THE ISSUE

- **GSP PORTION**: NOT MORE THAN 35.00% OF THE NET ISSUE
- **RETAIL PORTION**: NOT MORE THAN 35.00% OF THE NET ISSUE
- **NIA PORTION**: NOT MORE THAN 65.00% OF THE NET ISSUE

**PRICE BAND**: Rs. 82 to Rs. 87 per equity share of face value Rs. 10/- each

The floor price is 82.00 times the face value and the cap price is 87.00 times the face value of the equity shares. BIDS CAN BE MADE FOR A MINIMUM OF 1600 EQUITY SHARES AND IN MULTIPLES OF 1600 EQUITY SHARES THEREAFTER.

**Risks to Investors:**

- We operate in highly competitive markets, and the scale and resources of some of our competitors may allow them to compete more effectively than we can, which could result in a loss of our market share and a decrease in our net profits and profitability.
- The Merchant Banker associated with the issue has handed 24 public issue in the past three years out of which 1 issue closed below the issue Price on listing date.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Promoter</th>
<th>Average cost of Acquisition (in ₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sukhwal Jain</td>
<td>8.33</td>
</tr>
<tr>
<td>2</td>
<td>Praveen Kumar Sukhwal Jain</td>
<td>19.07</td>
</tr>
<tr>
<td>3</td>
<td>Vikas Kumar Sukhwal Jain</td>
<td>10.42</td>
</tr>
<tr>
<td>4</td>
<td>Hitesh Kumar Jain</td>
<td>10.42</td>
</tr>
<tr>
<td>5</td>
<td>Vikas Kumar Sukhwal Jain HUF</td>
<td>19.52</td>
</tr>
</tbody>
</table>

The weighted average cost of acquisition was 26.10% higher than the issue Price.

**For More ePaper**: [https://www.fresherwave.com/](https://www.fresherwave.com/)

**BASIS FOR ISSUE PRICE**

- Valuation
- Risk
- Industry
- Management

**Prospectus:** The prospectus of the Issue is available at the website of the Company and at the websites of the designated Lead Managers and Link Lead Managers. For details, please refer to the prospectus.

**For More ePaper**: [https://www.fresherwave.com/](https://www.fresherwave.com/)

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In the matter of change of name from ‘VASUNDHARA TREX PRIVATE LIMITED’ to ‘BLUEMAX FINTECH PRIVATE LIMITED’

It is hereby informed that BLUEMAX FINTECH PRIVATE LIMITED (CIN: U51109DL1996PTC316158) having its registered office at R-720, Ground Floor, New Rajinder Nagar, New Delhi-110060 has duly passed necessary resolution in terms of the Companies Act, 2013 and obtained new certificate of incorporation from the Registrar of Companies, NCT of Delhi and Haryana dated 26.04.2023 pursuant to rule 29 of the Companies (Incorporation) Rules, 2014. Further, being a NBFC, it has obtained necessary approval and received New Certificate of Registration (CoR) having CoR no.B-14.03400 dated 06.06.2023 from Department of Non-banking Supervision, Reserve Bank of India, 6, Sansad Marg, New Delhi-110001 evidencing the change of name of the Company from ‘VASUNDHARA TREX PRIVATE LIMITED’ to ‘BLUEMAX FINTECH PRIVATE LIMITED’.

All stakeholders are requested to take note of the above information.

Date: 18.06.2023
Place: New Delhi
DIN : 01295014
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**GREENCHER APPLIANCES LIMITED**

Our Company has been duly incorporated as "Greencher Appliances Limited" under the provisions of the Companies Act, 2013 with Corporate Id 201308170002361. The Company has been incorporated on June 19, 2013. Our Board of Directors includes Mr. Virendra Jain, Mr. Deepak Jain, and Mr. Subhash Jain. The Company’s objective is to manufacture and sell home appliances, including microwaves, refrigerators, and other electrical products.

**THE ISSUE**

The Issue comprises a Herrera, Retail Portion, and Institutional Portion.

- **HERRERA PORTION:** NOT LESS THAN 15% OF THE NET ISSUE
- **RETAIL PORTION:** NOT LESS THAN 15% OF THE NET ISSUE
- **INSTITUTIONAL PORTION:** NOT MORE THAN 55% OF THE NET ISSUE

**MARKET MAKER PORTION:** UPTO 12 EQUITY SHARERS ON 5.00% OF THE ISSUE

**PRICE RANGE:** Rs. 82 TO Rs. 87 PER EQUITY SHARE OF FACE VALUE Rs. 10/- EACH

**THE FLOOR PRICE IS 8.20 TIMES OF THE FACE VALUE AND THE CAP PRICE IS 8.70 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.**

**BIDS CAN BE MADE FOR A MINIMUM OF 1600 EQUITY SHARERS AND IN MULTIPLES OF 1600 EQUITY SHARERS THEREAFTER.**

**Risk to Investors:**

- We operate in highly competitive markets, and the scale and resources of some of our competitors may allow them to compete more effectively than we do, which could result in a loss of our market share and a decrease in our net revenues and profitability.
- The Merchant Banker associated with the issue has handled 25 public issue in the past three years out of which 1 issue closed below the Issue Price on listing date.
- Average cost of acquisition of Equity Shares held by the Individual Promoters is

<table>
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<tr>
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</tr>
</tbody>
</table>

The price and the price at the upper end of the Price Band is Rs. 87 per Equity Share.

- The Price/ Earnings ratio based on Diluted EPS for FY22 and December 31, 2022 for the company at the upper end of the Price Band is 193.33 and 14.57 respectively.
- Weighted Average Return on Net worth for Fiscals 2022, 2021 and 2020 is 2.77% and Return on Networth for December 31, 2022 is 16.85%.
- The weighted average cost of acquisition of all Equity Shares traded in the last 18 months and 3 years from the date of RHP is as given above.

**BID/ISSUE OPENS ON FRIDAY, JUNE 23, 2023**

**BID/ISSUE CLOSES ON TUESDAY, JUNE 27, 2023**