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Green Chef GREENCHEF APPLIANCES LIMITED

Our Company was originally incorporated as "Greenchef Appliances Limited" under the provisions of the Companies Act, 1956 vide Certificate of Incorporation dated June 18, 2010 bearing registration number 054118 issued by the Registrar of Companies, Bangalore, Karnataka and CIN: U29300KA2010PLC054118. For further details please refer to chapter titled "*History and Corporate Structure*" beginning on page 169 of this Red Herring Prospectus.

Registered Office: No. 477 E, IV Phase, Peenya Industrial Area, Bangalore - 560 058, Kanrataka, India. Tel No: +91-80-29564495; E-mail: info@greenchef.in; Website: www.greenchef.in; CIN: U29300KA2010PLC054118 Contact Person: Aarti Panigrahi, Company Secretary & Compliance Officer

OUR PROMOTERS: SUKHLAL JAIN, PRAVEEN KUMAR SUKHLAL JAIN, VIKAS KUMAR SUKHLAL JAIN, HITESH KUMAR JAIN AND VIKAS KUMAR SUKHLAL JAIN HUF

THE ISSUE

INITIAL PUBLIC OFFER OF UPTO 61,63,200 EQUITY SHARES OF FACE VALUE OF RS. 10/- EACH (THE "EQUITY SHARES") OF GREENCHEF APPLIANCES LIMITED ("OUR COMPANY" OR "GREENCHEF" OR "THE ISSUER") AT AN ISSUE PRICE OF RS. [●] PER EQUITY SHARES OF FACE VALUE OF RS. 10/- EACH (THE "EQUITY SHARES") OF GREENCHEF APPLIANCES LIMITED ("OUR COMPANY" OR "GREENCHEF" OR "THE ISSUER") AT AN ISSUE PRICE OF RS. [●] PER EQUITY SHARES OF FACE VALUE OF RS. 10/- EACH (THE "EQUITY SHARES") OF GREENCHEF APPLIANCES LIMITED ("OUR COMPANY" OR "GREENCHEF" OR "THE ISSUER") AT AN ISSUE PRICE OF RS. [●] PER EQUITY SHARES OF FACE VALUE OF RS. 10 EACH, AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING ₹ [●] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 58,51,200 EQUITY SHARES OF FACE VALUE OF RS. 10 EACH, AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ [●] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 58,51,200 EQUITY SHARES OF FACE VALUE OF RS. 10 EACH, AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ [●] LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE WILL CONSTITUTE 26.48% AND 25.14% RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

• QIB PORTION: NOT MORE THAN 50.00% OF THE NET ISSUE

NON-INSTITUTIONAL PORTION: NOT LESS THAN 15.00% OF THE NET ISSUE
 MARKET MAKER PORTION: UPTO 3,12,000 EQUITY SHARES OR 5.06% OF THE ISSUE

• RETAIL PORTION: NOT LESS THAN 35.00% OF THE NET ISSUE • MAR

PRICE BAND: 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 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 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

Sr. No.	Name of the Promoter	Average cost of Acquisition (in ₹)
1.	Sukhlal Jain	8.33
2.	Praveen Kumar Sukhlal Jain	19.07
3.	Vikas Kumar Sukhlal Jain	0.52
4.	Hitesh Kumar Jain	10.42
5.	Vikas Kumar Sukhlal Jain HUF	19.52

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

• The Price/Earnings ratio based on Diluted EPS for Fiscal 2022 and for December 31, 2022 for the company at the upper end of the Price Band is 193.33 and 14.57 respectively.

Current Market

- Weighted Average Return on Net worth for Fiscals 2022, 2021 and, 2020 is 2.77% and Return on Net wroth for December 31, 2022 is 16.85%
- The Weighted average cost of acquisition of all Equity Shares transacted in the last one year, 18 months and three years from the date of RHP is as given below:

Period	Weighted Average Cost of Acquisition (in Rs.)*	Upper end of the Price Band (Rs. 87) is 'X" times the weighted Average cost of Acquisition	Range of acquisition price: Lowest Price – Highest Price (in Rs.)
Last 1 year/ Last 18 months/ Last 3 years	Nil	NA	NA

• The Weighted average cost of acquisition compared to floor price and cap price

Types of transactions	Weighted average cost of acquisition ($\overline{\mathbf{T}}$ per Equity Shares)	Floor price* (i.e. ₹ 82)	Cap price* (i.e. ₹ 87)
WACA of Primary Issuance (except for bonus issue) (exceeding 5% of the pre issue capital)	NA	NA	NA
WACA for secondary sale / acquisition (exceeding 5% of the pre issue capital)	NA	NA	NA
WACA of past 5 primary issuances / secondary transactions in last 3 years	Nil	Not Defined	Not Defined

	BASIS FOR ISS			
Price Band/ Issue Price shall be determined by our Company in consultation with the Book Running Lead Manager	4. Net Asset Value (NAV) per Equity Share:		Explanation for KPI	metrics
on the basis of the assessment of market demand for the Equity Shares through the Book Building Process and on	Sr. No. NAV per Equity Share*	Outstanding at the end of the year/ period	КРІ	Explanations
the basis of the qualitative and quantitative factors as described in this section. The face value of the Equity Shares is	a) As at March 31, 2022	30.22	Revenue from	Revenue from Operations is used by our management to track the revenue profile of the
₹ 10/- each and the Issue Price is 8.20 times of the face value at the lower end of the Price Band and 8.70 times of the	b) As at March 31, 2021	29.77	Operations	business and in turn helps to assess the overall financial performance of our Company and
face value at the upper end of the Price Band. For the purpose of making an informed investment decision, the investors should also refer "Risk Factors",	c) As at March 31, 2020	28.37		volume of our business in key verticals
"Our Business" and "Financial Statement as restated" beginning on page 25, 137 and 195 respectively of this	d) As at December 31, 2022	35.43	EBITDA	EBITDA provides information regarding the operational efficiency of the business
Red Herring Prospectus	e) NAV per Equity Share at floor price	43.94	EBITDA Margin (%)	EBITDA Margin (%) is an indicator of the operational profitability and financial performance
QUALITATIVE FACTORS	f) NAV per Equity Share after the Issue	45.26		of our business
	g) Issue Price	[●]	PAT	Profit after tax provides information regarding the overall profitability of the business.
We believe the following business strengths allow us to successfully compete in the industry:	*The above NAV has been calculated giving the effect of Bonus	Shares	PAT Margin (%)	PAT Margin (%) is an indicator of the overall profitability and financial performance of our business.
 a) A one stop shop for kitchen solutions with a diverse range of products across consumer preferences 	Note:		Net Worth	Net worth is used by the management to ascertain the total value created by the entity and
b) Emerging player in some of the key verticals	i. The NAV per Equity Share has been computed by dividing r	estated net worth with weighted average number of		provides a snapshot of current financial position of the entity.
c) Widespread, well connected distribution network with a presence across multiple retail channels and online e-	equity shares outstanding at the end of the year/period.		RoE(%)	RoE provides how efficiently our Company generates profits from shareholders' funds.
commerce platforms and a dedicated after-sales network.	5. Comparison of Accounting Ratios with Industry Peers		RoCE (%)	ROCE provides how efficiently our Company generates earnings from the capital employed
 d) Strong manufacturing capability with efficient backward integration 				in the business.

