

ಉದಾತ್ತ ಯೋಜನೆಯಿಂದ ಶಿಕ್ಷಕರ ಜೀವನ ಸುಧಾರಣೆ

ಸಂಕಲ್ಪ: ಮೊಗತಾಲ ನಡೆಸಿ ಮುಖ ಸಂರಕ್ಷಣೆ ಪ್ರಕ್ರಿಯೆಗೆ ಮುಖ್ಯವಾಗಿರುವುದು. ಉಪಾಧ್ಯಕ್ಷ ಯೋಗೇಶ್ವರ ಮೂಲಕ ಶಿಕ್ಷಣ ಕಾರ್ಯಕ್ರಮವನ್ನು ನಡೆಸಲಾಗುವುದು. ಅದರ ಅಡಿಯಲ್ಲಿ ವಿದ್ಯಾರ್ಥಿ ಮತ್ತು ಜನತೆಯಲ್ಲಿ ಬದಲಾಗುವ ಕೆಲಸವಾಗುವ ಎಂಬ ಪ್ರತಿಜ್ಞೆಯು ಶಿಕ್ಷಣ ಸಹಿತ ಹಾ.ಕ.ರಂಗಾಧಿಕಾರಿಗಳಿಂದ ಕೊಡುವುದು.

ಹಾಸಿಲ್ ತೆರಿಗೆಯನ್ನು
ಗುರು ನಮನದ 14ನೇ ಆವೃತ್ತಿ
ಕಾರ್ಯಕ್ರಮದ ಉದ್ಘಾಟನೆ ಸಮಾರಂಭ
ಮಾತಾನಾಡಿದ ಅವರು, ಗುರು ನಮನದ
ಕಾರ್ಮಿಕರ ಬದಲಾವಣೆ ಉಂಟುಮಾ
ಲುವುದಕ್ಕಾಗಿ ಆಯೋಜಿಸಲಾಗಿರುವ
ಬಡತನ, ಹಾಗೆಯೇ ಆರೋಗ್ಯಕ
ಗಾಗಿ ಆಸ್ತಿಪಣ್ಣ ನೀಡುವುದು ಎಂಬುದು
ಸರ್ಕಾರ ಆಯೋಜಿಸಿರುವ ಹಾಸಿಲ್
ತೆರಿಗೆದಾರ ಹಾಸಿಲ್ ಮಾತನಾಡಿ, ತಕ್ಷಣ
ಉತ್ತಮ ನಾಗರಿಕರನ್ನು ರೂಪಿಸುವಲ್ಲಿ
ವಾತ್ಸರ್ಯ, ಮಹತ್ವ, ಯಾವ ಮನಸ್ಸಿನ

ಮತ್ತು ನಮ್ಮ ದೇಶದ ಭವಿಷ್ಯವನ್ನು ರೂಪಿಸುವಲ್ಲಿ ಅವರ ಕೊಡುಗೆ ಅಮೂಲ್ಯ. ಗುರು ನಾನಾ ಯೋಜನೆ ನಮ್ಮ ಶಿಕ್ಷಕರ ನಿರ್ವಹಣೆ ಕೊಡುಗೆ

ಗಡುವು ಮುಗಿತು

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INITIAL PUBLIC OFFERING OF EQUITY SHARES ON THE MAIN BOARD OF THE STOCK EXCHANGES IN COMPLIANCE WITH CHAPTER II OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2019, AS AMENDED ("SEBI ICDR REGULATIONS").



 (Please scan this QR Code to view the DRIP)

STANLEY LIFESTYLES LIMITED

Our Company was originally formed as a partnership firm under the Partnership Act, 1932, as amended, in the name of Stanley Sealing pursuant to a deed of partnership dated February 1, 2007. Our Company was thereafter incorporated as a public limited company as Stanley Lifestyle Limited upon its conversion from a partnership firm in accordance with the provisions of Part XX of The Companies Act, 1956 and received a certificate of incorporation dated October 1, 2007 and a certificate for commencement of business dated December 1, 2007 from the RoC. For details in relation to changes in the registered office of the company, see "History and Certain Corporate Matters" on page 275 of the Draft Red Herring Prospectus dated February 4, 2023, filed with the Securities and Exchange Board of India (SEBI) Registration No. SEB2/REG-23/2023.

