વલસાડમાં પુસ્તકાલય લોકાર્પણ- સીટી બસનો પ્રારંભ

(દમણગંગા ટાઇમ્સ)

વલસાડ,તા.૧૪ : મુખ્યમંત્રી ભુપેન્દ્રભાઈ પટેલના હસ્તે રૂ. ૧.૪૪ કરોડના ખર્ચે તૈયાર થયેલા આધુનિક સુવિધાસભર પુસ્તકાલય કમ રીડિંગ સેન્ટર સરકારી પુસ્તકાલયનું લોકાર્પણ કર્યું હતું. આ પુસ્તકાલયમાં પર ૧૦૦ લોકો એક સાથે બેસીને વાંચી શકે તેવી સુવિધા ઉપલબ્ધ છે. આગામી દિવસોમાં ઈ-લાઈબ્રેરીની સુવિધા પણ ઉભી કરાશે. યુપીએસસી અને જીપીએસસી સહિત અન્ય પરીક્ષાની તૈયારી કરતા યુવક-યુવતીઓ માટે અલગથી વાંચનાલય બનાવ્યું છે. આગામી સમયમાં વિદ્યાર્થીઓ કમ્પ્યુટરનો ઉપયોગ કરી શકે તે માટે સ્ટુડન્ટ કોર્નર પણ બનાવાશે.

મુખ્ય મંત્રીએ કલ્યાણ બાગ ખાતેથી વલસાડ શહેરી બસ સેવાનો પ્રારંભ કરાવ્યો હતો. મુખ્યમંત્રી શહેરી બસ પરિવહન સુવિધા અંતર્ગત નેટ કોસ્ટ કોન્ટ્રાક્ટ ધોરણે અને સીટી બસ સેવા પીપીપી ધોરણે સીટી બસના છ રૂટો નક્કી કરવામાં આવ્યા છે.

મુખ્યમંત્રી ભુપેન્દ્રભાઈ પટેલે બાળપણનો આશરે એક દાયકા જેટલો સમય વલસાડ શહેરમાં વિતાવ્યો હતો. વાણિયાવાડમાં એક મકાનમાં એમના પરિવાર સાથે રહ્યા હતાં. વલસાડની ગલીઓમાં વાણિયાવાડમાં મુખ્યમંત્રીનું બાળપણ વિત્યું હતું ત્યારબાદ મુખ્યમંત્રીએ શ્રીનાથજી મંદિર અને એમના જૂના ઘરની મુલાકાત પણ લીધી.

ધોરણ ૧ થી ૪નું પ્રાથમિક શિક્ષણ વર્ષ ૧૯૬૭ થી ૧૯૭૧ દરમિયાન પાડશાળા સંકુલની કોઠારી શાળામાં અને વર્ષ ૧૯૭૧ થી ૧૯૭૪ દરમિયાન ધોરણ ૫ થી ૭ નું શિક્ષણ વલસાડની બાઈ આંવા બાઈ હાઈસ્કૂલમાં લીધું હતું. આ શિક્ષણ મંદિરની મુલાકાત લઈ મુખ્યમંત્રીએ ધન્યતા અનુભવી હતી.

મુખ્યમંત્રીએ મોંઘાભાઈ હોલ ખાતે ઉમિયા સોશ્યલ ટ્રસ્ટ દ્વારા આયોજિત મહારકતદાન શિબિરમાં રકતદાતાઓ સાથે મુલાકાત કરી, તેમની ભાવનાને બિરદાવી હતી.

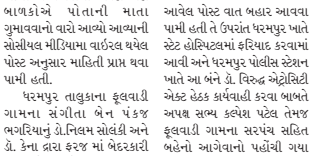
તબીબની બેદરકારીની સોશિયલ મીડિયા પોસ્ટ બાબતે

ધરમપુરમાં સ્ટેટ હોસ્પિટલમાં મોરચો

(દમણગંગા ટાઇમ્સ)

ધરમપુર,તા. ૧૪ : ધરમપુર ખાતે સ્ટેટ હોસ્પિટલમા આદિવસી ગરીબ પરિવાર એ આક્ષેપ કર્યો કે ડો.ની બેદરકારીના કારણે ત્રણ બાળકો એ પોતાની માતા ગુમાવવાનો વારો આવ્યો આવ્યાની સોસીયલ મીડિયામા વાઈરલ થયેલ પોસ્ટ અનુસાર માહિતી પ્રાપ્ત થવા પામી હતી.