8. Set forth below are the details of comparison of key performance of indicators with our listed industry peers:

Experienced Promoter and management team

For a detailed discussion on the qualitative factors which form the basis for computing the price, please refer to sections titled **"Our Business"** beginning on page 137 of the Red Herring Prospectus.

QUANTITATIVE FACTORS

e) Consistent focus on quality

The information presented below relating to our Company is based on the Restated Financial Statements. For details, please refer section titled *"Financial Information of the Company"* on page 195 of this Red Herring Prospectus. Some of the quantitative factors which may form the basis for calculating the Issue Price are as follows:

1. Basic & Diluted Earnings per share (EPS) (Face value of Rs. 10 each):

As per the Restated Financial Statements;

Sr. No	Period	Basic & Diluted (₹)	Weights
1.	Period ending March 31, 2022	0.45	3
2.	Period ending March 31, 2021	1.47	2
3.	Period ending March 31, 2020	0.65	1
	Weighted Average	0.92	6
	Period ending December 31, 2022	5.97*	

*Not annualized

Notes:

i. The figures disclosed above are based on the Restated Financial Statements of the Company.

ii. The face value of each Equity Share is Rs. 10.00.

- iii. Earnings per Share has been calculated in accordance with Accounting Standard 20 "Earnings per Share" issued by the Institute of Chartered Accountants of India.
- *iv.* The above statement should be read with Significant Accounting Policies and the Notes to the Restated Financial Statements as appearing in Annexure IV.
- v. Basic Earnings per Share = Net Profit/(Loss) after tax, as restated attributable to equity shareholders / Weighted average number of equity shares outstanding during the year/ period
- vi. Diluted Earnings per Share = Net Profit/ (Loss) after tax, as restated attributable to equity shareholders / Weighted average number of diluted potential equity shares outstanding during the year/ period.
- 2. Price Earning (P/E) Ratio in relation to the Price Band of ₹ 82 to ₹ 87 per Equity Share of Face Value of ₹ 10/each fully paid up

Particulars		(P/E) Ratio at the Floor Price	(P/E) Ratio at the Cap Price		
P/E ratio based on the Basic & Diluted EPS, as restate	d for				
Financial Year 2021-2022		182.22	193.33		
P/E ratio based on the Weighted Average EPS, as restated.		89.13	94.57		
P/E ratio based on the Basic & Diluted EPS, as restate	d for				
December 31, 2022		13.74*	14.57*		
*Not annualized					
Industry P/E Ratio*					
Highest	128.54				
Lowest	25.10				
Industry Average	56.61				

*For the purpose of industry, we have considered the companies engaged in the same sector or engaged in the similar line of business segment, however, they may not be exactly comparable in terms of size or business portfolio on a whole with that of our company.

Average PE have been calculated based on the PE ratio of the Peer company i.e. TTK Prestige Limited, Hawkins Cookers Limited, Stove Kraft Limited, Butterfly Gandimathi Appliances Limited.

Note:

i. The P/E ratio of our company has been computed by dividing Issue Price with EPS.

ii. P/E Ratio of the peer company is based on the Annual report of the company for the year 2022 and stock exchange data dated June 13, 2023.

3. Return on Net worth (RoNW)*

Period	RoNW (%)	Weights
Period ending March 31, 2022	1.48	3
Period ending March 31, 2021	4.93	2
Period ending March 31, 2020	2.30	1
Weighted Average	2.77	6
Period ending December 31, 2022	16.85**	
	Period ending March 31, 2022 Period ending March 31, 2021 Period ending March 31, 2020 Weighted Average	Period ending March 31, 2022 1.48 Period ending March 31, 2021 4.93 Period ending March 31, 2020 2.30 Weighted Average 2.77

*Restated Profit after tax/Net Worth **Not Annualized

Note:

i. The RoNW has been computed by dividing net profit after tax (excluding exceptional items) with restated Net worth as at the end of the year/period

https://instadownload.app/

Company	Price (Rs.)	(Rs.)	Basic	Diluted		(%) *	(Rs.)	Lakhs)
Greenchef Appliances Limited	[●]	10.00	0.45	0.45	[•]	1.48%	30.22	33,704.52
Peer Group								
TTK Prestige Limited	720.25	1.00	21.99	21.99	32.75	18.89%	124.79	2,75,750.00
Hawkins Cookers Limited	6350.00	10.00	158.64	158.64	40.03	43.00%	403.21	96,387.31
Stove Kraft Limited	432.05	10.00	17.21	16.96	25.10	16.86%	110.75	1,13,479.30
Butterfly Gandhimathi Appliances Limited	1159.45	10.00	9.02	9.02	128.54	7.03%	131.44	100,724.62
Notes:								

*All the financial information for our Company above is sourced from the Restated Financial Statements. For reconciliation and further details, see "Other Financial Information" on page 237.

**Source: All the financial information for listed industry peers mentioned above is sourced from the Annual Reports of the aforesaid companies for the year ended March 31, 2022 and stock exchange data dated June 13, 2023 to compute the corresponding financial ratios.

- (1) P/E figures for the peers are based on closing market prices of equity shares on BSE on June 13, 2023 divided by the Basic EPS as at March 31, 2022
- (2) Basic and Diluted EPS refers to the Basic and Diluted EPS sourced from the Annual Reports for FY 21-22 of the listed peer companies.
- (3) Return on Net Worth (%) for listed industry peers has been computed based on the Net Profit After Tax for the year ended March 31, 2022 divided by Total Equity as on March 31, 2022.
- (4) NAV per share for listed peers is computed as the Total Equity as on March 31, 2022 divided by the outstanding number of equity shares as on March 31, 2022.
- The face value of Equity Shares of our Company is Rs. 10/- per Equity Share and the Issue price is [•] times the face value of equity share.

7. Key Performance Indicators

The KPIs disclosed below have been used historically by our Company to understand and analyze the business performance, which in result, help us in analyzing the growth of our company in comparison to our peers.

The KPIs disclosed below have been approved by a resolution of our Audit Committee dated March 20, 2023 and the members of the Audit Committee have verified the details of all KPIs pertaining to our Company. Further, the members of the Audit Committee have confirmed that there are no KPIs pertaining to our Company that have been disclosed to any investors at any point of time during the three years period prior to the date of filing of this Red Herring Prospectus. Further, the KPIs herein have been certified by Patel Shah & Joshi, Chartered Accountants, by their certificate dated March 20, 2023

The KPIs of our Company have been disclosed in the sections titled "Our Business" and "Management's Discussion and Analysis of Financial Condition and Results of Operations – Key Performance Indicators" on pages 137 and 242, respectively.

Our Company confirms that it shall continue to disclose all the KPIs included in this section on a periodic basis, at least once in a year (or any lesser period as determined by the Board of our Company), for a duration of one year after the date of listing of the Equity Shares on the Stock Exchange or till the complete utilization of the proceeds of the Issue as per the disclosure made in the Objects of the Issue Section, whichever is later or for such other duration as may be required under the SEBI ICDR Regulations.

