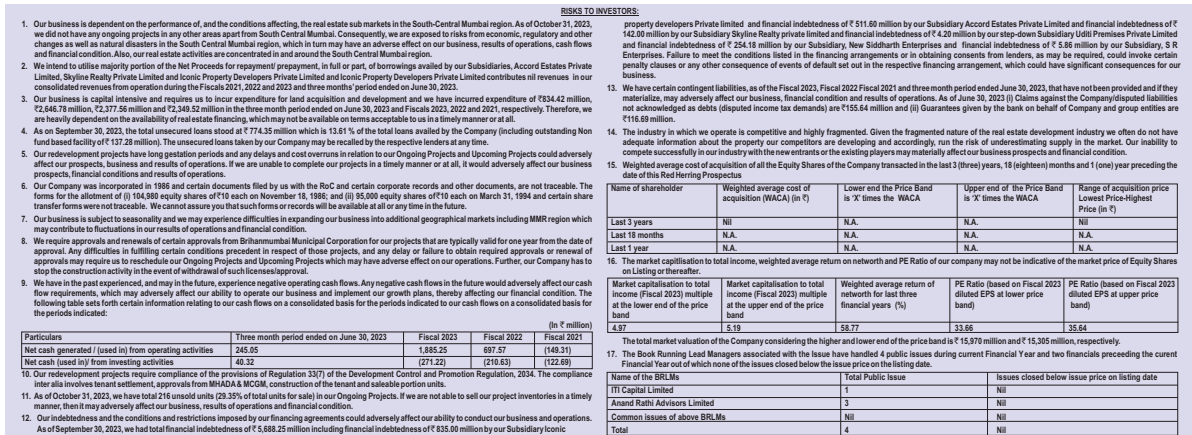
*Applications Supported by Blocked Amount ("ASBA") is a better way of applying to offers by simply blocking the fund in the bank account. For further details, check section on ASBA.
Mandatory in public issues. No cheque will be accepted.

UPI
UNIFIED FINANCIAL INTERFACE

UPI-Now available in ASBA for Retail Individual Investors and Non Institutional Investor applying in public issues where the application amount is up to ₹ 500,000, applying through Registered Brokers, Syndicate, CDPs & RTAs. Retail Individual Investors and Non-Institutional Investors 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. Investors are required to ensure that the bank account used for bidding is linked to their PAN. Bidders must ensure that their PAN is linked with Aadhaar and are in compliance with CDDT notification dated February 13, 2020 and press release dated June 25, 2021 read with press release dated September 17, 2021.

[illegible]

SLIDE 7



SLIDE 6

SURAJ ESTATE DEVELOPERS LIMITED is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed a draft red herring prospectus dated July 24, 2023 with SEBI (the “**DRHP**”) and a red herring prospectus dated December 6, 2023 with the RoC. The RHP is made available on the website of the SEBI at www.sebi.gov.in as well as on the website of the BRLMs i.e., IIT Capital Limited at www.iitcapital.in and Anand Rathii Advisors Limited at www.anandrathiib.com, the website of the NSE at www.nseindia.com and the website of the BSE at www.bseindia.com and the website of the Company at www.surajestate.com. Any potential investor should note that investment in equity shares involves a high degree of risk and for details relating to such risks, please see the section titled “*Risk Factors*” beginning on page 33 of the RHP. Potential investors should not rely on the DRHP for making any investment decision but can only rely on the information included in the Red Herring Prospectus.

The Equity Shares offered in the Issue have not been and will not be registered under the U.S. 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 U.S. Securities Act and in accordance with any applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold outside the United States in "offshore transactions" as defined in, and in reliance on, Regulation S under the U.S. Securities Act and the applicable laws of the jurisdictions where such offers and sales are made. There will be no public offering of the Equity Shares in the United States.

SLIDE 8

AUDIO

SURAJ ESTATE DEVELOPERS LIMITED involved in the real estate business since 1986, developing real estate across the residential and commercial sectors in South Central Mumbai region Now launches an Initial public offer of equity shares of face value of 5/- each through the Book Building Process with a price band of ₹ 340/- to ₹ 360/- per equity share.

BID/ISSUE OPENS ON MONDAY, DECEMBER 18, | BID/ISSUE CLOSES ON WEDNESDAY, DECEMBER 20, 2023

For Risk Factors and more details, please refer to the RHP available on the websites of SEBI, the BRLMs and the Stock Exchanges.