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Freshara Picklz

FRESHARA AGRO EXPORTS LIMITED

CORPORATE IDENTITY NUMBER: U10306TN2023PLC165437

Our Company was originally formed as a Partnership Firm under the Partnership Act, 1932 having Firm Registration Number FR/Chennai Central/845/2015 in the name and style of "Freshara Picklz Exports" pursuant to Deed of Partnership dated June 23, 2015. Subsequently our firm was converted from Partnership firm into a public limited company as per the provision of Part I Chapter XXI of the Companies Act, 2013 with the name and style of "FRESHARA AGRO EXPORTS LIMITED" and received a Certificate of Incorporation from the Registrar of Companies, Tamil-Nadu and Andaman situated at Chennai dated November 22, 2023. For details relating to change in the Registered Office of our Company, please refer to "History and Certain Corporate Matters" on page 153

Registered Office: Old No.3, New No.9, Puram Prakasam Road, Balaji Nagar, Royapettah, Chennai, Tamil Nadu – 600014, India.;

Telephone: +91 44 4357 0138; **E-mail:** cs@fresharaagroexports.com; **Facsimile:** N.A.;

Website: <https://fresharaagroexports.com/> **Contact Person:** Mr. Ajay Kumar Rana, Company Secretary & Compliance Officer;

OUR PROMOTERS: MR. JUNAID AHMED, MR. IQBALAHMED KHUDRATHULLAH MOHAMMED AND MRS. ASMA SYED

THE ISSUE

INITIAL PUBLIC OFFER OF UPTO 64,99,200 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH ("EQUITY SHARES") OF FRESHARA AGRO EXPORTS LIMITED (THE "COMPANY" OR "FRESHARA AGRO EXPORT" OR "FAEL" OR "ISSUER") AT AN ISSUE PRICE OF ₹ 116 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 106 PER EQUITY SHARE) FOR CASH, AGGREGATING UP TO ₹ 7,539.07 LACS ("PUBLIC ISSUE") OUT OF WHICH 6,19,200 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 116 PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 718.27 LACS 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 NET ISSUE OF 58,80,000 OF EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 116 PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ 6,820.80 LACS IS HERINAFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 27.66% AND 25.02% RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THE FACE VALUE OF THE EQUITY SHARE IS ₹ 10/- AND ISSUE PRICE IS ₹ 116/-

THE ISSUE PRICE IS 11.60 TIMES OF THE FACE VALUE OF THE EQUITY SHARE

ANCHOR INVESTOR ISSUE PRICE: ₹ 116 PER EQUITY SHARE THE ISSUE PRICE IS 11.60 TIMES OF THE FACE VALUE

RISKS TO INVESTORS

- We derive significant portion of our revenue from sell of Gherkins as accounted for 84.90%, 93.50%, and 90.90 of our revenue from operations in Fiscal 2022, 2023 and 2024 respectively. An inability to anticipate and adapt to evolving consumer preferences and demand for particular products, or ensure product quality may adversely impact demand for our products and consequently our business, results of operations, financial condition and cash flows.
- Improper storage, processing or handling of whole products of Gherkins, Baby Corns, Banderilla, Chilies, Bell Pepper and other products may result in spoilage of, and damage to, such whole Gherkins, Baby Corns, Banderilla, Chilies, Bell Pepper and other products which may adversely affect our business prospects, results of operations and financial condition.
- Real or perceived product contamination could result in reduced sales, product liability and damage to our reputation, and subject us to regulatory action.
- We are highly dependent on our management team and certain management personnel, any loss of such team members or the inability to attract or retain research and development personnel may materially adversely affect our business performance and research and development efforts.
- Our company derives a significant portion of its revenue from customers located overseas, including in Russia, which is currently involved in a war with Ukraine.
- The Merchant Banker associated with the Issue has handled 22 public issues in the past two years out of which no issues closed below the Issue Price on Listing date
- Average cost of acquisition of Equity Shares held by our Promoters Mr. Junaid Ahmed, Mr. Iqbalahmed Khudrathullah Mohammed and Mrs. Asma Syed is Rs. 10.00, Rs. 10.00 and Rs. 10.00 per Equity Share and the Issue Price at the upper end of the Price Band is Rs. 116 per Equity Share.
- The Price/ Earnings ratio based on Diluted EPS for the period of April 01, 2023 to January 23, 2024, for the period of January 24, 2024 to March 31, 2024, for the period April 01, 2024 to September 30, 2024 for the company at the upper end of the Price Band are 16.64, 19.80 and 17.34 respectively.
- Weighted Average Return on Net worth for Fiscals 2023 and, 2022 is 29.70% and For the period of April 01, 2023 to January 23, 2024 is 36.35% For the period of January 24, 2024 to March 31, 2024 is 36.96% For the period April 01, 2024 to September 30, 2024 is 29.67%.

BID/ISSUE PERIOD

ANCHOR INVESTOR BIDDING DATE WAS: WEDNESDAY, OCTOBER 16, 2024

BID/ ISSUE OPENED ON: THURSDAY, OCTOBER 17, 2024

BID/ ISSUE CLOSED ON: MONDAY, OCTOBER 21, 2024

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 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, may 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 SCSBs 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 238 of Prospectus.