Key Performance Indicators of	(Rs. In Lakhs except percentages and ratios,				
Key Financial Performance	Nine months period ended December 31, 2022*	FY 2021-22	FY 2020-21	FY 2019-20	
Revenue from operations ⁽¹⁾	25,482.78	33,578.47	23,899.10	23,754.52	
EBITDA ⁽²⁾	1761.77	728.60	858.34	699.99	
EBITDA Margin ⁽³⁾	6.91%	2.17%	3.59%	2.97%	
PAT	1021.55	76.54	251.34	111.77	
PAT Margin ⁽⁴⁾	4.01%	0.23%	1.05%	0.47%	
Net Worth ⁽⁵⁾	6,062.39	5,170.68	5,093.27	4,854.57	
RoE(%) ⁽⁶⁾	18.19%	1.49%	5.05%	2.33%	
RoCE (%) ⁽⁷⁾	12.52%	4.04%	6.76%	5.78%	

*Not Annualized Notes:

(1) Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements

(2) EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses - Other Income

(3) 'EBITDA Margin' is calculated as EBITDA divided by Revenue from Operations

(4) 'PAT Margin' is calculated as PAT for the period/year divided by revenue from operations.

(5) Net worth means the aggregate value of the paid-up share capital and reserves and surplus of the company.

(6) Return on Equity is ratio of Profit after Tax and Average Shareholder Equity

(7) Return on Capital Employed is calculated as EBIT divided by capital employed, which is defined as shareholders' equity plus total borrowings {current & non-current}.

(₹ in Lakhs except percentages and ratios,

Key	Greenchef Appliances Limited						
Financial Performance	Nine months period ended December 31, 2022*	FY 2021-22	FY 2020-21	FY 2019-20			
Revenue from operations ⁽¹⁾	25,482.78	33,578.47	23,899.10	23,754.52			
EBITDA (2)	1761.77	728.60	858.34	699.99			
EBITDA Margin ⁽³⁾	6.91%	2.17%	3.59%	2.95%			
PAT	1021.55	76.54	251.34	111.77			
PAT Margin ⁽⁴⁾	4.01%	0.23%	1.05%	0.47%			
Net Worth (5)	6062.39	5170.68	5093.27	4854.57			
RoE(%) ⁽⁶⁾	18.19%	1.48%	5.05%	2.33%			
RoCE (%) ⁽⁷⁾	12.52%	4.04%	6.76%	5.78%			

(₹ in Lakhs except percentages and ratios)

Кеу	TTK Prestige Limited**						
Financial Performance	Nine months period ended December 31, 2022*	FY 2021-22	FY 2020-21	FY 2019-20			
Revenue from operations ⁽¹⁾	2,16,616	2,72,245	2,19,420	2,07,299			
EBITDA (2)	27,826	42,590	32,728	26,307			
EBITDA Margin ⁽³⁾	12.85%	15.64%	14.92%	12.69%			
PAT	19,472	30,543	23,678	18,454			
PAT Margin ⁽⁴⁾	8.99%	11.22%	10.79%	8.90%			
Net Worth (5)	Not Available#	1,72,957.00	150,501.00	130,626.00			
RoE(%) ⁽⁶⁾	Not Available#	18.89%	16.85%	14.93%			
RoCE (%) ⁽⁷⁾	Not Available#	21.58%	18.59%	17.10%			

(₹ in Lakhs except percentages and ratios,

Key	Hawkins Cookers Limited**						
Financial Performance	Nine months period ended December 31, 2022*	FY 2021-22	FY 2020-21	FY 2019-20			
Revenue from operations ⁽¹⁾	75,194	95,801.19	76,845.94	67,387.33			
EBITDA (2)	10,335	11,975.94	11,080.90	10,388.29			
EBITDA Margin ⁽³⁾	13.74%	12.50%	14.42%	15.42%			
PAT	7197	8388.63	8063.55	7248.91			
PAT Margin ⁽⁴⁾	9.57%	8.76%	10.49%	10.76%			
Net Worth (5)	Not Available#	21,317.98	17,762.44	13,965.46			
RoE(%) ⁽⁶⁾	Not Available#	43%	51%	56.13%			
RoCE (%) ⁽⁷⁾	Not Available#	46%	52%	59.12%			

(₹ in Lakhs except percentages and ratios)

Key	Butterfly Gandhimathi Appliances Limited**					
Financial Performance	Nine months period ended December 31, 2022*	FY 2021-22	FY 2020-21	FY 2019-20		
Revenue from operations ⁽¹⁾	86,975.49	1,00,530.40	86,963.81	67,869.50		
EBITDA (2)	8869.88	5,136.25	7,852.81	4074.57		
EBITDA Margin ⁽³⁾	10.20%	5.11%	9.03%	6.00%		
PAT	5010.58	1612.68	3615.81	397.90		
PAT Margin ⁽⁴⁾	5.76%	1.60%	4.16%	0.59%		
Net Worth (5)	Not Available#	23,500.61	22,399.48	19,268.08		
RoE(%) ⁽⁶⁾	Not Available#	7.03%	17.36%	1.69%		
RoCE (%) ⁽⁷⁾	Not Available#	12%	21%	7.62%		

(₹ in Lakhs except percentages and ratios)

ne months period ended December 31, 2022* 1,00,579.20 8726.60	FY 2021-22 1,13,635.90 9327.30	FY 2020-21 85,895.70 11,300.00	FY 2019-20 66,986.10 3375.90
, ,	, ,	,	,
8726.60	9327.30	11,300.00	3375 90
			0070.00
8.68%	8.21%	13.10%	5.04%
4177.20	5621.50	8145.60	317.10
4.15%	4.95%	9.47%	0.47%
Not Available#	36,401	30,144.80	6018.10
Not Available#	16.86%	27%	(5.27%)
Not Available#	14.17%	31.90%	9.30%
	4177.20 4.15% Not Available# Not Available#	4177.20 5621.50 4.15% 4.95% Not Available# 36,401 Not Available# 16.86%	4177.20 5621.50 8145.60 4.15% 4.95% 9.47% Not Available# 36,401 30,144.80 Not Available# 16.86% 27%

Not Annualised

**All the information for listed industry peers mentioned above is sourced from their respective unaudited financial results for the period ended on December 31, 2022 and from the Annual Reports of FY 21-22, FY 20-21 and FY 19-20.