ધરમપુર તાલુકાના ફૂલવાડી ગામના સંગીતા બેન પંકજ ભગરિયાનું ડો.નિલમ સોલંકી અને ડો. કેના દ્વારા ફરજ માં બેદરકારી રાખવાને કારણે ૩ આદિવાસી બાળકો એ માતા ગુમાવવાનો વારો આવ્યો અને સીઝર કર્યા બાદ ફરી ઓપરેસન કરી પરિવારની સમંતિ વગર ગર્ભાશય કાઢી નાખવામાં આવ્યુ એમ પરીવારે આક્ષેપ કર્યો અને ધરમપુર તાલુકા ની ૪૦૦ થી વધારે આશાવર્કર બહેનો એ આ બંને ડો પર આક્ષેપ કર્યો કે આ ડો આદિવાસી ઓને ન શોભે એવા શબ્દો દ્વારા વાક્ષ ઉચ્ચારણ કર્યું હોવાનું તાલુકા પંચાયતના અપક્ષ સભ્ય કલ્પેશ પટેલ દ્વારા સોસીયલ મીડિયામા વાયરલ કરવામા આવેલ પોસ્ટ વાત બહાર આવવા પામી હતી તે ઉપરાંત ધરમપુર ખાતે સ્ટેટ હોસ્પિટલમાં ફરિયાદ કરવામાં આવી અને ધરમપુર પોલીસ સ્ટેશન ખાતે આ બંને ડો. વિરુદ્ધ એટ્રોસિટી એક્ટ હેઠક કાર્યવાહી ફરવા બાબતે અપક્ષ સભ્ય કલ્પેશ પટેલ તેમજ ફૂલવાડી ગામના સરપંચ સહિત બહેનો આગેવાનો પહોંચી ગયા હતા. આગામી દિવસમાં આ માતાની છત્ર છાયા ગુમાવનાર નાની બાળકીઓને ન્યાય ન મળશે તો તમામ આશા વર્કર બહેનો અને પીડિત પરિવાર સાથે સ્ટેટ હોસ્પિટલના વિરોધ માં કાર્યક્રમ આપવાની ફરજ પડશેની તા.૫ અપક્ષ સભ્ય કલ્પેશ પટેલે ચીમકી ઉચ્ચારી છે.



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PUBLIC ANNOUNCEMENT

(Please scan this QR Code to view the DRHP)

CELLO WORLD LIMITED

Our Company was incorporated as "Cello World Private Limited", as a private limited company under the Companies Act, 2013, pursuant to a certificate of incorporation dated July 25, 2018, issued by the Registrar of Companies, Central Registration Centre. Thereafter, the Registered Office of our Company was changed from the State of Maharashtra to the Union Territory of Daman and Diu and a certificate of registration of the regional director order, for change of State dated April 8, 2020, was issued by the RoC. Subsequently, upon the conversion of our Company into a public limited company, pursuant to a special resolution passed by our Shareholders on June 12, 2023, the name of our Company was changed to "Cello World Limited" and a fresh certificate of incorporation dated July 18, 2023 was issued by the RoC. For further details of change in name and Registered Office of our Company, please refer to the section titled *"History and Certain Corporate Matters – Brief history of our Company"* and *"History and Certain Corporate Matters – Changes in the Registered Office of our Company"* on page 216 of the Draft Red Herring Prospectus dated August 14, 2023 ("**DRHP**"), filed with the Securities and Exchange Board of India on August 14, 2023 ("**SEBI**").

