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SWEET DREAMS

# S D RETAIL LIMITED

(Formerly knowns as S D Retail Private Limited)  
CIN: U52520GJ2004PLC056076



(Please scan the QR code to view the Red Herring Prospectus)

Our Company was originally incorporated as "S D Retail Private Limited" vide registration no. 146313 under the provisions of the Companies Act 1956 pursuant to Certificate of Incorporation dated May 14, 2004 issued by Registrar of Companies, Mumbai, Maharashtra. Further, the registered office of our Company was shifted from Mumbai, Maharashtra to Ahmedabad, Gujarat w.e.f. February 09, 2009. Subsequently our Company was converted into Public Limited Company and name of company was changed from "S D Retail Private Limited" to "S D Retail Limited" vide fresh certificate of incorporation dated June 19, 2024 issued by the Registrar of Companies, Central Processing Centre. For further details, please refer to chapter titled "History and Corporate Structure" beginning on page 171 of the Red Herring Prospectus.

Registered Office: C-929, Stratum at Venus ground, Nr. Jhansi Ki Rani Statue, Nehrunagar, Ambawadi, Ahmedabad, Gujarat -380006, India;  
Tel No.: +91 7043106787; Email: info@sweetdreamsindia.com, Website: www.sweetdreams.in; Contact Person: Ms. Sakshi Singh Chauhan, Company Secretary and Compliance Officer.

**OUR PROMOTERS: INDIVIDUAL PROMOTER: MR. HITESH PRAVINCHANDRA RUPARELIA AND MR. UTPALBHAI PRAVINCHANDRA RUPARELIA**  
**CORPORATE PROMOTER: M/S. SWEET DREAMS LOUNGEWEAR (INDIA) LLP (FORMERLY KNOWN AS SWEET DREAMS LOUNGEWEAR (INDIA) PRIVATE LIMITED) AND M/S. GRACE GARMENTS LLP (FORMERLY KNOWN AS GRACE GARMENTS LIMITED)**

The company is in the business of designing, manufacturing, outsourcing, marketing, and retailing sleepwear under the brand name "SWEET DREAMS". SWEET DREAMS is a sleepwear-focused company offering a wide portfolio of stylish and comfortable sleepwear for the entire family, celebrating the transition from work to home life and catering to every aspect of downtime.

## THE ISSUE

INITIAL PUBLIC ISSUE OF UPTO 49,60,000 EQUITY SHARES OF RS. 10/- EACH ("EQUITY SHARES") OF S D RETAIL LIMITED ("SDRL" OR THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF RS. [●]/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF RS. [●]/- PER EQUITY SHARE (THE "ISSUE PRICE"), AGGREGATING TO RS. [●] LAKHS ("THE ISSUE"), OF WHICH UPTO 2,50,000 EQUITY SHARES OF RS. 10/- EACH FOR CASH AT A PRICE OF RS. [●]/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF RS. [●]/- PER EQUITY SHARE AGGREGATING TO RS. [●] LAKH WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF UPTO 47,10,000 EQUITY SHARES OF RS. 10/- EACH INCLUDING A SHARE PREMIUM OF RS [●]/- PER EQUITY SHARE AGGREGATING TO RS. [●] LAKH IS HEREINAFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 26.49% AND 25.16%, RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF THE COMPANY. THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10/- EACH.

**The Issue is being made in accordance with Chapter IX of the SEBI ICDR Regulations (IPO of Small and Medium Enterprises) and the equity shares are proposed to be listed on SME Platform of National Stock Exchange of India Limited (NSE EMERGE)**  
For further details, please refer chapter titled "Terms of The Issue" beginning on Page No. 244 of the Red Herring Prospectus.

- QIB Portion: Not More than 50% of the Net Issue
- Retail Individual Bidders Portion: Not Less than 35% of the Net Issue
- Non-Institutional Bidders Portion: Not Less than 15% of the Net Issue

**Price Band: ₹ 124/- to ₹ 131/- per Equity Share of Face Value ₹ 10/- each.**  
**The Floor Price is 12.40 times of the Face Value and the Cap Price is 13.10 times of the Face Value.**  
**Bids can be made for a minimum of 1000 Equity Shares and in multiples of 1000 Equity Shares thereafter**

**In making an investment decision, potential investors must rely on the information included in the Red Herring Prospectus and the terms of the Issue, including the risks involved and not rely on any other external sources of information about the Issue available in any manner.**

## RISKS TO INVESTORS:

- (i) The application has been filed to NCLT under section 9 of Insolvency and Bankruptcy Code, 2016 against our Company and the same is pending with NCLT, Ahmedabad. Any adverse outcome of the pending proceeding will impact the operations of our Company.