CONNAUGHT PLACE, MAIN SOBHAGPURA CIRCLE, DPS SCHOOL ROAD, V & PO: SOBHAGPURA, TEHSIL: GIRWA DEV. BLOCK: BADGAON,-313011, Mob. No.9414043047 Email: cb18456@canarabank.com Notice u/s 13(2) of Securitisation and Reconstruction of Financial Assets	SAPNE AAPKE, SAATH HAMAABA (FC	rmerly known as Au HOUSI	ANCIERS LIMIT NG FINANCE LIMITED) (CIN:L65922RJ2011PLC03425 ; South End Square, Mansarovar Industrial Area, Ja	97)	(for Immovable property) [See Rule 8(1)] Whereas The undersigned being the Authorised Officer of the Bank of India, Begum Bridge Branch under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 and in exercise of powers conferred under Section 13(12) read with rule 3 of the Security Interest (Enforcement) Rules, 2002 issued a demand notice dated
and Enforcement of Security Interest Act, 2002(hereinafter called 'Act') Notice for the period of 60 days was given under section 13(2) of above act to the following borrowers to deposit loan amount and future interest due to NPA of their account by the authorized officer of the bank. According to the notice if the loan amount and deposited within 60 days, the said amount was to be recovered under provision of section 13(4) of the said act. The Branch has not received the acknowledgement of said notice/returned undelivered which was sent to you under said act. Therefore this is to inform through notice that deposit the loan amount with future interest and expenses within 60 days from this notice, hence further steps will be taken by the bank under provisions of section 13 and 14 of the said Act. The said notices have been returned by post office unserved. The concern persons may collect returned notices from branch during working hour. Date of 13(2) Name and Address of the Borrower/ Outstanding Amount The Specific details of the assets	FINANCÉ LIMITED") Under the Securi 2002 and in exercise of powers conferrer 2002, issued a Demand Notice calling upo within 60 days from the date of receipt of ti of the properties described herein below in rules on the dates mentioned as below.	itisation and Reconstructic ed upon me under section and the borrowers mentioned he said notice. The borrowers nexercise of powers conferred	N NOTICE AS FINANCIERS LIMITED (Formerly known as "A n of Financial Assets and Enforcement of Security 13(12) read with Rule 9 of the Security Interest (Enfo 13(12) read with Rule 9 of the Security Interest having failed to repay the amount, undersigned has ta d on me under Section 13(4) of the said Act read with R eneral is hereby cautioned not to deal with th rge of the AAVAS FINANCIERS LIMITED (Forr	y Interest Act, rcement) Rules spective notice ken possession ule 9 of the said	03/04/2023 calling upon the Borrower Mr.Kuldeep Singh S/o Ganga Vishan to repay the amount mentioned in the notice being Rs.10,55,614.35+ interest (Rs.Ten Lakh Fifty Five Thousand Six Hundred Fourteen Rupees Thirty Five Paise) within 60 days from the date of receipt of the said notice. The borrower having failed to repay the amount, notice is hereby given to the borrower and the public in general that the undersigned has taken possession of the property described herein below in exercise of powers conferred on him under Sub-Section (4) of section
Demand Notice Co-Borrower/ Guarantor & NPA Date worrgaged / Hypotnecated are enumerated hereunder:- 14/06/2023 Mitesh Singh S/o Yashwant Singh Rs.50,28,869.06 (Rupees Fifty Lakit) 1. Immovbale: Flat No.2-A, Second Floor, Iwenty Eight Thousand Eight Hundred Kharcs No.436 to 4/37 ke balance part Plot	as "AU HOUSING FINANCE LIMITE Name of the Borrower	D") for an amount mentic Date & Amount of Demand Notice	ned as below and further interest thereon.	Date & Type of Possession	13 of act read with rule 8 of the Security Interest Enforcement) rules, 2002 on this the 16 day of June of the year 2023. The borrower in particular and the public in general is hereby
Borrower) 191, Chitrakut Nagar, Udaipur, Rajasthan- 313001 Interference Sixty Nine and Six Paisa Only) No. A-31 to 447 Ka Datance part, Pot No. A-11 & A-12, Residential Complex Bhuwana, Distt.: Udaipur-313001, Total Area: 1100 Sqft. Boundaries: East: Flat No. 208 & Corridor, West: Apartment ka Khula Bhag after Sadak 60°, North: Apartment ka Khula Bhag after other land, South: Flat No. 2-BU, 2, Name of Title Holder: Sh. Mitesh Singh S/o Sh. Yashwant Singh. 3. Hypothecation of Stock & Inventories :- M/s Fittness Factory (Proprietor: Sh. Mitesh Singh)	Vimal Kumar , Mrs. MAMTA,Mrs. SUMITRA DEVI (A/c No.) LNDEL00318-190074973	8 Feb 23 ₹ 617299/- Dues as 7 Feb 23	PROPERTY SITUATED AT KHASRA NO 399, COLONY KNOWN AS PREM VIHAR PHASE-3, VILLAGE SAHDULLABAD, PARGANA, LONI GHAZIABAD, UTTAR PRADESH Admeasuring 100 Sq. Yard	Physical Possession Taken on 16 Jun 23	cautioned not to deal withthe property and any dealings with the said property/ies will be subject to the charge of the BANK OF INDIA Begum Bridge Branch for the amount of Rs.10,55,614.35 and interestthereon. The borrower attention is invited to provisions of the sub-section (8) of the section 13 of the Act, in respect of the time available, to redeem
Date: 14.06.2023 Place: (Udaipur) Authorised Officer, Canara Bank	Place : Jaipur Date: 19-06-2	023	Authorised Officer Aavas Finar	nciers Limited	the secured assets. Description of the immovable Property

All that part and parcel of the property consisting of Bearing House No.B-769, Sainik Vihar Scheme Residential Scheme, Pocket B, Sardhana Road, Meerut. U.P. Area- 30.00 Sq.mtr. L.I.G. **On the North** By-8.50 Meter/House No.B-768 On the South By-8.50 Meter /House No. B-770 On the East By-3.50 Meter/House No.738 On the West By 3.50 Meter/Rasta 6.00 Meter wide Dated 16/06/2023 Place: Meerut

BLUEMAX FINTECH PRIVATE LIMITED (Formerly known as Vasundhara Trex Private Limited) Regd. Office: R-720, Ground Floor, New Rajinder Nagar, New Delhi-110060 CIN: U51109DL1996PTC316158, Telephone No.: 011-45093380 E-mail: vasundhra.trex@rediffmail.com PUBLIC NOTICE 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

बैंक ऑफ़ इंडिया

Bank of India

Authorised Officer Bank of India

https://instadl.apr Branch Office- 280/2 Begum Bridge Opp.

