**INITIAL PUBLIC OFFERING OF 28,571,380 EQUITY SHARES OF FACE VALUE OF ₹ 2 EACH (“EQUITY SHARES”) OF ASK AUTOMOTIVE LIMITED (“OUR COMPANY”) OR THE “ISSUER” FOR CASH AT A PRICE OF ₹ 2 PER EQUITY SHARE OF FACE VALUE OF ₹ 2 (“OFFER PRICE”) AGGREGATING TO ₹ 57,142.60 MILLION BY VIJAY RATHEE, SHAREHOLDERS OF OUR COMPANY AND THEkategori van persuante de: Prospectus.**

**RISKS TO INVESTORS**

1. Dependence on Indian Two-Wheeler (“2W”) Automotive Sector: Our business primarily serves the 2W OEMs and the independent 2W sales and service dealers. The 2W automotive sector reported a growth of 6.8%, 31.4%, 14%, and 13.5% for the years ended March 31, 2020, 2021, 2022, and 2023, respectively. The 2W sales volume in India has grown at a CAGR of 11% during the period from the year ending March 31, 2011 to March 31, 2022. There is no assurance that we will be able to continue our growth, if any, at this rate or at all.

2. Competitive Environment: We operate in a highly competitive market and are subject to intense competition from domestic and international players. Some of our competitors are among the largest companies in the world. There is no assurance that we will be able to continue our growth, if any, at this rate or at all.

3. Fluctuations in Metal Costs: The prices of raw materials (such as aluminum, copper, silver, and steel) are subject to fluctuations due to various factors, such as changes in global and local supply and demand dynamics, currency fluctuations, and changes in government policies. There is no assurance that we will be able to continue our growth, if any, at this rate or at all.

4. Fluctuations of the Indian Rupee: We engage in limited hedging of currency risk associated with the transactions denominated in foreign currencies. The Indian Rupee (INR) is subject to foreign exchange controls. Changes in the value of the INR could lead to increased costs and decreased revenues. There is no assurance that we will be able to continue our growth, if any, at this rate or at all.

5. Changes in Government Policies: Our business is subject to various laws and regulations, including labor laws, environmental laws, and taxation laws. Changes in these laws and regulations could have an adverse effect on our business. There is no assurance that we will be able to continue our growth, if any, at this rate or at all.

6. Fluctuations in Interest Rates: The interest rate environment has a significant impact on our cost of borrowing, as we rely on long-term debt for our capital expenditure requirements. Fluctuations in interest rates could lead to increased costs and decreased revenues. There is no assurance that we will be able to continue our growth, if any, at this rate or at all.

7. Fluctuations in Foreign Exchange Rates: Our financial results are denominated in Indian Rupees. Fluctuations in foreign currency exchange rates could have an adverse effect on our financial results. There is no assurance that we will be able to continue our growth, if any, at this rate or at all.

**BASIS OF ALLOTMENT**

The Offer comprises an Offer for Sale by the Selling Shareholders, our Company will not receive any part of the proceeds of the Offer.

**NOTICE TO INVESTORS**

**IMPORTANT NOTICE TO INVESTORS**

**We, ASK AUTOMOTIVE LIMITED, the Company, have filed the Prospectus with the RoC and the Equity Shares are proposed to be listed on the Main Board of the NSE and BSE and the trading will commence on Wednesday, November 15, 2023.**

**For the period ended March 31, 2023, the Company achieved the following results:**

**Profit after tax for the period/year (“PAT”)  1,229.53  4,795.75  7,002.30  1,521.09  5,083.87**

<table>
<thead>
<tr>
<th>Description</th>
<th>For the three months ended June 30, 2023</th>
<th>For the three months ended March 31, 2023</th>
<th>For the three months ended December 31, 2022</th>
<th>For the three months ended September 30, 2022</th>
<th>For the three months ended June 30, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aluminium cost</td>
<td>2,127.11</td>
<td>2,506.40</td>
<td>2,396.75</td>
<td>2,022.16</td>
<td>1,875.84</td>
</tr>
<tr>
<td>% of cost (%) of material</td>
<td>16.65%</td>
<td>17.77%</td>
<td>18.15%</td>
<td>14.76%</td>
<td>14.03%</td>
</tr>
<tr>
<td>Copper cost</td>
<td>1,306.47</td>
<td>1,182.28</td>
<td>1,282.28</td>
<td>1,042.41</td>
<td>1,125.22</td>
</tr>
<tr>
<td>% of cost (%) of material</td>
<td>10.56%</td>
<td>10.43%</td>
<td>10.54%</td>
<td>8.95%</td>
<td>9.65%</td>
</tr>
<tr>
<td>Lead cost</td>
<td>290.21</td>
<td>209.60</td>
<td>290.21</td>
<td>282.67</td>
<td>282.67</td>
</tr>
<tr>
<td>% of cost (%) of material</td>
<td>2.26%</td>
<td>1.86%</td>
<td>2.26%</td>
<td>2.33%</td>
<td>2.33%</td>
</tr>
<tr>
<td>Zinc cost</td>
<td>31.81</td>
<td>31.81</td>
<td>31.81</td>
<td>31.81</td>
<td>31.81</td>
</tr>
<tr>
<td>% of cost (%) of material</td>
<td>0.26%</td>
<td>0.26%</td>
<td>0.26%</td>
<td>0.26%</td>
<td>0.26%</td>
</tr>
</tbody>
</table>

**FOR INVESTORS: This is a public announcement for information purposes only and is not a prospectus announcement and does not constitute an invitation or offer to acquire, purchase or subscribe to securities. Not for release, publication or distribution directly or indirectly outside India.**

**O ur Promoters: Kuldip Singh Rathee and Vijay Rathee**
The Basis of Allotment to the Retail Individual Investors (who have bid at the offer price or at the cut-off price) of the Issue was finalized in consultation with the Designated Stock Exchange, i.e., the NSE on Friday, November 10, 2023.

The Anchor Investor Portion aggregating to 1,026,754 Equity Shares was allocated under the Anchor Investor Portion for 10,267,584 Equity Shares. The Anchor Investor Offer Price was finalized at ₹282 per Equity Share.

- **No. of Equity Shares Allocated per Bidder:** 3,468
- **No. of Equity Shares Allotted per Application:** 3,468
- **Ratio:** 1

**Anchor Investor Portion: 4,294,488 Equity Shares** (Sample)