Registered and Corporate Office: Plot No. 162 and 163 Park Corner House, Veerapandiyanallur Village, Attibelle Taluk, Anakkal Taluk, Bengaluru 560 100, Karnataka, India.
Telephone: + 91-80-66622000; Contact person: Aneesh Shetty, Company Secretary & Compliance Officer. E-mail: investors@stanleylifestyle.com
Company Address: Number 162/163, Park Corner House, Veerapandiyanallur Village, Attibelle Taluk, Anakkal Taluk, Bengaluru 560 100, Karnataka, India.
Board of Directors: Mr. S. Ganesan (Chairman)

THE PROMOTERS OF OUR COMPANY ARE SUNIL SHARMA AND SHUBHA SUNIL

INITIAL PUBLIC OFFER UP TO ₹ [A] PER EQUITY SHARE OF FACE VALUE OF ₹ 2 EACH ("EQUITY SHARES") OF STANLEY LIFESTYLES LIMITED ("COMPANY" OR "ISSUER") FOR CASH AT A PRICE OF ₹ [X] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [Y] PER EQUITY SHARE), OFFER PRICE ₹ [Z] PER EQUITY SHARE AGGREGATING UP TO ₹ [M] MILLION BY OUR COMPANY ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO ₹ 133,454 EQUITY SHARES AGGREGATING UP TO ₹ [N] MILLION ("OFFERED SHARES") BY THE SELLING SHAREHOLDERS, COMPRISING UP TO 1,82,000 EQUITY SHARES AGGREGATING UP TO ₹ [P] MILLION BY SUNIL SHARMA AND UP TO 1,82,000 EQUITY SHARES AGGREGATING UP TO ₹ [Q] MILLION BY SHUBHA SUNIL, COLLECTIVELY THE "PROMOTOR SELLING SHAREHOLDERS"), UP TO ₹ 344,548 EQUITY SHARES AGGREGATING UP TO ₹ [R] MILLION BY THE INVESTOR SELLING SHAREHOLDER ("INVESTOR SELLING SHAREHOLDER"), UP TO ₹ 1,00,000 EQUITY SHARES AGGREGATING UP TO ₹ [S] MILLION BY KIRAN BHANDARI VAPPALAPATI, MANAGEMENT COMPANY PRIVATE LIMITED ("OMAN INDJOINT INVESTMENT FUND") (THE "INVESTOR SELLING SHAREHOLDER"), UP TO ₹ 1,00,000 EQUITY SHARES AGGREGATING UP TO ₹ [T] MILLION BY KIRAN BHANDARI VAPPALAPATI, INVESTOR SELLING SHAREHOLDER AND THE INDIVIDUAL SELLING SHAREHOLDERS, COLLECTIVELY REFERRED TO AS THE "SELLING SHAREHOLDERS") ("OFFER FOR SALE", TOGETHER WITH THE FRESH ISSUE, THE "OFFER").

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For financials, please see www.bursanisa.com and www.resnaisa.com and the website of the Company at www.stanleyfinestimates.com and the websites of BRML, i.e. the AISCAP Limited at www.aiscapi.com and iCIS Securities Limited at www.icissecurities.com. JB Financials Limited is a SBE and an SBI Capital Markets Limited at www.sbi.com. Our Company hereby invites the members of the public to give their comments on the Draft FOSIP with respect to disclosures made in the DRHP. The members of the public are requested to submit their comments on the Draft FOSIP to the Company by the 21st day of January 2012. All comments must be received by 5 PM, and/or the Company and/or Company Secretary and Compliance Officer of our Company and/or the Board in relation to the Offer on or before 5 PM, on the 21st day from the address/office of filing the Draft FOSIP with SEBI. Investments in equity and equity-related securities involve a degree of risk and Bidders should not invest any funds in the Offer unless they can afford to take the risk of changing their investment. Bidders are advised to read the risk factors carefully before taking an investment decision. The Company and its Subsidiaries and the Bidders have not obtained any independent financial or other expert advice in relation to the Offer. The Equity Shares of the Offer have neither been recommended, nor approved or disapproved by SEBI. The Company and its Subsidiaries and the Bidders have not obtained any independent financial or other expert advice in relation to the Offer. Specific details of the Bidders included in 'Real Estate' and 'RHP' are provided in the DRHP. Any decision to invest in the Equity Shares described in the DRHP may only be made after the red herring prospectus. 'RHP' has been filed with the RoC and may be made solely on the basis of such RHP as there may be material changes in the RHP from the DRHP. The Company and its Subsidiaries and the Bidders do not intend to provide any further information or clarification in relation to the Offer.

For details of the main objects of our Company as contained in a Memorandum of Association, see "History and Certain Corporate Matters" on page 256 of the DRHP.

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 each of our Company, please refer to the Memorandum of Association.