The bidding for Anchor Investors opened and closed on October 16, 2024. The Company received 7 Anchor Investor Application Forms from 7 Anchor Investors (including Nil mutual funds through Nil Mutual Fund schemes) for 17,61,600 Equity Shares. The Anchor Investor Allocation price was finalized at Rs. 116/- per Equity Share. A total of 17,61,600 Equity Shares were allotted under the Anchor Investor portion aggregating to Rs. 2,043.46 Lakhs.

The Issue (excluding Anchor Investors Portion) received 3,39,040 Applications for 98,00,96,400 Equity Shares (before technical rejections) resulting in 162.27 times subscription (including reserved portion of market maker). The details of the Applications received in the Issue from various categories are as under (before technical rejections):

Detail of the Applications Received:

| S. No. | Category | No. of Applications | No. of Equity Shares applied | Equity Shares Reserved as per Prospectus | No. of times Subscribed | Amount (in Rs.) |
|--------|---|---------------------|------------------------------|--|-------------------------|--------------------------|
| 1. | Retail-Individual Investors | 312429 | 374930400 | 2059200 | 182.08 | 43488246000 |
| 2. | Non-Institutional Investors | 26539 | 452640000 | 883200 | 512.50 | 52505748000 |
| 3. | Market Maker | 1 | 619200 | 619200 | 1 | 71827200 |
| 4. | Qualified Institutional Buyers (Excluding Anchor Investors) | 71 | 452640000 | 1176000 | 384.90 | 17621188800 |
| 5. | Anchor Investors | 7 | 17,61,600 | 17,61,600 | 1 | 204345600 |
| | Total | 339047 | 1282591200 | 6499200 | 197.35 | 1,13,89,13,55,600 |

Final Demand

A summary of the final demand as per NSE as on the Bid/ Issue Closing Date at different Bid prices is as under:

| SRNO | BID PRICE | BID QUANTITY | TOTAL NUMBER OF SHARES | TOTAL PRICE |
|------|----------------------|---------------|------------------------|--------------------|
| 1 | 110 | 421 | 588000 | 64680000 |
| 2 | 111 | 51 | 76800 | 8524800 |
| 3 | 112 | 80 | 117600 | 13171200 |
| 4 | 113 | 75 | 126000 | 14238000 |
| | 114 | 193 | 274800 | 31327200 |
| | 115 | 237 | 355200 | 40848000 |
| | 116 | 174541 | 784846800 | 91042228800 |
| | Cut off Price | 219759 | 263710800 | 30590452800 |

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange, being National Stock Exchange of India Limited on October 22, 2024.

1) Allotment to Retail Individual Investors (After Technical Rejections)

The Basis of Allotment to the Retail Individual Investors, who have Bid at cut-off Price or at or above the Issue Price of Rs. 116/- per Equity Share, was finalized in consultation with National Stock Exchange of India Limited. The category has been subscribed to the extent of 177.73 times. The total number of Equity Shares Allotted in this category is 2059200 Equity Shares to 1716 successful applicants. The details of the Basis of Allotment of the said category is as under:

| No. of Shares Applied for (Category Wise) | No. of application received | % of Total | Total No. of shares applied | % of Total | No. of Equity Shares Allotted per Applicant | Ratio | Total No. of Shares Allotted |
|---|-----------------------------|------------|-----------------------------|------------|---|-------------|------------------------------|
| Retail Individual Investor | 304977 | 100 | 365972400 | 100 | 1200 | 1716:304977 | 2059200 |

2) Allotment to Non-Institutional Investors (After Technical Rejections)

The Basis of Allotment to the Non-Institutional Investors, who have Bid at cut-off Price or at or above the Issue Price of Rs. 116/- per Equity Share, was finalized in consultation with National Stock Exchange of India Limited. The category has been subscribed to the extent of 509.99 times. The total number of Equity Shares Allotted in this category is 883200 Equity Shares to 656 successful applicants. The details of the Basis of Allotment of the said category is as under:

| No. of Shares applied for (Category wise) | Number of applications received | % to total | Total No. of Shares applied in each category | % to total | Total No. of shares allocated/ allotted | Ratio of allottees to applicants | No. of Shares applied for (Category wise) | Number of applications received | % to total | Total No. of Shares applied in each category | % to total | Total No. of shares allocated/ allotted | Ratio of allottees to applicants | |
|---|---------------------------------|------------|--|------------|---|----------------------------------|---|---------------------------------|------------|--|------------|---|----------------------------------|----|
| 2400 | 12139 | 46.32 | 29133600 | 6.47 | 57600 | 48 | 12139 | 10 | 0.04 | 828000 | 0.18 | 1200 | 1 | 10 |
| 3600 | 2611 | 9.96 | 9399600 | 2.09 | 18000 | 15 | 2611 | 20 | 0.08 | 1680000 | 0.37 | 3600 | 3 | 20 |
| 4800 | 837 | 3.19 | 4017600 | 0.89 | 8400 | 7 | 837 | 20 | 0.08 | 1704000 | 0.38 | 3600 | 3 | 20 |
| 6000 | 830 | 3.17 | 4980000 | 1.11 | 9600 | 8 | 830 | 38 | 0.14 | 3283200 | 0.73 | 6000 | 5 | 38 |
| 7200 | 722 | 2.75 | 5198400 | 1.15 | 9600 | 8 | 722 | 4 | 0.02 | 350400 | 0.08 | 1200 | 1 | 4 |
| 8400 | 1512 | 5.77 | 12708000 | 2.82 | 25200 | 1 | 722 | 6 | 0.02 | 532800 | 0.12 | 1200 | 1 | 6 |
| 9600 | 2376 | 9.07 | 22809600 | 5.06 | 44400 | 37 | 2376 | 8 | 0.03 | 720000 | 0.16 | 1200 | 1 | 8 |
| 10800 | 513 | 1.96 | 5540400 | 1.23 | 10800 | 1 | 513 | 7 | 0.03 | 638400 | 0.14 | 1200 | 1 | 7 |
| 12000 | 872 | 3.33 | 10454000 | 2.32 | 20400 | 17 | 872 | 6 | 0.02 | 554400 | 0.12 | 1200 | 1 | 6 |
| 13200 | 255 | 0.97 | 3366000 | 0.75 | 6000 | 1 | 255 | 1 | 0.00 | 93600 | 0.02 | 0 | 0 | 0 |
| 14400 | 188 | 0.72 | 2707200 | 0.60 | 4800 | 1 | 188 | 3 | 0.01 | 284400 | 0.06 | 0 | 0 | 0 |
| 15600 | 177 | 0.68 | 2712000 | 0.61 | 4800 | 4 | 177 | 13 | 0.05 | 1248000 | 0.28 | 2400 | 2 | 13 |
| 16800 | 216 | 0.82 | 3628800 | 0.81 | 7200 | 1 | 216 | 2 | 0.01 | 194400 | 0.04 | 0 | 0 | 0 |
| 18000 | 342 | 1.30 | 6156000 | 1.37 | 12000 | 10 | 342 | 3 | 0.01 | 295200 | 0.07 | 0 | 0 | 0 |
| 19200 | 114 | 0.43 | 2188800 | 0.49 | 4800 | 4 | 114 | 3 | 0.01 | 298800 | 0.07 | 0 | 0 | 0 |
| 20400 | 112 | 0.43 | 2284800 | 0.51 | 4800 | 1 | 112 | 1 | 0.00 | 100800 | 0.02 | 0 | 0 | 0 |
| 21600 | 104 | 0.40 | 2246400 | 0.50 | 4800 | 1 | 104 | 2 | 0.02 | 408000 | 0.09 | 1200 | 1 | 4 |
| 22800 | 46 | 0.18 | 1048800 | 0.23 | 2400 | 1 | 46 | 5 | 0.02 | 516000 | 0.11 | 1200 | 1 | 5 |
| 24000 | 214 | 0.82 | 5136000 | 1.14 | 9600 | 8 | 214 | 4 | 0.02 | 417600 | 0.09 | 1200 | 1 | 4 |
| 25200 | 100 | 0.38 | 2520000 | 0.56 | 4800 | 1 | 100 | 1 | 0.00 | 105600 | 0.02 | 0 | 0 | 0 |
| 26400 | 42 | 0.16 | 1108800 | 0.25 | 2400 | 1 | 42 | 1 | 0.00 | 106800 | 0.02 | 0 | 0 | 0 |
