

● NEW AD CAMPAIGN KICKS OFF TODAY

Cleartrip resurrects Flipkart's 'kidults'

ALOKANANDA CHAKRABORTY
New Delhi, October 1

THE “KIDULTS” YOU spotted in Flipkart ads at a time when consumer awareness about e-commerce was relatively low will now pop up in online travel aggregator Cleartrip’s advertisements to double down on the advantages of making travel bookings. “We want to convey that the same tenets of Flipkart’s biggest deals on travel are now available on Cleartrip,” says Kunal Dubey, CMO, Cleartrip. “This campaign will also help customers relate to Cleartrip as a Flipkart company.”

Back in the day, there was tremendous unease among consumers with regards to online shopping. E-commerce brands faced the challenge to dispel consumer concerns about quality and safety, while underscoring their ease of use.

Flipkart achieved this with great success using a series of clutter-breaking ads featuring kids behaving as adults, their idiosyncrasies and all, that became its standard advertising template since 2010-11.

Flipkart-owned Cleartrip hopes to replicate that success with the new campaign that kicks off on Monday. “Travel is been a high-involvement category with a long decision-making lead time. With The Big Billion Days (TBBDD), we want to challenge that with the best

BACK IN PLAY



Flipkart hopes that with ‘kidults’ in new advertisement campaign, prospective buyers will be able to make up their minds about travel with as little trouble as they do while shopping online

deals and the best flexibility options, and pose a question to consumers: ‘why would you not book travel impulsively?’” says Dubey.

The company says that since its acquisition by Flipkart, it has moved to the second spot in its market from the fourth spot (as per an industry benchmarking study by VIDECON) and has seen its market share grow 1.5 times. However, OTA as an industry has not evolved much in the last decade, believes Dubey. There

is still a large section of the travellers that remain untapped. The company hopes that with ‘kidults’ explaining the ease of making an online travel booking when prices tend to surge during the year-end holiday season, prospective buyers will be able to make up their minds about travel with as little trouble as they do while shopping online.

Flipkart’s TBBDD will be live between October 8 and 15, but the sale on the Cleartrip platform will kick off on October 7.

JLR plans to launch 8 battery EVs in India

PRESS TRUST OF INDIA
New Delhi, October 1

TATA MOTORS-OWNED JAGUAR Land Rover (JLR) aims to launch eight battery electric vehicles (BEVs) in India by 2030, according to a senior company executive.

The company currently sells one electric model — Jaguar I-Pace — in the country. In an interaction with PTI, JLR chief commercial officer Lennard Hoornik said the automaker will commence taking orders for the Range Rover BEV for the Indian market next year with deliveries expected to begin in 2025. “We are planning to introduce at least 8 BEVs by the end of the decade in India,” he noted.

The British automaker, a wholly-owned subsidiary of Tata Motors since 2008, aims to become a net-zero carbon business globally by 2039.

Terming the Indian market a “big strategic priority” for the automaker, Hoornik noted that the country is in the right direction when it comes to transitioning into electric mobility.

He said subsidy push in the initial phase, setting up the right amount of charging infrastructure and having a great product (EV) were some of the essentials which would encourage the adoption of electric cars in the country.

Hoornik noted that governments around the world were trying to give electric cars a bit of a kickstart by offering subsidies. “I think to kickstart that



TARGET 2030

■ The company currently sells one electric model — Jaguar I-Pace — in the country

■ Besides, JLR aims to expand the Range Rover, Range Rover Sport, and Defender brands in India

■ It plans to have individual growth strategies for its four brands — Jaguar, Range Rover, Discovery and Defender

also help in the growth of EV sales in India.

Hoornik said affordability is one critical factor in encouraging the adoption of electric cars. “Batteries are not cheap. So, if there is anything that we can do to accelerate, once you get over a certain percentage (sales of EVs) it seems to just go right..beginning I think is quite important,” he stated.

Elaborating on the company’s overall roadmap in the country, Hoornik said the company aims to expand the Range Rover, Range Rover Sport, and Defender brands, which were strong in the Indian market.

“We are now getting a number of new product releases within those families. There will be some special editions, but also we are slowly moving towards electrification,” he noted. The automaker plans to have individual growth strategies for its four brands — Jaguar, Range Rover, Discovery and Defender, Hoornik said.

Each of those brands should have their own growth strategy, retail landscape and their own audience, he noted.