<p>  AXIS CAPITAL Axis Capital Limited 1 Floor, Axis House C-2 Wadia International Centre Plot No. 10, Sector 17 Wazirpur, New Delhi 110028, India Tel: +91 11 2628 0119 Email: starley@axiscap.in </p>				<p>  ICICI Securities Limited ICICI Securities Limited ICICI Venture House, Appasappa Marathe Marg, Prabhadevi, Mumbai 400 025, Maharashtra, India Tel: +91 22 799 8077 Email: starley@icicisecurities.com Investor grievance e-mail: Email: starley@icicisecurities.com </p>				<p>  JM FINANCIAL JM Financial Limited 7 Floor, Century Appasappa Marathe Marg, Mumbai 400 025, Maharashtra, India Tel: +91 22 628 1000 Email: starley@jmfincil.com </p>				<p>  SBI CAPS Complete Investment Banking Solutions SBI Capital Markets Limited 1501, Park Flr. A & B, Ring, Palmes Crescent 6 Block, Eastern Kurla Complex, Bandra (E) Mumbai 400 045, Maharashtra, India Tel: +91 22 4068 5801 Email: starley@sbi.caps.com </p>				<p>  KFINTECH LIMITED REGISTRAR TO THE OFFER KFin Technologies Limited <i>(formerly known as KFin Technologies Private Limited)</i> Plot No. 31, Sector 2, Disha Chowk Faridkot, Punjab 147 001, India Hyderabad 500 082, Maharashtra, India Tel: +91 011 6716 2222 </p>			
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Investor grievance e-mail: complaints@axiscap.com WebSite: www.axiscap.com Contact Person: Mayuri Arora / Pratik Pednekar SEBI Registration No.: INM000001226	Investor grievance e-mail: customercare@icicisecurities.com WebSite: www.icicisecurities.com Contact Person: Kristina Datta Namrata Ravasia SEBI Registration No.: INM000001179	Investor grievance e-mail: investorrelations@axiscap.com WebSite: www.axiscap.com Contact Person: Pracheen Dhuri SEBI Registration No.: INM000010361	Investor grievance e-mail: investorrelations@kfcif.com WebSite: www.kfcif.com Contact Person: Janardhan Waghmare/Kritika Shetty SEBI Registration No.: INM000003331	Investor grievance e-mail: si ipo@kfinf.com WebSite: www.kfinf.com Contact Person: M. Murali Krishna SEBI Registration No.: INM000000221
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STANLEY LIFESYSTEMS LIMITED is an associate of the Investor/Seller Shareholder in one of the SEBI Merchant Bankers Regulations. Accordingly, in compliance with the proviso to Regulation 21A of the SEBI Merchant Bankers Regulations and Regulation 23C of the SEBI Capital Markets, SEBI Capital Markets Limited would be involved only in the marketing of offer.

E=INVESTOR / INVESTORS
On behalf of the Board of Directors
SEBI

Place : Bengaluru
Date : September 9, 2021

Ashish Shetty
Member Secretary
Company Secretary and Compliance Officer

STANLEY LIFESYSTEMS 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 Draft Prospectus. The DTP shall be available on the websites of SEBI at www.sebi.gov.in, such stock exchanges i.e. BSE at www.bseindia.com or NSE at www.nseindia.com, respectively and is available on the website of the Company at www.stanleylifesystems.com and websites of the following entities: www.austadcapital.co.uk, www.icici Securities.Limited and www.cd Securities.Limited, www.advisors.com, www.advisors.com and www.advisors.com, respectively. Bidders should note that investment in the Offer involves a high degree of risk and for details relating to such risks, see the section titled "Risk Factors" which are included in the RHP. Potential bidders should not rely on the DTP or filed Prospectus for making any investment decision.

The information contained herein does not constitute an offer of securities under the Securities Act of 1933 or any state securities laws in the United States and may not be used in connection with an offer of securities in 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 only to qualified persons in the United States in offshore transactions in reliance on Regulation S 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.

CONCEPT

SBI Capital Markets Limited is an associate of the Investor Selling Shareholder in terms of the SEBI Merchant Bankers Regulations. Accordingly, in compliance with the proviso to Regulation 21A of the SEBI Merchant Bankers Regulations and Regulation 23(3) of the ICDR Regulations, SBI Capital Markets Limited would be involved only in the marketing of the Offer.

For STANI FY I IFFSTYI ER I IMITEN
On behalf of the Board of Directors

Place : Dengaluru
Date : September 5, 2023

Akash Shetty
Company Secretary and Compliance Officer

STANLEY LIFE INVESTMENTS is proposing, subject to applicable regulatory 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 the SEBI. The DRHP shall be available on the website of SEBI at www.sebi.gov.in, stock exchanges i.e., BSE at www.bseindia.com and NSE at www.nseindia.com, respectively and is available on the website of the Company at www.stanleynlifeinvestments.co.uk. The DRHP will also be available on the website of the BMLA at www.bmla.co.uk. All the information contained in the DRHP is preliminary and is not intended to constitute an offer or solicitation of securities. Bidder/buyers who place orders to purchase the Equity Shares involve a high degree of risk and for details relating to 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 forming any investment decision.