Ganga Plaza Meerut (UP) 250001

PH:-0121-2656317/26637714

For BLUEMAX FINTECH PRIVATE LIMITED

Rohit Kaushal (Director)

DIN: 01295014

POSSESSION NOTICE



Asset recovery Management Branch, 101-110, First floor

[See proviso to Rule 8 (6)]

https://instagramvideodownloader.net/

Sanchua Corporation -Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) of the Security Interest (Enforcement) Rule 2002. Notice is hereby given to the public in general and in particular to the Borrowers and Guarantors that the below described immovable properties mortgaged to the Secured Creditor, the Possession of which has been taken by the Authorized Officer Union Bank of India (Secured Creditor), will be sold on "As is where is", "As is what is", and "Whatever there is" basis, for recovery of the dues mentioned below due to the Union Bank of India (Secured Creditor) from the below mentioned Borrowers ar Guarantors . The reserve price, earnest money deposit and other details are as mentioned below

S. N O	Name of the Branch	Name &	address of E	Borrower/Gi	uarantor		Description of th property put f		Reserve Price (Rs.) EMD Amount (Rs.) Bid Incr. Amt.	racovarad	Date and Time of Auction Last date of submission of bid
L J J S S S ¥ - + S () t () t ()	birector , Ground F aipur 302015, Mr. <i>i</i> aipur-302016, Mrs oodala, Jaipur-3020 oodala, Jaipur-3020 oodala, Jaipur-3020 oodala, Jaipur-3020 oodala, Jaipur-3020 (aran Heights, Lal K oouts: Farm House f 3) Residential Plot I ne name of M/s Sanc 5) Residential Plot I 5) Residential Plot I	loor, Karan Heigi Anuj Mathur (Gu S. Sheena Mathu 16, Mr. Ravi Mat 16, Mr. Ruai IIY J othi, Behind Vidha ge rajpurkhanya ta wo 3, East: 18 m Ri No 3 bearing khass J Dunes Constructi No 5 bearing khass I No 5 bearing khass	hts, Lal Kothi, Beh arantor), Housen ir (Guarantor), H hur (Guarantor), H hur (Guarantor), bream Estate Pvt I un Sabha, Tonk Roa shsil amer Jaipur in bad & West: Others a no 228, 229, 230, on Pvt Ltd. (Propert a no 228, 229, 230, a no 228, 229, 230,	ind Vidhan Sabl to.A-8, Shayam 1 louse no.A-8, S House no.A-8, S House no.A-8, S Ltd (Mortgagor) ad Jaipur 302015 the name of M/s s Land 231, 233, 234, 23 y description as s 231, 233, 234, 23	na, Tonk Road 2 Vagar, Sodala, 3 Ishayam Nagar, I Ishayam Nagar, I Sand Dunes Cor I6, 237, 238, 239, pecified in the Leas I6, 237, 238, 239, Sand Dunes Cor	231, 233, 234, 236, Sq Mt SDC Floren Lease Deed dated No 2, East: 18 m Ro (2) Residential Plc 238, 239, 241, 242, nstruction Pvt Ltd. (241, 242, 243, 244, se Deed dated 28.0 241, 242, 243, 244, 241, 242, 243, 244,	arcel of: (1) Residential Plot No 1 bu 237, 238, 239, 241, 242, 243, 244, e farm house scheme, village rajpurt Junes Construction PVL1Ld. (Propert 28.08.2014) Bounded By: North: Ot ad & West: Others Land t No 2 bearing khasra no 228, 229 243, 244, 245, 247/1 Measuring 365 Property description as specified in 245, 247/1 Measuring 3657.75 Sq Mt 8.2014) Bounded By: North: Farm Ho 245, 247/1 Measuring 3657.75 Sq Mt 3.2014) Bounded By: North: Farm Ho 245, 247/1 Measuring 3657.75 Sq Mt 8.2014) Bounded By: North: Farm Ho 245, 247/1 Measuring 3657.75 Sq Mt 8.2014) Bounded By: North: Farm Ho 245, 247/1 Measuring 3657.75 Sq Mt	245, 247/1 Measuring 3981.93 kharya tehsil amer Jaipur in the y description as specified in the hers Land, South: Farm House , 230, 231, 233, 234, 236, 237, 57.75 Sq Mt SDC Florence farm the Lease Deed dated 28.08.20 :SDC Florence farm house scher puse No 2, South: Farm House N SDC Florence farm house scher puse No 3, South: Farm House N SDC Florence farm house scher SDC Florence farm house scher SDC Florence farm house scher	As per details below Rs. 25000/- 114) Bounded By: 1 ne, village rajpurkh o 4, East: 18 m Roa ne, village rajpurkh o 5, East: 18 m Roa ne, village rajpurkh	Seven Only) as on 31.03.2021 with further interest, cost & expenses Vorth: Farm House No 1, anya tehsil amer Jaipur in d & West: Others Land anya tehsil amer Jaipur in d & West: Others Land anya tehsil amer Jaipur in	13.07.2023 from 11:00 AM to 04:00 PM (with 10 min unlimited auto extensions) On or before the commen-
	Property	Plot No 01	Plot No 02	Plot No 03	Plot No 04	Plot No 05	, ,]	-,		
	Area	3981.93 Sqm	3657.75 Sqm	3657.75 Sqm	3657.75 Sqm	3657.75 Sqm	Property No. 1 to 5				
	Reserve Price	111.50 Lac	102.50 Lac	102.50 Lac	102.50 Lac	102.50 Lac	Bid Incr. Amt. Rs. 25,000/-				
	EMD	11.15 Lac	10.25 Lac	10.25 Lac	10.25 Lac	10.25 Lac	na. 20,000/-				
http Sal		merce.com/auctio	e mentioned date. T	.jsp. This notice al	so is treated as not	tice U/R 8(6) & provis	efer to the link provided in Secured ion to Rule 9(1) of Security Interest (Enfo 2 pending before DRT Jaipur		wer/s and guarantor		holding of E-Auction

Continued from previous page

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#Not Available = Data of certain KPI's of the Company's listed peers is either not available in the public domain or the basis and manner of calculation of the figures mentioned is not ascertainable and therefore, may not be an accurate comparison with the Company's information and hence not mentioned.

Notes:

- (1) Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements
- (2) EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses Other Income
- (3) 'EBITDA Margin' is calculated as EBITDA divided by Revenue from Operations
- (4) 'PAT Margin' is calculated as PAT for the period/year divided by revenue from operations.
- (5) Net worth means the aggregate value of the paid-up share capital and reserves and surplus of the company
- (6) Return on Equity is ratio of Profit after Tax and Average Shareholder Equity
- (7) Return on Capital Employed is calculated as EBIT divided by capital employed, which is defined as shareholders' equity plus total borrowings {current & non-current}.

9. Weighted average cost of acquisition

- a) The price per share of our Company based on the primary/ new issue of equity shares
- There has been no issuance of Equity Shares, other than Equity Shares issued pursuant to a bonus issue allotted on February 20, 2023 during the 18 months preceding the date of this Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of 30 days.
- b) The price per share of our Company based on the secondary sale / acquisition of equity shares

BID/ ISSUE PROGRAM

There have been no secondary sale/acquisitions of Equity Shares, where the promoters, members of the promoter group or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts), during the 18 months preceding the date of this certificate, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of the Company (calculated based on the pre-issue capital before such transaction/s and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days

c) Since there are no such transactions to report to under (a) and (b) therefore, information based on last 5 primary or secondary transactions (secondary transactions where Promoter / Promoter Group entities or shareholder(s) having the right to nominate director(s) in the Board of our Company, are a party to the transaction), not older than 3 years prior to irrespective of the size of transactions, is as below:

Primary Transactions

Except as disclosed below, there have been no primary transactions in the last three years preceding the date of this **Red Herring Prospectus**

Date of Allotment	No. of equity Shares allotted	Face value per Equity share (₹)	Issue price per Equity share (₹)	Nature of allotment	Nature of consideration	Total Consideration (in ₹ lakhs)
February 20, 2023	1,35,44,340	10/-	Nil	Bonus Issue in ratio of 19:5	Other than Cash	Nil