“In a country that is so big, with so much diversity, I think there’s a role for each of the brands to play,” Hoornik said.

sort of transformation (to electric cars) I think it (subsidy) is very important,” he noted when asked if subsidies could

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INITIAL PUBLIC OFFERING OF EQUITY SHARES ON THE MAIN BOARD OF THE STOCK EXCHANGES IN COMPLIANCE WITH THE CHAPTER II OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL DISCLOSURE AND REQUIREMENTS) REGULATIONS, 2018 AS AMENDED (“SEBI ICDR REGULATIONS”)



SRM CONTRACTORS LIMITED

Corporate Identity Number: U45400JK2008PLC002933

Our Company was incorporated on September 4, 2008 as ‘SRM Contractors Private Limited’, a private limited company under the Companies Act, 1956, pursuant to a certificate of incorporation dated September 4, 2008 issued by the Registrar of Companies, Jammu. Subsequently, our Company was converted to a public limited company, pursuant to a special resolution passed by the shareholders of our Company at the extraordinary general meeting held on June 30, 2023 and the name of our Company was changed from “SRM Contractors Private Limited” to “SRM Contractors Limited”, pursuant conversion from private to public company and a fresh certificate of incorporation dated August 11, 2023 issued by the Registrar of Companies, Jammu.

Registered Office: Sector 3, Near BJP Head Office, Trikuta Nagar, Jammu - 180012, Jammu and Kashmir, India

Contact Person: Arun Mathur, Company Secretary and Compliance Officer; | **Tel:** +91 84918 77114 / +0191 2472729

E-mail: cs@srmcpl.com; | **Website:** www.srmcpl.com

OUR PROMOTERS: SANJAY MEHTA, ASHLEY MEHTA AND PUNEET PAL SINGH

INITIAL PUBLIC OFFERING OF UP TO 62,00,000 EQUITY SHARES OF FACE VALUE OF ₹10 EACH (“EQUITY SHARES”) OF SRM CONTRACTORS LIMITED (“OUR COMPANY” OR THE “ISSUER”) FOR CASH AT A PRICE OF ₹(●) PER EQUITY SHARE (INCLUDING A SECURITIES PREMIUM OF ₹(●) PER EQUITY SHARE) (“ISSUE PRICE”) AGGREGATING UP TO ₹(●) LAKHS (“THE ISSUE”). THE ISSUE WILL CONSTITUTE (●) % OF OUR POST-ISSUE PAID-UP EQUITY SHARE CAPITAL.

THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10 EACH AND THE ISSUE PRICE IS (●) TIMES THE FACE VALUE OF THE EQUITY SHARES. THE PRICE BAND AND THE MINIMUM BID LOT WILL BE DECIDED BY OUR COMPANY IN CONSULTATION WITH THE BOOK RUNNING LEAD MANAGER AND WILL BE ADVERTISED IN ALL EDITIONS OF (●) (A WIDELY CIRCULATED ENGLISH NATIONAL DAILY NEWSPAPER), ALL EDITIONS OF (●) (A WIDELY CIRCULATED HINDI NATIONAL DAILY NEWSPAPER) AND ALL EDITIONS OF (●) (A WIDELY CIRCULATED URDU DAILY NEWSPAPER, URDU BEING THE REGIONAL LANGUAGE OF UNION TERRITORY OF JAMMU AND KASHMIR, WHERE OUR REGISTERED OFFICE IS LOCATED), AT LEAST 2 (TWO) WORKING DAYS PRIOR TO THE BID/ISSUE OPENING DATE, AND SHALL BE MADE AVAILABLE TO THE STOCK EXCHANGES FOR THE PURPOSE OF UPLOADING ON THEIR RESPECTIVE WEBSITES IN ACCORDANCE WITH THE SEBI ICDR REGULATIONS.

In case of any revision in the Price Band, the Bid/ Issue Period will be extended by at least 3 (three) additional Working Days after such revision in the Price Band, subject to the Bid/ Issue Period not exceeding 10 (ten) 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 3 (three) Working Days, subject to the Bid/ Issue Period not exceeding 10 (ten) Working Days. Any revision in the Price Band and the revised Bid/ Issue Period, if applicable, shall be widely disseminated by notification to the Stock Exchanges, by issuing a public notice, and also by indicating the change on the website of the BRLM and at the terminals of the Members of the Syndicate and by intimation to Designated Intermediaries and the Sponsor Bank, as applicable.