The Equity Shares have not been and will not be registered under the U.S. Securities Act ("U.S. Securities Act") or any state securities laws in the United States, and therefore 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 on Regulation S. The applicable law of each jurisdiction where such offers and sales are made. There will be no public offering of the Equity Shares in the United States.

DISCOUNT OFFERS UNLIKELY ON ROBUST DEMAND

Realtors expect 15-20% jump in festive sales

RAGHAVENDRA KAMATH
Mumbai, September 5

BANKING ON THE upbeat consumer mood during the festive season, top property developers are expecting a growth of 15 to 20% in sales during the 45-day period. "We expect strong demand in the next few weeks here. Overall, we foresee a positive outlook for the festive season this year," said Vikas Oberoi, chairman and managing director of Oberoi Realty.

Oberoi said all their projects are seeing great sales momentum with possessions and handovers at Eternia and Enigma projects in Mulund and upcoming possessions in December at Sky City in Borivali.

Oberoi's revenue fell by 0.3% to ₹909.97 crore in Q1FY24 due to lower bookings. Venkatesh Gopalakrishnan, director, group promoter's office & CEO at Shapoorji Pallonji Real Estate (SPRL), said, "As we approach the festive season, we are witnessing a surge in inquiries. We anticipate achieving a 10-15% growth in our transaction numbers compared to the previous year."

Gopalakrishnan said the growth would be primarily driven by the simultaneous launch of two to three new projects in the upcoming months, perfectly

REALTY CHECK

■ H1 saw sales of about 229,000 units, which is 63% of the total sales in 2022

■ April-June saw a 19.7% q-o-q surge in demand

■ Average rise of 4.9% q-o-q seen in rental rates pan-India in April-June

■ Developers say luxury homes are selling well in cities

■ Brigade, Oberoi Realty, Shriram Properties, among others, launching new projects in festive season

aligned with the festive spirit.

He said that according to their analysis and market insights, Bengaluru, Mumbai and Pune are expected to continue with high transaction volumes. Quoting reports online, he said for Q1, the market saw a 19.7% q-o-q surge in property demand. Additionally, an average rise of 4.9% q-o-q is seen in rental rates pan-India, as per the reports. "This favourable trend encourages many prospective homebuyers to consider real estate investments, as they can potentially earn returns on rental rates," he said.

Murali Malayappan, chairman at Shriram Properties, a Bengaluru-based developer, is

also expecting 15-20% growth compared to the last year's festive season. "We are expecting a substantial growth this year, building on the success of the previous year and the strong demand in the real estate sector," Malayappan said.

Shriram Properties posted a 47% growth in sales value of ₹459 crore in Q1FY24 driven by strong sustenance in ongoing projects and two successful launches during the period.

Ramesh Ranganathan, CEO at K Raheja Corp Homes, also expects similar numbers. "The demand for residential properties in India has experienced a notable upswing, driven by the expanding urban landscape,

escalating household incomes and burgeoning aspirations, and we expect a 15-20% growth compared to last year," he said. Ranganathan said while the demand for affordable and mid-range housing remains steadfast, the luxury real estate sector is witnessing a remarkable surge in the introduction of new residential projects, with price tags spanning from ₹2.3 crore to as high as ₹15 crore.

No discounts

Many top developers like K Raheja Corp would not be giving any discounts during the festive period due to a robust demand. "Our target markets encompass Mumbai, Pune, Hyderabad and Bengaluru, where we anticipate a heightened demand," Ranganathan said. However, given the robust demand, it is unlikely that there would be any discount offers, he said.

Some like Oberoi Realty are committed to providing competitive pricing strategies. "Our projects have been gaining significant momentum, and we've positioned ourselves with competitive pricing strategies. We are committed to providing our consumers with a high value for the price they pay," Oberoi said. Many like Brigade have lined up new launches to tap the demand during the season.

Automates most of low-skilled work

SAMEER RANJAN BAKSHI
Bengaluru, September 5

THE BUSINESS PROCESS OUTSOURCING (BPO) unit of NTT DATA is planning to double its India headcount to 20,000 over the next two years. Over four of NTT DATA's 45,000 employees in India are in its BPO unit. The Japanese tech major is increasingly bringing more of high-skilled work to India, while it has automated most of the low-skilled work in the last six years in India.

Rohit Puri, group senior vice president, BPO, NTT DATA, said, "Whatever low-skilled work used to happen five or six years ago in India, we have already auto-

matized that." He added that India has moved up the value chain and today they are getting high skilled work to India.