(ii) Our products are sold under a single brand, 'SWEET DREAMS'. Any inability to effectively market our products, or any deterioration in public perception of our brand, could affect consumer footfall and consequently adversely impact our business, financial condition, cash flows and results of operations.

(iii) Our business is primarily concentrated on the sale of women's sleepwear's and is vulnerable to variations in demand and changes in consumer preferences which could have an adverse effect on our business, results of operations and financial condition.

(iv) We operate in highly competitive markets in each of our product segments in both offline and online channels and an inability to compete effectively may adversely affect our business, results of operations and financial condition. Further, pricing pressure from our competitors may affect our ability to maintain or increase our product prices and, in turn, our revenue from product sale, gross margin and profitability, which may materially and adversely affect our business, cash flows, results of operations and financial condition.

(v) If we are unable to predict customer demands and maintain optimum inventory level there may be an adverse effect on our results of operations, financial condition, and cash flows.

(vi) Current locations of our exclusive brand outlets may become unattractive, and suitable new locations may not be available for a reasonable price, if at all. In addition, we are exposed to all of the risks associated with leasing real estate and any adverse developments could materially affect our business, results of operations and financial condition.
- (vii) There have been certain instances of regulatory non-compliances or delays or errors in the past. We may be subject to regulatory actions and penalties for any such past or future non-compliance or delays or errors and our business, financial condition and reputation may be adversely affected.

(viii) Our Restated Financial Statements are prepared and signed by the Peer Review Auditor who is not Statutory Auditors of our Company as required under the provisions of ICDR.

(ix) Our inability to effectively manage or expand our retail network may have an adverse effect on our business, results of operations and financial condition.

(x) While we design our products in-house, we rely on outsourcing the manufacturing of finished products to third-party manufacturing partners, without exclusivity arrangements and are dependent on them for our finished goods. Any inability to obtain sufficient quantities of apparel of the requisite quality in a timely manner and at acceptable prices, or a slowdown, shutdown or disruption in such third-party manufacturing partners' operations and performance, could adversely affect our business, cash flows, results of operations and financial condition.

(xi) The Merchant Banker associated with the Issue has handled 48 public Issue out of which 2 Issue closed below Issue price on listing date. below are the details;

Particulars	Number of Issues/ Issue Handled	Issues closed below Issue price on listing date
Main Board	Nil	Nil
SME	48	2

## ASBA\*

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

\*Applications Supported by Blocked Amount (ASBA) is a better way of applying to Issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below. Mandatory in Public Issues from January 01, 2016. No cheque will be accepted



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

Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI – Now available in ASBA for RIIs applying through Registered Brokers, DPs & RTAs. RIIs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account. Investors have to apply through the ASBA process. "ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 255 of the RHP. The process is also available on the website of Association of Investment Bankers of India ("AIBI"), the Stock Exchanges and in the General Information Document.

\*ASBA forms can be downloaded from the website National Stock Exchange of India Limited ("NSE") and can be obtained from the list of banks that is displayed on the website of SEBI at www.sebi.gov.in.

\*\*List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. Axis Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll-free number-18001201740 and Mail Id-ipo.upi@npci.org.in. • For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. For Issue related grievance investors may contact: Beeline Capital Advisors Private Limited - Mr. Nikhil Shah (079 – 49185784/ +91 99988 81702) (mb@beelinemb.com).

## BASIS FOR ISSUE PRICE

The Issue Price will be determined by our Company in consultation with the Book Running Lead Manager on the basis of the assessment of market demand for the Equity Shares through the Book Building Process and on the basis of quantitative and Equity Qualitative factors as described below. The face value of the Equity Shares is ₹10 each and the Issue Price is 12.40 times the face value at the lower end and 13.10 times the face value at the higher end of the Price Band. Investors should also refer to "Business Overview", "Risk Factors", "Restated Financial Information" and "Management's Discussion and Analysis of Financial Position and Results of Operations" beginning on pages 137, 27, 194 and 196, respectively of the Red Herring Prospectus, to have an informed view before making an investment decision.