| 27600 | 59 | 0.23 | 1628400 | 0.36 | 3600 | 3 | 59 | 6 | 0.02 | 648000 | 0.14 | 1200 | 1 | 6 |
| 28800 | 47 | 0.18 | 1353600 | 0.30 | 2400 | 2 | 47 | 5 | 0.02 | 552000 | 0.12 | 1200 | 1 | 5 |
| 30000 | 111 | 0.42 | 3300000 | 0.74 | 6000 | 5 | 111 | 2 | 0.01 | 223200 | 0.05 | 0 | 0 | 0 |
| 31200 | 32 | 0.12 | 998400 | 0.22 | 2400 | 1 | 32 | 2 | 0.01 | 225600 | 0.05 | 0 | 0 | 0 |
| 32400 | 39 | 0.15 | 1263600 | 0.28 | 2400 | 2 | 39 | 6 | 0.02 | 684000 | 0.15 | 1200 | 1 | 6 |
| 33600 | 32 | 0.12 | 1075200 | 0.24 | 2400 | 1 | 32 | 4 | 0.02 | 460800 | 0.10 | 1200 | 1 | 4 |
| 34800 | 31 | 0.12 | 1078800 | 0.24 | 2400 | 2 | 31 | 7 | 0.03 | 814800 | 0.18 | 1200 | 1 | 7 |
| 36000 | 111 | 0.42 | 3996000 | 0.89 | 8400 | 7 | 111 | 7 | 0.03 | 823200 | 0.18 | 1200 | 1 | 7 |
| 37200 | 30 | 0.11 | 1116000 | 0.25 | 2400 | 1 | 30 | 15 | 0.01 | 237600 | 0.05 | 0 | 0 | 0 |
| 38400 | 36 | 0.14 | 1382400 | 0.31 | 2400 | 1 | 36 | 18 | 0.09 | 2880000 | 0.64 | 6000 | 5 | 24 |
| 39600 | 30 | 0.11 | 1188000 | 0.26 | 2400 | 1 | 30 | 15 | 0.00 | 121200 | 0.03 | 0 | 0 | 0 |
| 40800 | 42 | 0.16 | 1713600 | 0.38 | 3600 | 1 | 42 | 14 | 0.02 | 612000 | 0.14 | 1200 | 1 | 5 |
| 42000 | 47 | 0.18 | 1974000 | 0.44 | 3600 | 3 | 47 | 12 | 0.02 | 741600 | 0.16 | 1200 | 1 | 6 |
| 43200 | 74 | 0.28 | 2188800 | 0.49 | 4800 | 4 | 74 | 14 | 0.00 | 124800 | 0.03 | 0 | 0 | 0 |
| 44400 | 13 | 0.05 | 577200 | 0.13 | 1200 | 1 | 13 | 13 | 0.01 | 378000 | 0.08 | 1200 | 1 | 3 |
| 45600 | 8 | 0.03 | 364800 | 0.08 | 1200 | 1 | 8 | 8 | 0.01 | 381600 | 0.08 | 1200 | 1 | 3 |
| 46800 | 16 | 0.06 | 748800 | 0.17 | 1200 | 1 | 16 | 12 | 0.00 | 128400 | 0.03 | 0 | 0 | 0 |
| 48000 | 52 | 0.20 | 2496000 | 0.55 | 4800 | 1 | 52 | 13 | 0.01 | 439200 | 0.10 | 1200 | 1 | 3 |
| 49200 | 17 | 0.06 | 836400 | 0.19 | 1200 | 1 | 17 | 17 | 0.00 | 130800 | 0.03 | 0 | 0 | 0 |
| 50400 | 6 | 0.02 | 302400 | 0.07 | 0 | 0 | 6 | 2 | 0.01 | 264000 | 0.06 | 0 | 0 | 0 |
| 51600 | 10 | 0.04 | 516000 | 0.11 | 1200 | 1 | 10 | 13 | 0.01 | 266400 | 0.06 | 0 | 0 | 0 |
| 52800 | 11 | 0.04 | 580800 | 0.13 | 1200 | 1 | 11 | 11 | 0.03 | 490800 | 0.21 | 2400 | 2 | 7 |
| 54000 | 16 | 0.06 | 864000 | 0.19 | 1200 | 1 | 16 | 16 | 0.01 | 271200 | 0.06 | 0 | 0 | 0 |
| 55200 | 8 | 0.03 | 441600 | 0.10 | 1200 | 1 | 8 | 8 | 0.01 | 410400 | 0.09 | 1200 | 1 | 3 |
| 56400 | 6 | 0.02 | 338400 | 0.08 | 1200 | 1 | 6 | 2 | 0.01 | 276000 | 0.06 | 0 | 0 | 0 |
| 57600 | 6 | 0.02 | 345600 | 0.08 | 1200 | 1 | 6 | 1 | 0.00 | 140400 | 0.03 | 0 | 0 | 0 |
| 58800 | 10 | 0.04 | 588000 | 0.13 | 1200 | 1 | 10 | 1 | 0.00 | 141600 | 0.03 | 0 | 0 | 0 |
| 60000 | 49 | 0.19 | 2940000 | 0.65 | 6000 | 5 | 49 | 14 | 0.00 | 144000 | 0.03 | 0 | 0 | 0 |
| 61200 | 20 | 0.08 | 1224000 | 0.27 | 2400 | 1 | 20 | 1 | 0.00 | 145200 | 0.03 | 0 | 0 | 0 |
| 62400 | 2 | 0.01 | 124800 | 0.03 | 0 | 0 | | | | | | | | |