"Today, the type of work that gets done in India is maybe at par with what would have got done in the US, and there's not much differentiation that we are seeing from a productivity or quality perspective," Puri said. He said that today the off-shore-onshore ratio is about

Rohit Puri, group senior vice president, BPO, NTT DATA

The 20% (onshore ratio) is mainly because of regulatory requirements or state regulations that they can't take the work offshore.

80-20. "The 20% that sits outside of India is mainly because of regulatory requirements or state regulations that they can't take the work offshore. It's Medicare or Medicaid kind of work. Or the customer has a mandate by law that it cannot be done outside of the country."

Explaining about the high-skilled work that are being done in India, he said, "We have had a 30% increase in high skill jobs

over the past 2 years. There is a requirement for intelligence-rich, judgment-related work flows when we service our clients in the B2B space. We are seeing a trend of high-end, intellectually complex work being entrusted to us in India."

Puri further explained, "For example, earlier, some low-value claims used to come to India, maybe \$10,000 or \$15,000 max. But today, there are some claims which have run into millions of dollars or high like \$500,000 or \$600,000. So, those high-end claims need a lot more thorough analysis before you adjudicate them and pay out that money. That's one area where high-end claims are getting a portion of it."

The other work they do is related to banking - KYC (know-your-customer), and anti-money laundering.

Amazon India now has 6,000 EVs in its fleet

BINDU D MENON
New Delhi, September 5

AMAZON INDIA, WHICH is targeting to include 10,000 electric vehicles in its delivery fleet by 2025, has already added 6,000 till date. Abhinav Singh, VP, customer fulfilment, Amazon, transportation services, global specialty fulfilment and supply chain, told FE.

He said that apart from EV two-wheelers, the company is

also looking at forging partnerships with original equipment manufacturers to develop four-wheeler EVs in its fleet.

"We had committed to go carbon free in 2020. We are working with delivery partners and are committed to deploy 10,000 EVs in our fleet by 2025," Singh said, adding that the company has partnered with auto majors like Tata Motors, TVS Motor, Mahindra & Mahindra and Eicher Motors, and even a

slew of startups towards this end. Amazon works with over 600 trucking partners across the country and 28,000 stores under the 'I-have-a-space' programme where store owners do the last-mile delivery.

Singh said that the company has also invested in battery management solutions to provide end-to-end solutions in the EV space.

Speaking on the company's fulfilment centres, Singh said

that company has over 1.2 million sellers under its ambit.

"We started with 100 sellers and one fulfilment centre ten years back. Now our fulfilment network covers 43 million cubic ft of storage space and suburban centres across 19 states," he said.

In June, Amazon had committed to invest additional \$15 billion in India by 2030, taking its total investments into the country to \$26 billion.

IndoSpace raises \$150 mn from QIA, Grosvenor

RAGHAVENDRA KAMATH
Mumbai, September 5

QATAR INVESTMENT AUTHORITY and Grosvenor's Diversified Property Investments have led a \$150-million (₹1,230-crore) investment in the second round of fund raising by logistics investor and developer IndoSpace for its IndoSpace Logistics Parks IV (ILP IV). Following the initial close of \$243 million, this second round of funding increases the fund size to \$393 million, IndoSpace said on Tuesday.

ILP IV will add an additional 25-30 million sq ft to the IndoSpace portfolio. ILP IV will focus on the country's largest logistics markets like Ahmedabad, Bengaluru, Chennai, Delhi, Hyderabad, Kolkata, Mumbai and Pune. The establishment of ILP IV follows on from the first three development funds, which have combined total of 58 million sq ft of modern logistics real estate in India completed and under development, it said.

"QIA and Grosvenor's participation in this round reflects the attractive opportunity to develop modern grade A industrial and logistic parks in the world's fastest growing economy. The funds raised in this

FUND FACTS

■ Following the initial close of \$243 million, fresh funding raises the fund size to \$393 million

■ ILP IV will add 25-30 million sq ft more to the IndoSpace portfolio

■ In January, Canada Pension Plan Investment Board invested over \$205 million in new realty fund of IndoSpace

round will continue to advance IndoSpace's mission of developing state-of-the-art industrial and logistics parks across the top 8 markets in India," it said.

In January this year, Canada Pension Plan Investment Board (CPPIB) invested over \$205 million or over ₹1,674 crore as an anchor investor in a new real estate fund of IndoSpace.

It marked the first close for IndoSpace Logistics Parks IV, the company's fourth development vehicle, targeting \$600 million or ₹4,900 crore of total equity commitments.