### Qualitative Factors

- Multi-channel pan-India distribution network and newfound focus on EBOs
- In-house expertise in designing and developing products
- Strong unit economics with scalable asset light model
- Scalable Business Model
- Organizational stability along with management expertise
- Existing client relationship and customer satisfaction
- Unique positioning in sleepwear market as gender-agnostic and catering to the entire family

For details of qualitative factors, please refer to the paragraph "Our Competitive Strengths" in the chapter titled "Business Overview" beginning on page no. 137 of the Red Herring Prospectus.

### Qualitative Factors

Basic & Diluted Earnings Per Share (EPS):

Basic earnings per share (₹) =

Restated Profit After Tax attributable to Equity Shareholders  
Weighted Average Number of Equity Shares outstanding

Diluted earnings per share (₹) =

Restated Profit After Tax attributable to Equity Shareholders  
Weighted Average Number of Equity Shares outstanding after adjusting adjusted for the effects of all dilutive potential equity shares

S. No	Period	Basic & Diluted (₹)	Weights
1.	Financial Year ended March 31, 2024 (Post Bonus)	5.52	3
2.	Financial Year ended March 31, 2023 (Post Bonus)	3.13	2
3.	Financial Year ended March 31, 2022 (Post Bonus)	7.35	1
Weighted Average		5.03	6
S. No	Period	Basic & Diluted	
1.	Financial Year ended March 31, 2024 (Post Bonus)	5.52	
2.	Financial Year ended March 31, 2023 (Post Bonus)	3.13	
3.	Financial Year ended March 31, 2022 (Post Bonus)	7.35	
Simple Average		5.33	

### Notes:

1. Weighted average = Aggregate of year-wise weighted EPS divided by the aggregate of weights i.e. sum of (EPS x Weight) for each year/Total of weights.
2. Basic and diluted EPS are based on the Restated Standalone Financial Information.
3. The face value of each Equity Share is ₹10.
4. Number of shares are adjusted by Increase in Capital through issue of Bonus shares on 08-07-2023 in the ratio of 1:1 i.e. 1 Bonus equity shares for every 1 equity share held on 23-06-2023.
5. Number of shares are adjusted by Increase in Capital through issue of Bonus shares on 01-05-2024 in the ratio of 10:1 i.e. 10 Bonus equity shares for every 1 equity share held on 26-04-2024.

Price to Earnings (P/E) ratio in relation to Price Band of ₹ 124 and ₹ 131 per Equity Shares:

Basic earnings per share (₹) =

Restated Profit After Tax attributable to Equity Shareholders  
Weighted Average Number of Equity Shares outstanding

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BASIS FOR ISSUE PRICE			
Particulars	EPS (in ₹)	P/E at the Floor Price (No. of times)	P/E at the Cap Price (No. of times)
a. Based on EPS of Financial Year ended March 31, 2024	5.52	22.46	23.73
b. Based on Weighted Average EPS	5.03	24.65	26.04
c. Based on Simple Average EPS	5.33	23.26	24.58

Industry Peer Group P/E Ratio	
Particulars	P/E Ratio
Highest	78.67
Lowest	14.04
Average	42.16

**3. Return on Net Worth (RoNW):**  
Basic earnings per share (₹) =  $\frac{\text{Restated Profit After Tax attributable to Equity Shareholders}}{\text{Weighted Average Number of Equity Shares outstanding}}$

S. No	Period	RONW (%)	Weights
1.	Financial Year ended March 31, 2024	18.18%	3
2.	Financial Year ended March 31, 2023	12.58%	2
3.	Financial Year ended March 31, 2022	33.81%	1
	<b>Weighted Average</b>	<b>18.92%</b>	<b>6</b>

- Notes:
- Weighted Average = Aggregate of year-wise weighted RoNW divided by the aggregate of weights i.e. sum of (RoNW x Weight) for each year / Total of weights;
  - The figures disclosed above are based on the Restated Standalone Financial Statements of our Company.
  - Net-worth, as restated at the end of the relevant financial year (Equity attributable to the owners of the company).