Continued from Previous page

| No. of Shares applied for (Category wise) | Number of applications received | % to total | Total No. of Shares applied in each category | % to total | Total No. of shares allocated/ allotted | Ration of allottees to applicants |
|---|---------------------------------|------------|--|------------|---|-----------------------------------|
| 177500 | 2 | 0.01 | 355200 | 0.08 | 1200 | 1 2 |
| 178800 | 1 | 0.00 | 178800 | 0.04 | 0 | 0 0 |
| 180000 | 7 | 0.03 | 1260000 | 0.28 | 2400 | 2 7 |
| 182400 | 1 | 0.00 | 182400 | 0.04 | 0 | 0 0 |
| 183600 | 4 | 0.02 | 734400 | 0.16 | 1200 | 1 4 |
| 186000 | 2 | 0.01 | 372000 | 0.08 | 1200 | 1 2 |
| 189600 | 2 | 0.01 | 189600 | 0.04 | 0 | 0 0 |
| 190800 | 1 | 0.00 | 190800 | 0.04 | 0 | 0 0 |
| 192000 | 2 | 0.01 | 384000 | 0.09 | 1200 | 1 2 |
| 193200 | 1 | 0.00 | 193200 | 0.04 | 0 | 0 0 |
| 194400 | 1 | 0.00 | 194400 | 0.04 | 0 | 0 0 |
| 196800 | 2 | 0.01 | 393600 | 0.09 | 1200 | 1 2 |
| 198000 | 3 | 0.01 | 594000 | 0.13 | 1200 | 1 3 |
| 199200 | 5 | 0.02 | 996000 | 0.22 | 2400 | 2 5 |
| 200400 | 5 | 0.02 | 1002000 | 0.22 | 2400 | 2 5 |
| 201600 | 1 | 0.00 | 201600 | 0.04 | 0 | 0 0 |
| 202800 | 1 | 0.00 | 202800 | 0.05 | 0 | 0 0 |
| 204000 | 1 | 0.00 | 204000 | 0.05 | 0 | 0 0 |
| 206400 | 1 | 0.00 | 206400 | 0.05 | 0 | 0 0 |
| 207600 | 1 | 0.00 | 207600 | 0.05 | 0 | 0 0 |
| 208800 | 1 | 0.00 | 208800 | 0.05 | 0 | 0 0 |
| 212400 | 2 | 0.01 | 424800 | 0.09 | 1200 | 1 2 |
| 213600 | 1 | 0.00 | 213600 | 0.05 | 0 | 0 0 |
| 214800 | 4 | 0.02 | 859200 | 0.19 | 1200 | 1 4 |
| 216000 | 2 | 0.01 | 432000 | 0.10 | 1200 | 1 2 |
| 217200 | 1 | 0.00 | 217200 | 0.05 | 0 | 0 0 |
| 218400 | 1 | 0.00 | 218400 | 0.05 | 0 | 0 0 |
| 220800 | 2 | 0.01 | 441600 | 0.10 | 1200 | 1 2 |
| 222000 | 1 | 0.00 | 222000 | 0.05 | 0 | 0 0 |
| 223200 | 1 | 0.00 | 223200 | 0.05 | 0 | 0 0 |
| 225600 | 5 | 0.02 | 1128000 | 0.25 | 2400 | 2 5 |
| 226800 | 2 | 0.01 | 453600 | 0.10 | 1200 | 1 2 |
| 229200 | 1 | 0.00 | 229200 | 0.05 | 0 | 0 0 |
| 231600 | 1 | 0.00 | 231600 | 0.05 | 0 | 0 0 |
| 232800 | 3 | 0.01 | 698400 | 0.16 | 1200 | 1 3 |
| 234000 | 1 | 0.00 | 234000 | 0.05 | 0 | 0 0 |
| 236400 | 3 | 0.01 | 709200 | 0.16 | 1200 | 1 3 |
| 240000 | 4 | 0.02 | 960000 | 0.21 | 2400 | 1 2 |
| 241200 | 1 | 0.00 | 241200 | 0.05 | 0 | 0 0 |
| 243600 | 1 | 0.00 | 243600 | 0.05 | 0 | 0 0 |
| 244800 | 3 | 0.01 | 734400 | 0.16 | 1200 | 1 3 |
| 252000 | 1 | 0.00 | 252000 | 0.06 | 0 | 0 0 |
| 253200 | 1 | 0.00 | 253200 | 0.06 | 0 | 0 0 |
| 264000 | 1 | 0.00 | 264000 | 0.06 | 0 | 0 0 |
| 265200 | 2 | 0.01 | 530400 | 0.12 | 1200 | 1 2 |
| 266400 | 1 | 0.00 | 266400 | 0.06 | 0 | 0 0 |
| 267600 | 2 | 0.01 | 535200 | 0.12 | 1200 | 1 2 |
| 268800 | 3 | 0.01 | 806400 | 0.18 | 1200 | 1 3 |
| 270000 | 1 | 0.00 | 270000 | 0.06 | 0 | 0 0 |
| 272400 | 1 | 0.00 | 272400 | 0.06 | 0 | 0 0 |
| 274800 | 1 | 0.00 | 274800 | 0.06 | 0 | 0 0 |
| 276000 | 1 | 0.00 | 276000 | 0.06 | 0 | 0 0 |
| 277200 | 1 | 0.00 | 277200 | 0.06 | 0 | 0 0 |
| 282000 | 3 | 0.01 | 846000 | 0.19 | 1200 | 1 3 |
| 285600 | 1 | 0.00 | 285600 | 0.06 | 0 | 0 0 |
| 286800 | 1 | 0.00 | 286800 | 0.06 | 0 | 0 0 |
| 288000 | 1 | 0.00 | 288000 | 0.07 | 0 | 0 0 |
| 289400 | 1 | 0.00 | 289400 | 0.07 | 0 | 0 0 |
| 297600 | 2 | 0.01 | 595200 | 0.13 | 1200 | 1 2 |
| 298800 | 2 | 0.01 | 597600 | 0.13 | 1200 | 1 2 |
| 300000 | 3 | 0.01 | 900000 | 0.20 | 1200 | 1 3 |
| 301200 | 3 | 0.01 | 903600 | 0.20 | 1200 | 1 3 |
| 302400 | 2 | 0.01 | 604800 | 0.13 | 1200 | 1 2 |
| 307200 | 1 | 0.00 | 307200 | 0.07 | 0 | 0 1 |
| 308400 | 4 | 0.02 | 1233600 | 0.27 | 2400 | 1 2 |
| 309600 | 2 | 0.01 | 619200 | 0.14 | 1200 | 1 2 |
| 312000 | 1 | 0.00 | 312000 | 0.07 | 0 | 0 1 |
| 313200 | 1 | 0.00 | 313200 | 0.07 | 0 | 0 1 |
| 314400 | 1 | 0.00 | 314400 | 0.07 | 1200 | 1 1 |
| 316800 | 2 | 0.01 | 316800 | 0.07 | 1200 | 1 1 |
| 324000 | 2 | 0.01 | 648000 | 0.14 | 1200 | 1 2 |
| 324000 | 3 | 0.01 | 972000 | 0.22 | 2400 | 2 3 |
| 325200 | 4 | 0.02 | 1308000 | 0.29 | 2400 | 1 2 |
| 326400 | 2 | 0.01 | 652800 | 0.14 | 1200 | 1 2 |
| 327600 | 2 | 0.01 | 655200 | 0.15 | 1200 | 1 2 |
| 328800 | 1 | 0.00 | 328800 | 0.07 | 1200 | 1 1 |
| 330000 | 2 | 0.01 | 660000 | 0.15 | 1200 | 1 2 |
| 331200 | 1 | 0.00 | 331200 | 0.07 | 1200 | 1 1 |
| 332400 | 1 | 0.00 | 332400 | 0.07 | 1200 | 1 1 |
| 333600 | 1 | 0.00 | 333600 | 0.07 | 1200 | 1 1 |
| 334800 | 2 | 0.01 | 669600 | 0.15 | 1200 | 1 2 |
| 337200 | 3 | 0.01 | 1011600 | 0.22 | 2400 | 2 3 |
| 338400 | 1 | 0.00 | 338400 | 0.08 | 1200 | 1 1 |
| 339600 | 3 | 0.01 | 1018800 | 0.23 | 2400 | 2 3 |
| 340800 | 2 | 0.01 | 681600 | 0.15 | 1200 | 1 2 |
| 342000 | 1 | 0.00 | 342000 | 0.08 | 1200 | 1 1 |
| 343200 | 2 | 0.01 | 686400 | 0.15 | 1200 | 1 2 |
| 346800 | 1 | 0.00 | 346800 | 0.08 | 1200 | 1 1 |
| 350400 | 1 | 0.00 | 350400 | 0.08 | 1200 | 1 1 |
| 351600 | 3 | 0.01 | 1054800 | 0.23 | 2400 | 2 3 |
| 352800 | 2 | 0.01 | 705600 | 0.16 | 1200 | 1 2 |
| 354000 | 1 | 0.00 | 354000 | 0.08 | 1200 | 1 1 |
| 356400 | 1 | 0.00 | 356400 | 0.08 | 1200 | 1 1 |
| 357600 | 1 | 0.00 | 357600 | 0.08 | 1200 | 1 1 |
| 358800 | 1 | 0.00 | 358800 | 0.08 | 1200 | 1 1 |