Birla Corp to raise cement production capacity to 25 MT

MITHUN DASGUPTA
Kolkata, September 5

BIRLA CORPORATION is planning to raise its cement production capacity to 25 million tonne by FY26 from the present 20 million tonne. The company is planning to ramp up the capacity by raising utilisation at Mukutban plant in Maharashtra, setting up of second clinker unit at Maihar plant in Madhya Pradesh and constructing new grinding units.

"With the commissioning of Mukutban we have virtually ring-fenced our core market of Central India — which we can service seamlessly from our six plants, namely Maihar, Satna, Kundanguni, Raebareilly, Chandni, and now, Mukutban. The strategic location of these plants and standardisation of product quality allows us to interchange source of supplies to maximise realisation and serviceability for our customers," chairman Harsh V Lodha told shareholders during the company's 103rd annual general meeting on Tuesday.

With the ramping up of the



With Mukutban plant, we have virtually ring-fenced our core market of central India.

HARSH V LODHA, CHAIRMAN, BIRLA CORP

production at its Mukutban unit, the company is confident of raising its market share in the premium segment in the state, where major players are active.

Birla Corp is also eyeing to raise its Ebitda to ₹850 crore by FY24 end, from ₹664 in Q1. This would be mainly from cost cuts and kicking in of incentive from the Maharashtra government for the capex at Mukutban plant.

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PUBLIC ANNOUNCEMENT



STANLEY LIFESTYLES LIMITED

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Registered and Corporate Office: S/N No. 16/2 and 16/3 Part, Housar Road, Veerasaundra Village, Attibele Hobli, Ankola Taluk, Bhanol Taluk, 560 106, Karnataka, India. Telephone: +91-80 6885 7200; Contact Person: Akash Shetty, Company Secretary and Compliance Officer; E-mail: investors@stanleylifestyles.com; Website: www.stanleylifestyles.com; Corporate Identity Number: U19116KA2007PLC044090

THE PROMOTERS OF OUR COMPANY ARE SUNIL SURESH AND SHUBHA SUNIL

INITIAL PUBLIC OFFERING OF UP TO (A) EQUITY SHARES OF FACE VALUE OF ₹ 2 EACH ("EQUITY SHARES") OF STANLEY LIFESTYLES LIMITED ("COMPANY" OR "ISSUER") FOR CASH AT A PRICE OF ₹ 7 ("PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 5) ("PER EQUITY SHARE") ("OFFER PRICE") AGGREGATING UP TO ₹ 4 ("A) MILLION COMPREHENDING A FRESH ISSUE OF UP TO (A) EQUITY SHARES AGGREGATING UP TO ₹ 2,000.00 MILLION BY OUR COMPANY ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 9,13,45,454 EQUITY SHARES AGGREGATING UP TO ₹ 4 ("A) MILLION ("OFFERED SHARES") BY THE SELLING SHAREHOLDERS, COMPRISING UP TO 1,182,000 EQUITY SHARES AGGREGATING UP TO ₹ 4 ("A) MILLION BY SUNIL SURESH AND UP TO 1,182,000 EQUITY SHARES AGGREGATING UP TO ₹ 4 ("A) MILLION BY SHUBHA SUNIL (COLLECTIVELY "THE PROMOTER SELLING SHAREHOLDERS"), UP TO 5,54,45,454 EQUITY SHARES AGGREGATING UP TO ₹ 4 ("A) MILLION BY OMAN INDIA INVEST FUND (INVESTMENT FUND), UP TO 1,182,000 EQUITY SHARES AGGREGATING UP TO ₹ 4 ("A) MILLION BY OMAN INDIA INVEST FUND (INVESTMENT FUND), UP TO 1,182,000 EQUITY SHARES AGGREGATING UP TO ₹ 4 ("A) MILLION BY SRI VEDIVENKAT VUPPALAPATI (COLLECTIVELY "INDIVIDUAL SELLING SHAREHOLDERS") (THE PROMOTER SELLING SHAREHOLDERS, THE INVESTOR SELLING SHAREHOLDER AND THE INDIVIDUAL SELLING SHAREHOLDERS, COLLECTIVELY REFERRED TO AS "THE SELLING SHAREHOLDERS") ("OFFER FOR SALE", TOGETHER WITH THE FRESH ISSUE, THE "OFFER").