Corporate Identity Number: U25209DD2018PLC009865

Registered Office: 597/2A, Somnath Road, Dabhel, Nani Daman 396 210, Daman and Diu, India. **Corporate Office:** Cello House, Corporate Avenue, B Wing, 8th Floor, Sonawala Road, Goregaon (East), Mumbai – 400 063, Maharashtra, India.

Contact Person: Hemangi Trivedi, Company Secretary and Compliance Officer; **Tel:** +91 22 2685 1027; **E-mail:** grievance@cellowrld.com; **Website:** www.cellowrld.com

OUR PROMOTERS: PRADEEP GHISULAL RATHOD, PANKAJ GHISULAL RATHOD AND GAURAV PRADEEP RATHOD

INITIAL PUBLIC OFFER OF UP TO [●] EQUITY SHARES OF FACE VALUE OF ₹ 5 EACH ("EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE) ("OFFER PRICE") THROUGH AN OFFER FOR SALE ("OFFER") OF UP TO [●] EQUITY SHARES AGGREGATING UP TO ₹ 17,500.00 MILLION, COMPRISING UP TO [●] EQUITY SHARES AGGREGATING UP TO ₹ 3,000.00 MILLION BY PRADEEP GHISULAL RATHOD, UP TO [●] EQUITY SHARES AGGREGATING UP TO ₹ 6,700.00 MILLION BY PANKAJ GHISULAL RATHOD, UP TO [●] EQUITY SHARES AGGREGATING UP TO ₹ 3,800.00 MILLION BY GAURAV PRADEEP RATHOD (COLLECTIVELY, REFERRED TO AS THE "PROMOTER SELLING SHAREHOLDERS"), UP TO [●] EQUITY SHARES AGGREGATING UP TO ₹ 2,000.00 MILLION BY SANGEETA PRADEEP RATHOD, UP TO [●] EQUITY SHARES AGGREGATING UP TO ₹ 1,000.00 MILLION BY BABITA PANKAJ RATHOD, AND UP TO [●] EQUITY SHARES AGGREGATING UP TO ₹ 1,000.00 MILLION BY RUCHI GAURAV RATHOD (COLLECTIVELY REFERRED TO AS THE "OTHER SELLING SHAREHOLDERS"), (OTHER SELLING SHAREHOLDERS TOGETHER WITH PROMOTER SELLING SHAREHOLDERS, COLLECTIVELY REFERRED TO AS THE "SELLING SHAREHOLDERS" AND SUCH EQUITY SHARES OFFERED BY THE SELLING SHAREHOLDERS, THE "OFFERED SHARES").

THE OFFER INCLUDES A RESERVATION OF UP TO [●] EQUITY SHARES, AGGREGATING UP TO ₹ 100.00 MILLION (CONSTITUTING UP TO [●]% OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL), FOR SUBSCRIPTION BY ELIGIBLE EMPLOYEES ("EMPLOYEE RESERVATION PORTION"). THE OFFER LESS THE EMPLOYEE RESERVATION PORTION IS HEREINAFTER REFERRED TO AS "NET OFFER". THE OFFER AND NET OFFER SHALL CONSTITUTE [●]% AND [●]%, OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY, RESPECTIVELY.

The Offer is being made through the Book Building Process, in terms of Rule 19(2)(b) of the SCRR read with Regulation 31 of the SEBI ICDR Regulations and in compliance with Regulation 6(1) of the SEBI ICDR Regulations, wherein not more than 50.00% of the Net Offer shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("**QIBs**", and such portion, "**QIB Portion**") provided that our Company (acting through the IPO Committee) may, in consultation with the BRLMs, allocate up to 60.00% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("**Anchor Investor Portion**"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5.00% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors) including Mutual Funds, subject to valid Bids being received at or above the Offer Price. However, if the aggregate demand from Mutual Funds is less than 5.00% of the QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining QIB Portion for proportionate allocation to QIBs. Further, not less than 15.00% of the Net Offer shall be available for allocation to Non-Institutional Bidders out of which (a) one third of such portion shall be reserved for applicants with application size of more than ₹ 0.20 million and up to ₹ 1.00 million; and (b) two third of such portion shall be reserved for applicants with application size of more than ₹ 1.00 million, provided that the unsubscribed portion in either of such sub-categories may be allocated to applicants in the other sub-category of Non-Institutional Bidders. Further, not less than 35.00% of the Net Offer shall be available for allocation to Retail Individual Bidders ("**RIBs**") in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilise the Application Supported by Blocked Amount ("**ASBA**") process by providing details of their respective ASBA Accounts and UPI ID in case of UPI Bidders using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Offer through the ASBA process. For details, please refer to the section titled *"Offer Procedure"* on page 491 of the DRHP.