This Issue is being made in terms of Rule 19(2)(b) of the SCRR read with Regulation 31 of the SEBI ICDR Regulations. The Issue is being made for at least 25% of the post-issue paid-up Equity Share capital of our Company. This Issue is being made through the Book Building Process in accordance with Regulation 61(1) of the SEBI ICDR Regulations wherein not more than 50% of the Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers (“QIBs” and such portion the “QIB Portion”), provided that our Company in consultation with the BRLM may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis, subject to valid Bids being received from the domestic Mutual Funds at or above the Anchor Investor Allocation Price. Further, 5% of the QIB Portion (excluding the Anchor Investor Portion) shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors), including Mutual Funds, subject to valid Bids being received at or above the Issue Price. Further, not less than 15% of the Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders out of which (a) one third of such portion shall be reserved for applicants with application size of more than ₹ 2.00 lakhs and up to ₹ 10.00 lakhs and (b) two-third of such portion shall be reserved for applicants with application size of more than ₹ 10.00 lakhs, provided that the unsubscribed portion in either of such sub-categories may be allocated to applicants in the other sub-category of Non-Institutional Bidders and not less than 35% of the 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, other than Anchor Investors, are required to participate in the Issue by mandatorily utilising the Application Supported by Blocked Amount (“ASBA”) process by providing details of their respective ASBA Account (as defined hereinafter) and UPI ID in case of UPI Bidders using the UPI Mechanism, as applicable, pursuant to which their corresponding Bid Amounts will be blocked by the Self Certified Syndicate Banks (“SCSBs”) or by the Sponsor Banks 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*” on page 321.

This public announcement is being made in compliance with the provision of Regulation 26(2) of the SEBI ICDR Regulations to inform the public that our Company is proposing, subject to applicable statutory and regulatory requirements, receipt requisite approvals, market conditions and other considerations, to undertake initial public offering of its Equity Shares pursuant to the offer and DRHP Dated: September 29, 2023, which has been filed with the SEBI on September 30, 2023.

Pursuant to Regulation 26(1) of the SEBI ICDR Regulations, the DRHP filed with the SEBI shall be made available to the public for comments, if any, for a period of at least 21 days, from the date of such filing by hosting it on the website of the SEBI at www.sebi.gov.in, Stock Exchanges i.e. BSE at www.bseindia.com, NSE at www.nseindia.com and the website of the Company at www.srmcpl.com and at the website of BRLM i.e. Interactive Financial Services Limited at www.ifinservices.in. Our Company hereby invites the members of the public to give their comments on the DRHP filed with the SEBI with respect to disclosures made in DRHP. The members of the public is requested to send a copy of their comments to SEBI, to Company Secretary and Compliance Officer of our Company and/or the BRLM at their respective addresses mentioned below. All comments must be received by SEBI, and/or our Company and/or Company Secretary and Compliance Officer of our Company and/or the BRLM in relation to the offer on or before 5 p.m. on the 21st day from the aforesaid date of filing the DRHP with SEBI.

Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in the 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 the Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue, including the risks involved. The Equity Shares in the Issue 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 this Draft Red Herring Prospectus. Specific attention of the investors is invited to “*Risk Factors*” on page 32.

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

For details of the main objects of our Company as contained in its Memorandum of Association, see “*History and Certain Corporate Matters*” on page 195.

The liability of the members of our Company is limited. For details of the share capital, capital structure of our Company, the names of the signatories to the Memorandum of Association and the number of shares of our Company subscribed by them of our Company, please see “*Capital Structure*” beginning on page 79.

BOOK RUNNING LEAD MANAGER



Interactive Financial Services Limited

612, 6th Floor, Shree Balaji Heights, Kokilaben Vyas Marg, Ellisbridge, Ahmedabad – 380009, Gujarat, India
Tel: +91 079-46019796 / 98980 55647 | **Email:** mbd@ifinservices.in | **Website:** www.ifinservices.in
Investor Grievance Email: info@ifinservices.in | **Contact Person:** Jaini Jain | **SEBI Registration No:** INM000012856

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

SRM CONTRACTORS LIMITED

On behalf of the Board of Directors

Sd/-

Arun Mathur

Company Secretary and Compliance Officer

Date: October 02, 2023

Place: Jammu

SRM CONTRACTORS LIMITED is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to undertake an initial public offering of its Equity Shares and has filed the DRHP with SEBI. The DRHP is available on the website of the SEBI at www.sebi.gov.in, Stock Exchanges i.e. BSE at www.bseindia.com, NSE at www.nseindia.com respectively and is available on the website of the Company at www.srmcpl.com and at the website of BRLM i.e. Interactive Financial Services Limited at www.ifinservices.in. Bidders should note that investment in equity shares involves a high degree of risk and for details relating such risk, see the section titled “*Risk Factors*” that will be included in the RHP. Potential Bidders should not rely on the DRHP filed with SEBI for making any investment decision. The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933 (the “U. S. Securities Act”) or any state securities law in 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 U. S. Securities Act and applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold outside the United States in ‘offshore transactions’ in reliance of Regulations and the applicable laws of each jurisdiction where such offers and sales are made. There will be no public offering of the Equity Shares in the United States.