Our Company in consultation with the BOOK RUNNING LEAD MANAGERS, MAY CONSIDER A FURTHER ISSUE OF EQUITY SHARES AS MAY BE PERMITTED UNDER APPLICABLE LAW TO ANY PERSON(S) OF SUCH EQUITY SHARES FOR AN AMOUNT AGGREGATING UP TO ₹ 400.00 MILLION, AT ITS DISCRETION, PRIOR TO THE FILING OF THE DRAFT RED HERRING PROSPECTUS WITH THE ROCC ("PRE-PO PLACEMENT"). IF THE PRE-PO PLACEMENT IS UNDERTAKEN, THE FRESH ISSUE SHALL BE REDUCED TO THE EXTENT OF SUCH PRE-PO PLACEMENT, SUBJECT TO THE OFFER CONSTITUTING AT LEAST 10% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. THE FACE VALUE OF EQUITY SHARES IS ₹ 2 EACH. THE OFFER PRICE IS (A) TIMES THE FACE VALUE OF THE EQUITY SHARES. THE PRICE BAND AND THE MINIMUM BID LOT WILL BE DECIDED BY OUR COMPANY, THE PROMOTER SELLING SHAREHOLDERS AND THE INVESTOR SELLING SHAREHOLDERS IN CONSULTATION WITH THE BOOK RUNNING LEAD MANAGERS AND WILL BE ADVERTISED AS PART OF THE DAILY NEWS PAPER ("DAILY NEWS PAPER") AND THE HINDI NATIONAL DAILY NEWSPAPER AND (B) EDITIONS OF (A) KANNADA DAILY NEWSPAPER (KANNADA BEING THE REGIONAL LANGUAGE OF KARNATAKA, WHERE OUR REGISTERED OFFICE IS LOCATED), EACH WITH WIDE CIRCULATION, AT LEAST TWO WORKING DAYS PRIOR TO THE BID/ OFFER OPENING DATE AND SHALL BE MADE AVAILABLE TO BSE AND NSE (TOGETHER WITH THE BSE, THE "STOCK EXCHANGES") FOR THE PURPOSE OF UPLOADING ON THEIR RESPECTIVE WEBSITES.

In case of any revision to the Price Band, the Bid/ Offer Period will be extended by at least three additional Working Days following such revision of the Price Band, subject to the Bid/ Offer Period not exceeding 10 Working Days. In case of force majeure, banking strike or similar circumstances, our Company, the Promoter Selling Shareholders and the Investor Selling Shareholder may, in consultation with the Book Running Lead Managers, for reasons to be recorded in writing, extend the Bid/ Offer Period for a minimum of three Working Days, subject to the Bid/ Offer Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/ Offer Period, if applicable, will be widely disseminated by notification to the Stock Exchanges, by issuing a public notice, and also by indicating the change on the respective websites of BSE and NSE. The Bid/ Offer Period shall be extended to Self-Certified Syndicate Bank ("SCSB") other Depository Participants and the Sponsor Banks, as applicable. The Offer is being made through the Book Building Process, in terms of Rule 19(2)(b) of the SCRR read with Regulation 31 of the SEBI ICDR Regulations and in compliance with Regulation 6(1) of the SEBI ICDR Regulations, wherein not more than 50% of the Offer shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs") ("QIB Portion"), provided that our Company, the Promoter Selling Shareholders and the Investor Selling Shareholder may, in consultation with the Book Running Lead Managers, allocate up to 80% 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 under the LP Mechanism, as the case may be, to the extent of the respective Bid Amounts. Anchor Investors are not permitted to participate in the Offer through the SBA process. For details, see "Offer Procedure" on page 303 of the DRHP. The Offer shall be available for allocation on a proportionate basis only to Mutual Funds, subject to valid Bids being received at or above the Offer Price, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds. Further, not less than 15% of the Offer shall be available for allocation to Non-Institutional Investors and not less than 35% of the Offer 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 Offer Price. One-third of the Offer shall be available for allocation to Non-Institutional Bidders with a bid size of more than ₹ 1.00 million and up to ₹ 1.00 million and two-thirds of the Offer shall be available for allocation to Non-Institutional Bidders in accordance with the Bid size of more than ₹ 1.00 million provided that under sub-section in either of these two sub-categories of the Non-Institutional Bidders may be allocated to Non-Institutional Bidders in the other sub-category of Non-Institutional Bidders in compliance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Offer Price. All potential Bidders (except Anchor Investors) are mandatorily required to participate in the Offer through the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Accounts and UPI ID in case of UPI Bidders, as applicable, pursuant to which their corresponding Bid Amount will be blocked by the Self-Certified Syndicate Bank ("SCSB") or by the Sponsor Bank(s) under the LP Mechanism, as the case may be, to the extent of the respective Bid Amounts. Anchor Investors are not permitted to participate in the Offer through the ASBA process. For details, see "Offer Procedure" on page 303 of the DRHP. This public announcement is being made in compliance with the provisions of Sections 2(62) and 2(63) of the SEBI ICDR Regulations to inform the public that our Company is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to undertake an initial public offering of its Equity Shares pursuant to the Offer and the DRHP which has been filed with the SEBI on September 5, 2023.