This public announcement is being made in compliance with the provisions of Regulation 26(2) of the SEBI ICDR Regulations to inform the public that our Company is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its Equity Shares pursuant to the Offer and the DRHP has been filed with the SEBI on August 14, 2023.

Pursuant to Regulation 26(1) of the "SEBI ICDR" Regulations, the DRHP filed with SEBI shall be made available to the public for comments, if any, for a period of at least 21 days, from the date of such filing by hosting it on the websites of SEBI at www.sebi.gov.in, Stock Exchanges i.e., BSE at www.bseindia.com, NSE at www.nseindia.com, the websites of BRLMs, i.e. Kotak Mahindra Capital Company Limited at https://investmentbank.kotak.com, ICICI Securities Limited at www.icicisecurities.com, IIFL Securities Limited at www.iiflcap.com, JM Financial Limited at www.jmfl.com and Motilal Oswal Investment Advisors Limited at www.motilaloswalgroup.com and on the website of the Company at www.cellowrld.com. Our Company invites the members of the public to give their comments on the DRHP filed with SEBI with respect to disclosures made in the DRHP. The members of the public are requested to send a copy of their comments to SEBI, and/or the Company Secretary and Compliance Officer of our Company and/or the BRLMs at their respective addresses mentioned below. All comments must be received by SEBI, and/or our Company and/or Company Secretary and Compliance Officer of our Company and/or the BRLMs in relation to the Offer on or before 5 p.m. on the 21st day from the aforesaid date of filing the DRHP with SEBI.

Investment in equity and equity-related securities involve a degree of risk and investors should not invest any funds in the Offer unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Offer. For taking an investment decision, investors must rely on their own examination of our Company and the Offer, including the risks involved. The Equity Shares in the Offer have not been recommended or approved by SEBI, nor does SEBI guarantee the accuracy or adequacy of the contents of the DRHP. Specific attention of the investors is invited to *"Risk Factors"* on page 34 of the DRHP.

Any decision to invest in the Equity Shares described in the DRHP may only be made after the red herring prospectus ("**RHP**") has been filed with the RoC and must be made solely on the basis of such RHP as there may be material changes in the RHP from the DRHP. The Equity Shares, when offered through the RHP, are proposed to be listed on the main board of the Stock Exchanges.

For details of the main objects of our Company as contained in its Memorandum of Association, see *"History and Certain Corporate Matters - Main objects of our Company"* on page 216 of the DRHP.

The liability of the members of our Company is limited. For details of the share capital and capital structure of our Company and the names of the signatories to the Memorandum of Association and the number of shares subscribed by them of our Company, please see *"Capital Structure - Note to Capital Structure"* on page 82 of the DRHP.