THIS IS ONLY AN ADVERTISEMENT FOR INFORMATION PURPOSES AND NOT A PROSPECTUS ANNOUNCEMENT. THIS DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE FOR SECURITIES. NOT FOR PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA. INITIAL PUBLIC OFFER OF EQUITY SHARES ON THE EMERGE PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED (“NSE – EMERGE”) IN COMPLIANCE WITH CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018, AS AMENDED (“SEBI REGULATIONS”)



Please scan this QR code to view the Prospectus

MANGALAM ALLOYS LIMITED

THE COMMENCEMENT OF TRADING OF THE EQUITY SHARES OF OUR COMPANY ON

THE STOCK EXCHANGE SHALL BE ON WEDNESDAY, OCTOBER 4, 2023

(Subject to the receipt of listing and trading approval from NSE EMERGE)

Our Company was originally incorporated as “Mangalam Alloys Private Limited” as a Private Limited Company under the provisions of the Companies Act, 1956 vide Certificate of Incorporation dated August 01, 1988, issued by the Registrar of Companies, Dadra and Nagar Haveli, Gujarat. Subsequently, our Company was converted into a Public Limited Company and the name of our Company was changed to “Mangalam Alloys Limited”. A fresh Certificate of Incorporation consequent upon Conversion from Private Limited Company to Public Limited Company dated April 20, 1995 was issued by the Registrar of Companies, Dadra and Nagar Haveli, Gujarat. The Corporate Identification Number of our Company is U27109GJ1988PLC011051. For further details of incorporation, please refer the section titled ‘History and Certain Other Corporate Matters’ beginning on page 133 of the Prospectus.

Registered Office: Plot No. 3123-3126, GIDC Phase III, Chhatral Dist. Gandhinagar, Gujarat -382729, India
Telephone No: +91-2764 232064 / 232025; **Website:** www.mangalamalloys.com; **E-mail ID:** cs@mangalamalloys.com
Contact Person: Ms. Manmeetkaur Harshdeep Singh Bhatia, Company Secretary and Compliance officer
Corporate Identification Number: U27109GJ1988PLC011051

OUR PROMOTERS: MR. UTTAMCHAND CHANDANMAL MEHTA, MR. TUSHAR UTTAMCHAND MEHTA AND MEGHJYOTI IMPEX PRIVATE LIMITED

INITIAL PUBLIC ISSUE OF UPTO 68,64,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH OF MANGALAM ALLOYS LIMITED (THE “COMPANY” OR THE “ISSUER”) FOR CASH AT A PRICE OF ₹ 80/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ 70/- PER EQUITY SHARE (THE “ISSUE PRICE”) AGGREGATING TO ₹ 5,491.20 LAKH (“THE ISSUE”), COMPRISING A FRESH ISSUE OF UP TO 61,26,400 EQUITY SHARES AGGREGATING UP TO ₹ 4,901.12 LAKHS BY OUR COMPANY (“FRESH ISSUE”) AND AN OFFER FOR SALE OF UP TO 7,37,600 EQUITY SHARES AGGREGATING UP TO ₹ 590.08 LAKHS (“OFFERED SHARES”) BY THE SELLING SHAREHOLDERS COMPRISING UPTO 3,16,800 EQUITY SHARES AGGREGATING UP TO ₹ 253.44 LAKHS BY UNISON FORGINGS PRIVATE LIMITED (“THE PROMOTER GROUP SELLING SHAREHOLDER”) AND UP TO 4,20,800 EQUITY SHARES AGGREGATING UP TO ₹ 336.64 LAKHS BY KAMAL KRUSHNA MISHRA (“OTHER SELLING SHAREHOLDER”), (THE PROMOTER GROUP SELLING SHAREHOLDERS AND THE OTHER SELLING SHAREHOLDERS, COLLECTIVELY REFERRED TO AS THE “SELLING SHAREHOLDERS”) (“OFFER FOR SALE”, TOGETHER WITH THE FRESH ISSUE, THE “OFFER”). THE OFFER CONSISTS UP TO 3,44,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH FOR CASH AT A PRICE OF ₹ 80 PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ 70 PER EQUITY SHARE AGGREGATING TO ₹ 275.20 WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE ISSUE (THE “MARKET MAKER RESERVATION PORTION”). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION i.e. NET ISSUE OF 65,20,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH AT A PRICE OF ₹ 80 PER EQUITY SHARE AGGREGATING TO ₹ 5216.00 LAKHS IS HEREIN AFTER REFERRED TO AS THE “NET ISSUE”. THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 27.81% AND 26.41% RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