**4. Net Asset Value (NAV) per Equity Share**  
Restated Net Asset Value per equity share (₹) =  $\frac{\text{Restated Net Worth as at the end of the year}}{\text{Number of Equity Shares outstanding}}$

Particular	Amount (in ₹)
Financial Year ended March 31, 2024	30.37
Financial Year ended March 31, 2023	24.85
Financial Year ended March 31, 2022	21.73
NAV per Equity Share after the Issue:	
Based on Upper Price band	57.03
Based on Lower Price band	55.18
Issue Price per Equity Share	●

Comparison of Accounting Ratios with Peer Group Companies:						
Name of the company	Standalone / Consolidated	Face Value (₹)	EPS (₹) Basic	P/E Ratio	RoNW (%)	NAV per Equity Share (₹)
S D Retail Limited	Standalone	10.00	5.52	●	18.18	30.37
<b>Peer Group</b>						
Go Fashions (India) Limited	Standalone	10.00	15.32	78.67	13.82	111.81
Bella Casa Fashion & Retail Limited	Standalone	10.00	8.89	33.77	12.02	73.96
S.P. Apparels Limited	Standalone	10.00	41.35	14.04	14.30	31.04

**Source:** All the financial information for listed industry peer mentioned above is on a standalone basis sourced from the Annual Reports/Information of the peer company uploaded on the NSE and BSE website for the year ended March 31, 2024.

- Notes:
- P/E Ratio has been computed based on the closing market price of equity shares on the BSE and NSE on March 31, 2024 divided by the EPS.
  - RoNW is computed as net profit after tax divided by the closing net worth. Net worth has been computed as sum of share capital and reserves and surplus.
  - NAV is computed as the closing net worth divided by the closing outstanding number of equity shares adjusted for bonus and sub-division of shares.
  - The face value of Equity Shares of our Company is ₹ 10/- per Equity Share and the Issue price is 12.40 times the face value at the floor price and 13.10 times the face value at the cap price.
  - The Price band and Issue Price of will be determined by our Company in consultation with the Book Running Lead Manager, and in accordance with applicable law, on the basis of assessment of market demand for the Equity Shares offered through the Book Building Process and quantitative and qualitative factors as described above.

For further details, please refer to the section titled "Risk Factors" and chapters titled "Business Overview" and "Restated Financial Information" beginning on page nos. 27, 137 and 194 respectively of the Red Herring Prospectus.

**KEY FINANCIAL AND OPERATIONAL PERFORMANCE INDICATORS ("KPIs")**  
The KPIs disclosed below have been used historically by our Company to understand and analyze the business performance, which in result, help us in analyzing the growth of various verticals in comparison to our peers. The KPIs disclosed below have been approved, by a resolution of our Audit Committee dated September 07, 2024 and the members of the Audit Committee have verified the details of all KPIs pertaining to our Company. Further, the members of the Audit Committee have confirmed that there are no KPIs pertaining to our Company that have been disclosed to any investors at any point of time during the three years period prior to the date of filing of this Red Herring Prospectus. Further, the KPIs herein have been certified by M/S. V C A N & Company, Chartered Accountants, by their certificate dated September 07, 2024 having UDIN 24175015BKCIY9050

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

Set forth below are KPIs which have been used historically by our Company to understand and analyse the business performance, which in result, help us in analyzing the growth of various verticals of the Company that have a bearing for arriving at the Basis for the Issue Price.