Pursuant to Regulation 20(1) of the SEBI ICDR Regulations, the DRHP filed with SEBI shall be made available to the public for comments. If, for a period of at least 21 days, from the date of such filing by hosting it on the websites of SEBI and www.sebi.gov.in, Stock Exchanges (i.e., BSE at www.bseindia.com and the website of the Company at www.stanleylifestyles.com and the websites of BSE Ltd., i.e., Ascx Capital Limited at www.ascx.com and www.icsicurities.com), JF Financial Limited at www.jf.com and SEBI Capital Markets Limited at www.sebicap.com, respectively, Bidders should note that investment in equity shares involves a high degree of risk and for details relating to such risk, see the section titled "Risk Factors" on the DRHP filed with the SEBI for making any investment decision. The Equity Shares have been issued and will not be registered under the U.S. Securities Act of 1933 (the "U.S. 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 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 on Regulation S and the applicable laws of such jurisdictions where such offers and sales are made. There will be no public offering of the Equity Shares in the United States.

Any decision to invest in the Equity Shares described in the DRHP may only be made after the red herring prospectus ("RHP") has been filed with the RoC and must be made solely on the basis of such RHP as there may be material changes in the RHP from the DRHP. The Equity Shares, when offered through the RHP, are proposed to be listed on the 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 205 of the DRHP.

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 14 of the DRHP.

BOOK RUNNING LEAD MANAGERS		REGISTRAR TO THE OFFER	
Axis Capital Limited Axis Capital Limited 1st Floor, Axis House C-2 Vardh International Centre Pandurang Butlihar Marg Worli, Mumbai 400 025 Maharashtra, India Tel: +91 22 6867 7100 Tel: +91 22 4325 2183 E-mail: stanley@axiscap.in Investor grievance e-mail: complaints@axiscap.in Website: www.axiscapital.co.in Contact Person: Anshu Arora, Pratik Pednekar SEBI Registration No.: INR000012029	ICICI Securities Limited ICICI Venture House Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025 Maharashtra, India Tel: +91 22 6867 7100 E-mail: stanley@icicisecurities.com Investor grievance e-mail: investor.grievance@icicisecurities.com Website: www.icicisecurities.com Contact Person: Kristina Dinda SEBI Registration No.: INR000011179	JF Financial Limited 1st Floor, Energy Appasaheb Marathe Marg Prabhadevi, Mumbai 400 025 Maharashtra, India Tel: +91 22 6860 3030 E-mail: stanley@jffinancial.com Investor grievance e-mail: grievance@jffinancial.com Website: www.jffinancial.com Contact Person: Anshu Arora, Pratik Pednekar SEBI Registration No.: INR000010361	SBI Capital Markets Limited 1501, 15th Floor, A & B Wing, Parmer Crescendo G Block, Bandra Kurla Complex, Bandra (E) Mumbai 400 051 Maharashtra, India Tel: +91 22 4008 9807 E-mail: stanley@sbicap.com Investor grievance e-mail: investor.grievance@sbicap.com Website: www.sbicap.com Contact Person: Anshu Arora, Pratik Pednekar SEBI Registration No.: INR000003331

* SBI Capital Markets Limited is an associate of the Investor Selling Shareholder in the terms of the SEBI Merchant Bankers Regulations. Accordingly, in compliance with the proviso to Regulation 21A of the SEBI Merchant Bankers Regulations and Regulation 23(3) of the SEBI ICDR Regulations, SBI Capital Markets Limited would be involved only in the marketing of the Offer.

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

Place: Bengaluru
Date: September 5, 2023

STANLEY LIFESTYLES 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 shall be available on the websites of SEBI and www.sebi.gov.in, stock exchanges (i.e., BSE at www.bseindia.com and NSE at www.nseindia.com, respectively) and is available on the website of the Company at www.stanleylifestyles.com and websites of the BSE Ltd., i.e., Ascx Capital Limited at www.ascx.com and www.icsicurities.com, JF Financial Limited at www.jf.com and SEBI Capital Markets Limited at www.sebicap.com, respectively. Bidders should note that investment in equity shares involves a high degree of risk and for details relating to such risk, see the section titled "Risk Factors" on the DRHP filed with the SEBI for making any investment decision. The Equity Shares have been issued and will not be registered under the U.S. Securities Act of 1933 (the "U.S. 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 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 on Regulation S and the applicable laws of such jurisdictions where such offers and sales are made. There will be no public offering of the Equity Shares in the United States.

For STANLEY LIFESTYLES LIMITED
On behalf of the Board of Directors

Company Secretary and Compliance Officer

Akash Shetty, Sd/-

CONCEPT