Secondary Transactions:

There have been no secondary transactions by the Promoters, members of the Promoter Group or shareholder(s) having the right to nominate director(s) in the Board of Directors of our Company are a party to the transaction, in the last three years preceding the date of this Red Herring Prospectus:

d) Weighted average cost of acquisition, floor price and cap price:

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price* (i.e. ₹ 82)	Cap price* (i.e. ₹ 87)
Weighted average cost of acquisition of primary / new issue as per paragraph 8(a) above.	NA ^	NA ^	NA ^
Weighted average cost of acquisition for secondary sale / acquisition as per paragraph 8(b) above.	NA ^ ^	NA ^ ^	NA ^ ^
Weighted average cost of acquisition of primary issuances / secondary transactions as per paragraph 8(c) above	Nil	Not defined	Not defined

All stakeholders are requested to take note of the above information

^ There were no primary / new issue of equity shares other than Equity Shares issued pursuant to a bonus issue allotted on February 20, 2023, in last 18 months and three years prior to the date of this Red Herring Prospectus.

^ ^ There were no secondary sales / acquisition of shares of equity shares in last 18 months and three years from the date of this Red Herring Prospectus.

Greenchef Appliances Limited is a Book Built Issue and the price band for the same shall be published 2 working days before opening of the Issue in all editions of the English national newspaper Business Standard, all editions of Hindi national newspaper Business Standard and Bangalore Edition of Regional newspaper Udayakala where the registered office of the company is situated each with wide circulation.

The Price Band/ Floor Price / Issue Price of ₹ [●] has been determined by our Company in consultation with the BRLM and will be justified by us in consultation with the BRLM on the basis of the above information. Investors should read the abovementioned information along with "Our Business", "Risk Factors" and "Restated Financial Statements" on pages 137, 25 and 195 respectively, to have a more informed view. The trading price of the Equity Shares of our Company could decline due to the factors mentioned in "Risk Factors" or any other factors that may arise in the future and you may lose all or part of your investments.

> For further details, please see the chapter titled "Basis for Issue Price" beginning on page 86 of the Red Herring Prospectus

BID/ ISSUE OPENS ON ⁽¹⁾: FRIDAY, JUNE 23, 2023 **BID/ ISSUE CLOSES ON: TUESDAY, JUNE 27, 2023**

⁽¹⁾Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Biding Date shall be one Working Day prior to the Bid / Issue CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company Opening Date in accordance with the SEBI (ICDR) Regulations, 2018. see "History and Corporate Structure" on page 169 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of In case of any revisions in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Company may, for reasons to be recorded in writing, extend Inspection" on page 348 of the Red Herring Prospectus.

the Bid/ Issue Period for a minimum of three Working Days, subject to the Bid/ Issue Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/ LIABILITY OF MEMBERS AS PER MOA: The liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them Issue Period, if applicable, will be widely disseminated by notification to the Stock Exchange, by issuing a press release, and also by indicating the change on the website of the amount of share Capital of the Company is Rs.25,00,00,000/- (Rupees Twenty Five Crore Book Running Lead Managers and the terminals of the other members of the Syndicate and by intimation to SCSBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents

Regulation 253 of the SEBI (ICDR) Regulations, as amended, wherein not more than 50% of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Managers, allocate up to 60% 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% 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 QIBs, including Mutual Funds, subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SČSBs or by the Sponsor Bank 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 Issue through the ASBA process. For details, see "Issue Procedure" beginning on page 292 of the Red Herring Prospectus.

Bidders/ Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/ Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/ Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/ Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/ Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Investors must ensure that their PAN is linked with AADHAR and are in compliance with CBDT Notification

only) divided into 2,50,00,000 (Two Crore Fifty Lakh) Equity Shares of Rs. 10/- each. The issued, subscribed and paid-up share capital of the Company before the issue is Rs. 17,10,86,400 divided into 1,71,08,640 Equity Shares of Rs. 10 each. For details of the Capital Structure, see "Capital Structure" on the page 63 of the Red Herring Prospectus.

FINTECH PRIVATE LIMITED'.

Dated: 18.06.2023

Place: New Delhi

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company, Sukhlal Jain – 20,000 Equity Shares; Uttam Chand Jain – 20,000 Equity Shares; Badrilal Jain – 2,000 Equity Shares; Vinod Kumar Jain – 2,000 Equity Shares; Vikas Kumar Sukhlal Jain – 2,000 Equity Shares; Vikas Kumar Sukhlal Jain – 2,000 Equity Shares; Vicas Kumar Sukhlal Jain – 2,000 Equity Shares; Vikas Kumar Sukhlal Jain Shares aggregating to 50,000 Equity Shares of Rs. 10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 169 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 63 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE (NSE Emerge). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter Ref.: NSE/LIST/2283 dated May 25, 2023. For the purposes of the Issue, the Designated Stock Exchange shall be National Stock Exchange of India Limited (NSE). A signed copy of the Red Herring Prospectus dated June 16, 2023 has been delivered for filing to the ROC and Prospectus shall be delivered for filing to the RoC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from that do do the Red Herring Prospectus up to the Bid/Issue Coloring Date, see "Material Solution of a documents for Inspection" on page 348 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 271 of the Red Herring Prospectus

DISCLAIMER CLAUSE OF NSE ("NSE EMERGE") (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the 'Disclaimer Clause of NSE

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 25 of the Red Herring Prospectus.