3) Allotment to QIBs excluding Anchor Investors (After Technical Rejections)
 Allotment to QIBs, who have bid at the Issue Price of Rs. 116/- per Equity Share or above, has been done on a proportionate basis in consultation with National Stock Exchange of India Limited. This category has been subscribed to the extent of 129.17 times of QIB portion. The total number of Equity Shares allotted in the QIB category is 11,76,000 Equity Shares, which were successful to 71 successful Applicants.

| Category | FI's/Banks/AIF/ FIs/FPis/ NBFC'S | TOTAL |
|----------|----------------------------------|-----------|
| QIB | 11,76,000 | 11,76,000 |

4) Allotment to Anchor Investors (After Technical Rejections)
 The Company in consultation with the BRLM has allocated 1761600 Equity Shares to 7 Anchor Investors at the Anchor Investor ISSUE PRICE of Rs. 116/- per Equity Shares in accordance with the SEBI ICDR Regulations. This represents 60% of the QIB Category.

| Category | FIs/BANKS | MF's | IC | AIF | FIs/FPis | NBFC'S | TOTAL |
|----------|-----------|------|----|-----|-----------|----------|-----------|
| Anchor | 1,72,800 | - | - | - | 12,43,200 | 3,45,600 | 17,61,600 |

The Board of Directors of our Company at its meeting held on October 22, 2024 has taken on record the basis of allotment of Equity Shares approved by the Designated Stock Exchange, being National Stock Exchange of India Limited and has allocated the Equity Shares to various successful applicants. The Allotment Advice Cum Refund Intimation will be dispatched to the address of the investors as registered with the depositories. Further, instructions to the SCSSBs have been dispatched/ mailed for unlocking of funds and transfer to the Public Issue Account on or before October 23, 2024 and payment to non-Syndicate brokers have been issued on October 23, 2024. In case the same is not received within ten days, investors may contact the Registrar to the Issue at the address given below. The Equity Shares allotted to the successful allottees shall be uploaded on or before October 23, 2024 for credit into the respective beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is in the process of obtaining the listing and trading approval from National Stock Exchange of India Limited and the trading of the Equity Shares is expected to commence on October 24, 2024.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated October 21, 2024 filed with the Registrar of Companies, Tamil Nadu & Andaman ("RoC").

INVESTORS, PLEASE NOTE

The details of the allotment made has been hosted on the website of the Registrar to the Issue, Purva Sharegistry (India) Private Limited at website: www.purvashare.com. All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First/ Sole Bidder Serial number of the ASBA form, number of Equity Shares bid by, Bidder DP ID, Client ID, PAN, date of submission of the Bid cum Application Form, address of the Bidder, the name and address of the Designated Intermediary where the Bid cum Application Form was submitted by the Bidder and copy of the Acknowledgment Slip received from the Designated Intermediary and payment details at the address given below:

PURVA SHAREGISTRY (INDIA) PRIVATE LIMITED
 9, Shiv Shakti Industrial Estate, J. R. Boricha Marg, Lower Parel (East) Mumbai 400011, Maharashtra, India.
 Telephone: +91 022 4961 4132;
 Fax No: +91 022 2301 2517
 E-mail: newissue@purvashare.com,
 Website: www.purvashare.com
 Investor Grievance ID: newissue@purvashare.com
 Contact Person: Ms. Deepali Dhuri
 SEBI Registration: INR000001112