BOOK RUNNING LEAD MANAGERS

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Kotak Mahindra Capital Company Limited 1st Floor, 27 BKC, Plot No. C-27 G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051 Maharashtra, India **Tel:** +91 22 4336 0000 **E-mail:** cellowrld.ipo@kotak.com **Investor grievance e-mail:** kmccredressal@kotak.com **Website:** https://investmentbank.kotak.com **Contact person:** Ganesh Rane **SEBI registration no.:** INM000008704	**ICICI Securities Limited** ICICI Venture House, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025, Maharashtra, India **Tel:** +91 22 6807 7100 **E-mail:** cellowrld.ipo@icicisecurities.com **Investor grievance e-mail:** customercare@icicisecurities.com **Website:** www.icicisecurities.com **Contact person:** Shekher Asnani / Kristina Dias **SEBI registration no.:** INM000011179	**IIFL Securities Limited** 10th Floor, IIFL Centre, Kamala City, Senapati Bapat Marg, Lower Parel (West), Mumbai 400 013 Maharashtra, India **Tel:** +91 22 4646 4728 **E-mail:** cello.ipo@iiflcap.com **Investor grievance e-mail:** ig.ib@iiflcap.com **Website:** www.iiflcap.com **Contact person:** Yogesh Malpani / Bhavesh Mandoth **SEBI registration no.:** INM000010940	**JM Financial Limited** 7th Floor, Cnergy, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025, Maharashtra, India **Tel:** +91 22 6630 3030 **E-mail:** cellowrld.ipo@jmfl.com **Investor grievance e-mail:** grievance.ibd@jmfl.com **Website:** www.jmfl.com **Contact person:** Prachee Dhuri **SEBI registration no.:** INM000010361	**Motilal Oswal Investment Advisors Limited** Motilal Oswal Tower, Rahimtullah Sayani Road, Opposite Parel ST Depot, Prabhadevi, Mumbai 400 025, Maharashtra, India **Tel:** +91 22 7193 4380 **E-mail:** cello.ipo@ motilaloswal.com **Investor grievance e-mail:** moiacfredressal@motilaloswal.com **Website:** www.motilaloswalgroup.com **Contact person:** Ritu Sharma/ Sankita Ajinkya **SEBI registration no.:** INM000011005

REGISTRAR TO THE OFFER

Link Intime India Private Limited
C-101, 1st Floor, 247 Park L.B.S. Marg, Vikhroli West, Mumbai 400 083, Maharashtra, India. **Tel:** +91 810 811 4949; **E-mail:** cellowrld.ipo@linkintime.co.in; **Investor grievance e-mail:** cellowrld.ipo@linkintime.co.in
Website: www.linkintime.co.in; **Contact person:** Shanti Gopalkrishnan; **SEBI registration no.:** INR000004058

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the DRHP.

For **CELLO WORLD LIMITED**
On behalf of the Board of Directors
Sd/-
Hemangi Trivedi
Company Secretary and Compliance Officer

Place : Daman and Diu
Date : August 14, 2023

CELLO WORLD LIMITED is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to undertake an initial public offering of its Equity Shares and has filed the DRHP with SEBI and Stock Exchanges on August 14, 2023. The DRHP shall be available on the websites of SEBI at www.sebi.gov.in, Stock Exchanges i.e., BSE at www.bseindia.com and NSE at www.nseindia.com, the websites of the BRLMs, i.e. Kotak Mahindra Capital Company Limited at https://investmentbank.kotak.com, ICICI Securities Limited at www.icicisecurities.com, IIFL Securities Limited at www.iiflcap.com, JM Financial Limited at www.jmfl.com and Motilal Oswal Investment Advisors Limited at www.motilaloswalgroup.com and the website of the Company at www.cellowrld.com. Potential investors should note that investment in equity shares involves a high degree of risk and for details relating to such risk, see the section titled *"Risk Factors"* on page 34 of the DRHP. Any potential investors should not rely on the DRHP filed with SEBI for making any investment decision.

The Equity Shares offered in the Offer have not been and will not be registered under the United States Securities Act of 1933, as amended (the "**U.S. Securities Act**") or any other applicable law of 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 U.S. applicable state securities laws. Accordingly, the Equity Shares are only being offered and sold (i) within the United States only to persons reasonably believed to be "qualified institutional buyers" (as defined in Rule 144A under the U.S. Securities Act, "Rule 144A") in transactions exempt from, or not subject to, the registration requirements of the U.S. Securities Act, and (ii) outside the United States in offshore transactions as defined in and in compliance with Regulation S under the U.S. Securities Act and pursuant to the applicable laws of the jurisdiction where those offers and sales are made. There will be no public offering of the Equity Shares in the United States.

CONCEPT