Name of Selling Shareholder	Type	Number of Shares Offered	Weighted Average Cost of Acquisition per Equity Share (In ₹)
Kamal Krushna Mishra	Non-Promoter	4,20,800	64.00
Unison Forgings Private Limited	Promoter Group	3,16,800	64.00
Total		7,37,600	

As Certified by M/s KPSJ & Associates LLP, Chartered Accountants by way of their certificate dated June 19, 2023

NOTICE TO INVESTORS

Potential investors may note the following:

EVENT	INDICATIVE DATE	REVISED DATE
UNBLOCKING OF FUNDS	ON OR ABOUT OCTOBER 3, 2023	SATURDAY, SEPTEMBER 30, 2023
CREDIT OF EQUITY SHARES TO DEMAT ACCOUNTS OF ALLOTTEES	ON OR ABOUT OCTOBER 4, 2023	ON OR ABOUT TUESDAY, OCTOBER 3, 2023
COMMENCEMENT OF TRADING OF THE EQUITY SHARES ON THE STOCK EXCHANGE	ON OR ABOUT OCTOBER 5, 2023	WEDNESDAY, OCTOBER 4, 2023*

**Subject to the receipt of listing and trading approval from NSE EMERGE

All capitalised terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Prospectus

THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON EMERGE PLATFORM OF NSE

LEAD MANAGER	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
 Expert Global Consultants Private Limited 1511, RG Trade Tower Netaji Subhash Place, Pitampura, New Delhi – 110034, India Telephone: +91 11 4509 8234 Email: ipo@expertglobal.in Website: www.expertglobal.in Investor Grievance Email: compliance@expertglobal.in Contact Person: Mr. Gaurav Jain SEBI Registration Number: INM000012874 CIN: U74110DL2010PTC250955	 Skyline Financial Services Private Limited A/506, Dattani Plaza, Andheri Kuria Road, Safed Pool, Andheri East, Mumbai – 400 072, Maharashtra, India Telephone: +91 22 2851 1022; Fax: +91 22 2851 1022 Email: ipo@skylinert.com Investor Grievance Email: grievances@skylinert.com Contact Person: Mr. Anuj Rana Website: www.skylinert.com SEBI Registration Number: INR000003241 CIN: U74899DL1995PTC071324	Ms. Manmeetkaur Harshdeep Singh Bhatia Plot No. 3123-3126, GIDC Phase III, Chhatral Dist. Gandhinagar, Gujarat -382729, India Telephone: +91-2764 232064 / 232025 Email ID: cs@mangalamalloys.com Website: www.mangalamalloys.com Investors can contact the Company Secretary and Compliance Officer, Lead Manager or the Registrar to the Issue in case of any pre- Offer or post Offer related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account, non-receipt of refund orders or non-receipt of funds by electronic mode.

For MANAGALAM ALLOYS LIMITED
On Behalf of the Board of Directors

Sd/-

Managing Director

MANGALAM ALLOYS LIMITED is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to undertake initial public offering of its Equity Shares on Emerge Platform of National Stock Exchange of India Limited and has filed the Prospectus dated September 14, 2023 with Exchange, RoC and SEBI. The Prospectus shall be available on the website of the SEBI at www.sebi.gov.in, the website of the Lead Manager to the Issue at www.expertglobal.in and website of NSE i.e. www.nseindia.com, respectively. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see section titled “*Risk Factors*” beginning on page 25 of the Prospectus. Potential investors should not rely on the Draft Prospectus for making any investment decision.

The Equity Shares offered in the offer 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, 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 any applicable U.S. state securities laws. There will be no public offering in the United States and the securities being offered in this announcement are not being offered or sold in the United States.