On behalf of Board of Directors
 For FRESHARA AGRO EXPORTS LIMITED
 Sd/-
 Mr. Ajay Kumar Rana
 Company Secretary & Compliance Officer

Place: Royapettah, Tamil Nadu
 Date: October 22, 2024

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES ON LISTING OR THE BUSINESS PROSPECTS OF FRESHARA AGRO EXPORTS LIMITED.
 Disclaimer: Freshara Agro Exports 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 and has filed the Prospectus with the Registrar of Companies, Tamil Nadu on October 21, 2024 and thereafter with SEBI and the Stock Exchange. The Prospectus 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 BRLM at www.gycapitaladvisors.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Prospectus including the section titled "Risk Factors" beginning on page 31 of the 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, and unless so registered, and 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 Securities Act and in accordance with any applicable U.S. state securities laws. The Equity Shares are being offered and sold outside the United States in "offshore transactions" in reliance on Regulation under the Securities Act and the applicable laws of each jurisdiction where such offers and sales are made. There will be no public offering in the United States.



कच्चा सूचना
एडलवाइस एसेट रिकॉन्स्ट्रक्शन कंपनी लिमिटेड
 सीआइएन: U67100MH2007PLC174759
 रिटल सेंट्रल एंड रॉय. कार्यालय: एडलवाइस हाउस, ऑफिसी एस्टी रोड, कलिंगा, मुंबई 400098

परिच्छिद IV (नियम-8(1))
कच्चा सूचना (अवल संपत्ति के लिए)

जबकि, वित्तीय परिस्थितियों के प्रतिनिधित्व और पुनर्निर्माण और सुस्थापित हित के प्रवर्तन (अभिनियम), 2002 के तहत और (नियम 3) के साथ परित धारा 13(12) के तहत प्रवर्तन शक्तियों का प्रयोग करते हुए, सुरक्षित लेनदार के अधिकृत अधिकारी सुस्थापित हित (प्रवर्तन) नियम, 2002 ने नीचे उल्लिखित एक मानक नोटिस जारी किया, जिसमें उधारकर्ता को एक नोटिस प्राप्त होने की तारीख से 60 दिनों के भीतर नोटिस में उल्लिखित राशि चुकाने के लिए कहा गया।

इसके बाद, उक्त नोटिस असाइनर ने **एडलवाइस एसेट रिकॉन्स्ट्रक्शन कंपनी लिमिटेड** को भी वित्तीय परिस्थितियों को अपने स्वयं के रूप में/विभिन्न दृष्टियों की अपनी क्षमता में कार्य करते हुए (जिसे बाद में 'ईएआरसी' के रूप में संदर्भित किया गया है) असाइनमेंट एग्जिट के माध्यम से सौंपा है। असाइनमेंट एग्जिट के अनुसार, सार्वजनिक अभिनियम, 2002 की धारा 5 के तहत, ईएआरसी असाइनर के स्वाम्य पर आ गया है और उधारकर्ता द्वारा प्राप्त वित्तीय सहायता के संबंध में अनिश्चित सुस्थापित हितों, गारंटियों, प्राधिकारों के साथ वित्तीय परिस्थितियों के संबंध में असाइनर के सभी अधिकार, शीक और हित ईएआरसी में निहित हैं और ईएआरसी सुरक्षित लेनदार के रूप में अपने सभी अधिकारों का प्रयोग करता है।

| क्र. सं. | उधारकर्ता का नाम | दृष्ट का नाम | कच्चा सूचना संख्या | उधारकर्ता का नाम और सह-उधारकर्ता का नाम | मांग सूचना की तारीख | कच्चा की तिथि | कच्चे की तिथि |
|----------|--|--------------------------|--------------------|--|----------------------------|---------------|----------------|
| 1. | पुनावाला हाउसिंग फाइनेंस लिमिटेड (वर्तमान में गृहम हाउसिंग फाइनेंस लिमिटेड के नाम से जाना जाता है) | ईएआरसी दृष्ट परतरी - 438 | HM0044H19100036 | सामान (उधारकर्ता), नीलम (सह-उधारकर्ता) | 11.03.2024 | 17.10.2024 | सांकेतिक कच्चा |
| 2. | पुनावाला हाउसिंग फाइनेंस लिमिटेड (वर्तमान में गृहम हाउसिंग फाइनेंस लिमिटेड के नाम से जाना जाता है) | ईएआरसी दृष्ट परतरी - 438 | HM0044H19100061 | कल्याण तिवारी (उधारकर्ता), राजेश कुमार तिवारी (सह-उधारकर्ता) | 11.03.2024 | 17.10.2024 | सांकेतिक कच्चा |
| 3. | पुनावाला हाउसिंग फाइनेंस लिमिटेड (वर्तमान में गृहम हाउसिंग फाइनेंस लिमिटेड के नाम से जाना जाता है) | ईएआरसी दृष्ट परतरी - 438 | HL0044H14100024 | हेरत अली (उधारकर्ता) गुरिया, (सह-उधारकर्ता) | 27.04.2024 और 28.72.2024 | 17.10.2024 | सांकेतिक कच्चा |
| 4. | पुनावाला हाउसिंग फाइनेंस लिमिटेड (वर्तमान में गृहम हाउसिंग फाइनेंस लिमिटेड के नाम से जाना जाता है) | ईएआरसी दृष्ट परतरी - 438 | HF0044H19100028 | योगेश कुमार (उधारकर्ता) विनता देवी (सह-उधारकर्ता) | 27.04.2024 और 27.91.11.55 | 17.10.2024 | सांकेतिक कच्चा |
| 5. | पुनावाला हाउसिंग फाइनेंस लिमिटेड (वर्तमान में गृहम हाउसिंग फाइनेंस लिमिटेड के नाम से जाना जाता है) | ईएआरसी दृष्ट परतरी - 438 | HL0045H19100013 | सिमरली सिंह (उधारकर्ता) उपकार सिंह, दलजीत कौर, (सह-उधारकर्ता) | 27.04.2024 और 18.05.60.73 | 18.10.2024 | सांकेतिक कच्चा |
| 6. | पुनावाला हाउसिंग फाइनेंस लिमिटेड (वर्तमान में गृहम हाउसिंग फाइनेंस लिमिटेड के नाम से जाना जाता है) | ईएआरसी दृष्ट परतरी - 438 | HL0045H19100014 | सिमरली सिंह (उधारकर्ता) 2) उपकार सिंह, दलजीत कौर, (सह-उधारकर्ता) | 27.04.2024 और 20.83.762.15 | 18.10.2024 | सांकेतिक कच्चा |