ASBA [*]	UPI-Now available in ASBA for Retail Individual Investors (RII)** Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI – Now available in ASBA for RIIs applying through Registered Brokers, DPs & RTAs. RIIs 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 have to apply through the ASBA process. "ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 292 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India					
Simple, Safe, Smart way of Application- Make use of it !!!						
*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below.	("AIBI"), the Stock Exchanges and in the General Information Document. *ASBA forms can be downloaded from the website of NSE ("NSE Emerge")					
Mandatory in Public Issues from January 01, 2016. No Cheque will be accepted	**List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. Axis Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated No as amended. For UPI related queries, investors can contact NPCI at the toll free number-18001201740 and Mail Id-ipo.upi@npci.org.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. grievance investors may contact: Hem Securities Limited-Roshni Lahoti (+9122-49060000) (Email Id: ib@hemsecurities.com).					
BOOK RUNNING LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER				
HEM SECURITIES LIMITED Address: 904, A Wing, Naman Midtown, Senapati Bapat Marg, Elphinstone Road, Lower Parel, Mumbai-400013, Maharashtra, India Tel No.: +91-22-4906 0000; Email: ib@hemsecurities.com Investor Grievance Email: redressal@hemsecurities.com Website: www.hemsecurities.com; Contact Person: Roshni Lahoti SEBI Reg. No.: INM000010981	LINK INTIME INDIA PRIVATE LIMITED Address: C-101, 1st Floor, 247 Park, L.B.S. Marg, Vikhroli West, Mumbai 400 083, Maharashtra, India. Tel No.: +91 810 811 4949; Facsimile: +91 22 4918 6191 Email: greenchef.ipo@linknitme.co.in Contact Person: Shanti Gopalkrishnan; Website: www.linkintime.co.in SEBI Registration Number: INR000004058	Arti Panigrahi Greenchet Appliances Limited No. 477 E, IV Phase, Peenya Industrial Area, Bangalore – 560 058, Karnataka, India Tel. No.: + 91-9158455717; Email: cs@greenchef.in; Website: https://greenchef.in/; CIN: U29300KA2010PLC054118 Investors can contact the Company Secretary and Compliance Officer or the BRLMs or the Registrar to the Issue in case of any pre-issue or post-issue related problems, such as non-receipt of letters of Allottment, non-credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc.				
website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm respectively. AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registe	red Office of the Company: Greenchef Appliances Limited, Telephone: +91-80-29564495; BRLMs: Hem Securities Li ating in the Issue. Bid-cum-application Forms will also be available on the websites of NSE Emerge and the designated br ed.	ne website of the Company at www.greenchef.in , the website of the BRLMs to the Issue at www.hemsecurities.com, the nited, Telephone: +91-22-4906 0000 and the Syndicate Members: Hem Finlease Private Limited, Telephone: +91 022- anches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI. On behalf of Board of Directors Greenchef Appliances Limited				
Place: Bangalore, Karnataka Date: June 17, 2023 Disclaimer: Greenchef Appliances Limited is proposing, subject to applicable statutory and regulatory requirements, receipt	of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares the Red Herrin	Sd/- Praveen Kumar Sukhlal Jain Managing Director g Prospectus dated June 16, 2023 has been filed with the Registrar of Companies, Bangalore and thereafter with SEBI and the Stock				
xchanges. The BHP is available on the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm.and	is available on the websites of the BBI Ms at www.hemsecurities.com. Any potential investors should note that investment in equ	ty shares involves a high degree of risk and for details relating to the same please refer to the Red Herring Prospectus including the				

section titled "*Risk Factors*" beginning on page 25 of the Red Herring Prospectus.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act and in escenced, and may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in 'offshore transactions' in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.



THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT. THIS DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. THIS PUBLIC ANNOUNCEMENT IS NOT INTENDED FOR PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA.

een**chef[®] GREENCHEF APPLIANCES LIMITED**

Our Company was originally incorporated as "Greenchef Appliances Limited" under the provisions of the Companies Act, 1956 vide Certificate of Incorporation dated June 18, 2010 bearing registration number 054118 issued by the Registrar of Companies, Bangalore, Karnataka and CIN: U29300KA2010PLC0541 titled "History and Corporate Structure" beginning on page 169 of this Red Herring Prospectus.

Registered Office: No. 477 E, IV Phase, Peenya Industrial Area, Bangalore - 560 058, Kanrataka, India. Tel No: +91-80-29564495; E-mail: info@greenchef.in ; Website: www.greenchef.in ; CIN: U29300KA2010PLC054118 Contact Person: Aarti Panigrahi, Company Secretary & Compliance Office

OUR PROMOTERS: SUKHLAL JAIN, PRAVEEN KUMAR SUKHLAL JAIN, VIKAS KUMAR SUKHLAL JAIN, HITESH KUMAR JAIN AND VIKAS KUMAR SUKHLAL JAIN HUF

THEISSUE

INITIAL PUBLIC OFFER OF UPTO 61,63,200 EQUITY SHARES OF FACE VALUE OF RS. 10/- EACH (THE "EQUITY SHARES") OF GREENCHEF APPLIANCES LIMITED ("OUR COMPANY" OR "GREENCHEF" OR "THE ISSUER") AT AN ISSUE PRICE OF RS. [] PER EQUITY SHARE FOR CASH, AGGREGATING UP TO 7 [] AKHS("PUBLIC ISSUE") OUT OI WHICH 3,12,000 EQUITY SHARES OF FACE VALUE OF RS. 10 EACH, AT AN ISSUE PRICE OF * [•] PER EQUITY SHARE FOR CASH, AGGREGATING * [•] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER TAKER MAKER TO THE ISSUE (THE "MARKET MAKER TO THE ISSUE OF \$ 10 EACH, AT AN ISSUE PRICE OF * [•] PER EQUITY SHARE FOR CASH, AGGREGATING VTO * [•] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER TO THE ISSUE (THE "MARKET MAKER TO THE ISSUE (THE "MARKET MAKER TO THE ISSUE OF \$ 10 EACH, AT AN ISSUE PRICE OF * [•] PER EQUITY SHARE FOR CASH, AGGREGATING UPTO * [•] LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.48% AND 25.14% RESPECTIVELY OF THE POST- ISSUE PAID-UP FOULTY SHARE CAPITAL OF OUR COMPANY

• QIB PORTION: NOT MORE THAN 50.00% OF THE NET ISSUE

• NON-INSTITUTIONAL PORTION: NOT LESS THAN 15.00% OF THE NET ISSUE MARKET MAKER PORTION: UPTO 3.12.000 EQUITY SHARES OR 5.06% OF THE ISSUE

• RETAIL PORTION: NOT LESS THAN 35.00% OF THE NET ISSUE

PRICE BAND: RS. 82 TO RS. 87 PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH

THE FLOOR PRICE IS 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 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 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

Sr. No.	Name of the Promoter	Average cost of Acquisition (in ₹)
1.	Sukhlal Jain	8.33
2.	Praveen Kumar Sukhlal Jain	19.07
3.	Vikas Kumar Sukhlal Jain	0.52
4.	Hitesh Kumar Jain	10.42
5.	Vikas Kumar Sukhlal Jain HUF	19.52

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

The Price/Earnings ratio based on Diluted EPS for Fiscal 2022 and for 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 Net wroth for December 31, 2022 is 16.85%

The Weighted average cost of acquisition of all Equity Shares transacted in the last one year, 18 months and three years from the date of RHP is as given below:

Period Weighted Average Cost of Acquisition (in Rs.)*		Upper end of the Price Band (Rs. 87) is 'X" times the weighted Average cost of Acquisition	Range of acquisition price: Lowest Pric – Highest Price (in Rs.)	
Last 1 year/ Last 18 months/ Last 3 years	Nil	NA		NA
• The Weighted average cost of acquisition cor	npared to floor price and cap price			
Types of transactions		Weighted average cost of acquisition (₹ per Equity Shares)	Floor price* (i.e. ₹ 82)	Cap price* (i.e. ₹ 87)
WACA of Primary Issuance (except for bonus issue) (exceeding 5% of the pre issue capital)		NA	NA	NA
WACA for secondary sale / acquisition (exceeding 5% of the pre issue capital)		NA	NA	NA
WACA of past 5 primary issuances / secondary	r transactions in last 3 years	Nil	Not Defined	Not Defined

BID/ ISSUE OPENS ON⁽¹⁾: **FRIDAY, JUNE 23, 2023 BID/ ISSUE BID/ ISSUE CLOSES ON: TUESDAY, JUNE 27, 2023** PROGRAM

⁽⁷⁾Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Biding Date shall be one Working Day prior to the Bid / Issue Opening Date in accordance with the SEBI (ICDR) Regulations, 2018.

In case of any revisions in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Company may, for reasons to be recorded in writing, extend the Bid/ Issue Period for a minimum of three Working Days, subject to the Bid/ Issue Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/ Issue Period, if applicable, will be widely disseminated by notification to the Stock Exchange, by issuing a press release, and also by indicating the change on the website of the Book Running Lead Managers and the terminals of the other members of the Syndicate and by intimation to SCSBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents.

Regulation 253 of the SEBI (ICDR) Regulations, as amended, wherein not more than 50% of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional are the names of the Sebi (ICDR) Regulations, as amended, wherein not more than 50% of the Net Issue shall be allocated in a transport of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company. see "History and Corporate Structure" on page 169 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 348 of the Red Herring Prospectus

LIABILITY OF MEMBERS AS PER MOA: The liability of the members is limited and this liability is limited to the amount unpaid. if any, on the shares held by them AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs.25.00.00.000/- (Rupees Twenty Five Crore only) divided into 2,50,00,000 (Two Crore Fifty Lakh) Equity Shares of Rs, 10/- each. The issued, subscribed and paid-up share capital of the Company before the issue is Rs. 17.10.86.400 divided into 1.71.08.640 Equity Shares of Rs. 10 each. For details of the Capital Structure, see "Capital Structure" on the page 63 of the Red Herring Prospectus.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(l) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Managers, allocate up to 60% 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, Jain – 2,000 Equity Shares; Vikas Kumar Sukhlal Jain – 20,000 Equity Shares; Praveen Kumar Sukhlal Jain – 2,000 Equity Shares; Other and Company and the fund of all the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate Corporate Structure" on page 63 of the Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net OIB Portion, the balance Equity Shares available LISTING: The Equity Shares available LISTING available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Issue shall be from the NSE for the listing of the Equity Shares pursuant to letter Ref. NSE/LIST/2283 dated May 25, 2023. For the pursons of the Issue, the Designated Stock hares shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in be National Stock Exchange of India Limited (NSE). A signed copy of the Red Herring Prospectus dated June 16, 2023 has been delivered for filing to the ROC and Prospectus accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to shall be delivered for filing to the RoC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 348 of the Red Herring extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" beginning on page **DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA** ("SEBI"): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such Bidders/Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/Applicants may be deemed to have specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 271 of the Red Herring Prospectus. authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/ Applicants as available on the records of the DISCLAIMER CLAUSE OF NSE ("NSE EMERGE") (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the 'Disclaimer Clause of NSE. records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/ Applicants should ensure that PAN, DP ID and GENERAL RISK: Investments in equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, and Client ID are correctly life in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adeguacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 25 of the Red Herring Prospectus.

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 Shares aggregating to 50,000 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Red Herring Prospectus.

Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be to the Prospectus

292 of this Red Herring Prospectus

depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/ Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of the Client ID are correctly filled in the Bid cum Application Form. The PAN. DP ID and Client ID provided in the Bid cum Application Form should match with the PAN. DP ID account provided in the Bid cum Application Form is active. Investors must ensure that their PAN is linked with AADHAR and are in compliance with CBDT Notification dated February 13, 2020 and press release dated June 25, 2021.

ASBA

Simple, Safe, Smart way of Application- Make use of it!!!

*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below.

> Mandatory in Public Issues from January 01, 2016. No cheque will be accepted



UPI-Now available in ASBA for Retail Individual Investors (RII)**

Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI - Now available in ASBA for RIIs applying through Registered Brokers, DPs & RTAs. RIIs 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.

nvestors have to apply through the ASBA process. "ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 292 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India "AIBI"), the Stock Exchanges and in the General Information Document.

*ASBA forms can be downloaded from the website of NSE ("NSE Emerge")

**List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. Axis Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toil free number-18001201740 and Mail Id-ipo.upi@npci.org.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. For issue related grievance investors may contact: Hem Securities Limited-Roshni Lahoti (+91 22 - 49060000) (Email Id: ib@hemsecurities.com).

BOOK RUNNING LEAD MANAGER TO THE ISSUE		REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFIC	
HEM SECURITIES LIMITED Address: 904, A Wing, Naman Midtown, Senapati Bapat Marg, Elphinstone Road, Lower Parel, Mumbai-400013, Maharashtra, India Tel No.: +91-22-4906 0000 Email: ib@hemsecurities.com Investor Grievance Email: redressal@hemsecurities.com	LINKIntime	LINK INTIME INDIA PRIVATE LIMITED Address: C-101, 1st Floor, 247 Park, L.B.S. Marg, Vikhroli West, Mumbai 400 083, Maharashtra, India. Tel No.: +91 810 811 4949 Facsimile: +91 22 4918 6191 Email: greenchef.ipo@linkintime.co.in	Green ćhef ®	Aarti Panigrahi Greenchef Appliances Limited No. 477 E, IV Phase, Peenya Industrial Area, Bangalore – 560 058, Karnataka, India Tel. No.: +91-9158455717 Email: cs@greenchef.in Website: https://greenchef.in/ CIN: U29300KA2010PLC054118
Website: www.hemsecurities.com Contact Person: Roshni Lahoti SEBI Reg. No.: INM000010981		Contact Person: Shanti Gopalkrishnan Website: www.linkintime.co.in SEBI Registration Number: INR000004058	Investors can contact the Company Secretary and Compliance Officer or the BRLMs or the Registrar to the Issu any pre-issue or post-issue related problems, such as non-receipt of letters of Allotment, non-credit of Allo Shares in the respective beneficiary account and refund orders, etc.	
AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus ar website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm respectively. AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Regist 49060000 and at the selected locations of the Sub-Syndicate Members, Registered Brokers, RTAs and CDPs partie ESCROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: Axis Bank Lin	stered Office of the Company: Greenchef Appl cipating in the Issue. Bid-cum-application Forn	iances Limited, Telephone: +91-80-29564495; BRLMs: Hem Securities Li	mited, Telephone: +91-22-4906 0000 and th	ne Syndicate Members: Hem Finlease Private Limited, Telephone: +91 022-
LINK TO DOWNLOAD ABRIDGED PROSPECTUS: https://greenchef.in/investors#				
UPI: Retail Individual Bidders can also Bid through UPI Mechanism.				
All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to ther	m in the Red Herring Prospectus.			On behalf of Board of Directors

Un behalt of Board of Directors
Greenchef Appliances Limited
Sd/-
Praveen Kumar Sukhlal Jain
Managing Director

Place: Bangalore, Karnataka Date: June 17, 2023

Disclaimer: Greenchef Appliances Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares the Red Herring Prospectus dated June 16, 2023 has been filed with the Registrar of Companies, Bangalore and thereafter with SEBI and the Stock Exchanges. The RHP is available on the website of NSE Emerge at https://www1.nseindia.com/emerge/index_sme.htm and is available on the websites of the BRLMs at www.hemsecurities.com. Any potential investors should note that investors should not should section titled "Risk Factors" beginning on page 25 of the Red Herring Prospectus.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, except oursuant to an exemption from. or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in 'offshore transactions' in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States. Sunjeet Comm