सांकेतिक कच्चा - आरजीसी परतरी संख्या 118/3 एफ-3, तृतीय तल, कोरापुरी कामपुर क्षेत्रक - 1055.यम फीट कल्याण जी बेकरी के पास पिन कोड-208012 से **विद्य-पूर्व**- मकान संख्या 118/2, **परिचय**- मकान का हिस्सा, फिर 40' चौड़ी मुदती पत्तारा रोड, **उत्तर**- श्री बलवीर सिंह का मकान, **दक्षिण**- मुदती मेन रोड।

सांकेतिक कच्चा - आरजीसी परतरी संख्या 118/3 एफ-3, तृतीय तल, कोरापुरी कामपुर का पूरा टुकड़ा क्षेत्रक - 1055.यम फीट कल्याण जी बेकरी के पास पिन कोड-208012 से **विद्य-पूर्व**- मकान संख्या 118/2, **परिचय**- मकान का हिस्सा, फिर 40' चौड़ी मुदती पत्तारा रोड, **उत्तर**- श्री बलवीर सिंह का मकान, **दक्षिण**- मुदती मेन रोड।

उधारकर्ता द्वारा राशि चुकाने में विफल रहने के कारण, उधारकर्ता और आम जनता को यह सूचित किया जाता है कि नीचे हस्ताक्षरकृत **एडलवाइस एसेट रिकॉन्स्ट्रक्शन कंपनी लिमिटेड** के प्राधिकृत अधिकारी होने के तहत, प्रत्येक संपत्ति के सामने उल्लिखित तिथि को अभिनियम की धारा 13 की उपधारा (4) के साथ प्रतिभूति हित प्रवर्तन) नियम, 2002 के नियम 8 के तहत उक्त प्रवर्तन शक्तियों का प्रयोग करते हुए नीचे वर्णित संपत्तियों का कच्चा से लिया है।

उधारकर्ता का ध्यान अभिनियम की धारा 13 की उपधारा (6) के प्रावधानों की ओर आकर्षित किया जाता है, जो कि सुरक्षित परिस्थितियों को चुनने के लिए उल्लेख समक के संबंध में है। उधारकर्ता विशेष रूप से और आम जनता को इस संपत्ति से संबंधित कोई भी लेन-देन न करने की चेतावनी दी जाती है और संपत्ति से संबंधित कोई भी लेन-देन **एडलवाइस एसेट रिकॉन्स्ट्रक्शन कंपनी लिमिटेड** के प्रभार के अधीन होगा, जो कि नीचे उल्लिखित राशि और पर ध्यान के लिए है।

हस्ता/- प्राधिकृत अधिकारी
एडलवाइस एसेट रिकॉन्स्ट्रक्शन कंपनी लिमिटेड

Himalaya Food International Limited
 Regd. Off.: 118, 1st Floor, 12 Gagandeep Building, Rajendra Place, New Delhi-110008.
NOTICE
 Notice is hereby given that Board of Directors of our company in its meeting held on 07th October, 2024 approved Draft Letter of Offer for proposed Rights Issue up to Rs. 4000 lakhs. The Draft Letter of Offer has been filed with BSE Ltd and the same can be viewed by any person at www.bseindia.com and www.himalayafoodcompany.com.
 By Order of the Board
Komajet Kaur
 (Company Secretary)
 Place: Delhi
 Date: 16.10.2024

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 कारपोरेट पहचान संख्या: U67190MH2007PLC74287
 पंजीकृत कार्यालय: 7वीं मंजिल, रिजेंडा, अप्पारालेव मार्टे मॉड, प्रभादेवी, मुंबई 400025
 वेबसाइट: www.jmfinancialarc.com

संपर्क व्यक्ति: 1. प्रशासन पाठे- 7054013999, 2. रोहन सार्वत- 9833143013, 3. प्रशासन मोडे- 022 - 6224 1676, वेबसाइट: www.jmfinancialarc.com

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 यह कि परामर्श कैंपेन एंड हाउसिंग फाइनेंस लिमिटेड