FINANCIAL KPIs OF OUR COMPANY			
Particulars	For the Period ended on		
	31-Mar-24	31-Mar-23	31-Mar-22
Revenue from Operations (₹ in Lakhs)	16,255.89	13,508.81	12,852.93
Growth in Revenue from Operations (%)	20.11%	5.10%	33.57%
Gross Profit	8,673.84	6,841.42	7,130.16
Gross Profit Margin (%)	53.36%	50.64%	55.47%
EBITDA (₹ in Lakhs)	1,334.80	760.85	1,363.21
EBITDA Margin (%)	8.21%	5.63%	10.61%
Profit After Tax (₹ in Lakhs)	759.76	430.17	1,011.06
PAT Margin (%)	4.67%	3.18%	7.87%
RoE (%)	6.29%	13.42%	40.69%
RoCE (%)	15.61%	14.41%	27.94%
Net Fixed Asset Turnover (In Times)	31.02	46.30	46.42
Net Working Capital Days	209.40	136.51	126.49
Operating Cash Flows (₹ in Lakhs)	(1219.11)	112.24	(251.52)

- Notes:
- Revenue from Operations means the Revenue from Operations as appearing in the Restated Standalone Financial Statements.
  - Growth in Revenue from Operations (%) is calculated as a percentage of Revenue from Operations of the relevant period minus Revenue from Operations of the preceding period, divided by Revenue from Operations of the preceding period.
  - Gross Profit is calculated as Revenue from Operations less Cost of Materials consumed and Changes in inventories of Finished Goods and work-in-progress excluding of Manufacturing expenses.
  - Gross Profit Margin (%) is calculated as Gross Profit divided by Revenue from Operations.
  - EBITDA is calculated as profit for the period / year, plus tax expenses (consisting of current tax, deferred tax and current taxes relating to earlier years), finance costs and depreciation and amortization expenses reduced by other Income.
  - EBITDA Margin (%) is calculated as EBITDA divided by Revenue from Operations.
  - Profit after Tax Means Profit for the period/year as appearing in the Restated Standalone Financial Statements.
  - PAT Margin (%) is calculated as Profit for the year/period as a percentage of Revenue from Operations.
  - RoE (Return on Equity) (%) is calculated as net profit after tax for the year / period divided by Average Shareholder Equity.
  - RoCE (Return on Capital Employed) (%) is calculated as earnings before interest and taxes divided by average capital employed. Capital Employed includes Tangible Net worth (i.e. subtracting share capital and reserves & surplus by Intangible Assets), deferred tax liability, Long-Term Borrowing and Short-Term Borrowing.
  - Net Fixed Asset Turnover is calculated as Net Turnover divided by Average Written Down value of Fixed Assets which consists of property, plant and equipment, capital work-in-progress and Intangible Assets.
  - Net Working Capital Days is calculated as working capital (current assets minus current liabilities excluding short term borrowings) as at the end of the period / year divided by revenue from operations multiplied by number of days in a period / year.
  - Operating cash flows means net cash generated from operating activities as mentioned in the Restated Standalone Financial Statements.

Operational KPIs of the Company:			
Key Financial Performance	March 31, 2024	March 31, 2023	March 31, 2022
Revenue split between domestic and exports			
Domestic Market (in Lakhs)	16,112.78	13,222.85	12,713.96
Export Market (in Lakhs)	143.11	285.97	138.97
Domestic Market (%)	99.12%	97.88%	98.92%
Export Market (%)	0.88%	2.12%	1.08%

COMPARISON OF FINANCIAL KPIs OF OUR COMPANY AND OUR LISTED PEERS:						
Particulars	S D Retails Limited			Go Fashions (India) Limited		
	March 31, 2024	March 31, 2023	March 31, 2022	March 31, 2024	March 31, 2023	March 31, 2022
Revenue from Operation	16,255.89	13,508.81	12,852.93	76,282.80	66,527.95	40,131.25
EBITDA	1,334.80	760.85	1,363.21	24,243.61	21,228.59	11,901.54
EBITDA Margin	8.21%	5.63%	10.61%	31.78%	31.91%	29.66%
PAT	759.76	430.17	1,011.06	8,344.74	8,187.73	3,577.70
PAT Margin	4.67%	3.18%	7.87%	10.94%	12.31%	8.91%
Particulars	Bella Casa Fashion			S.P Apparels		
	March 31, 2024	March 31, 2023	March 31, 2022	March 31, 2024	March 31, 2023	March 31, 2022
Revenue from Operation	23,009.88	20,176.32	20,581.23	94,832.00	93,952.20	73,508.70
EBITDA	1,899.64	2,124.18	1,125.02	17,590.30	6,555.21	7,135.32
EBITDA Margin	8.26%	10.32%	8.73%	18.55%	6.98%	9.71%
PAT	1,020.55	1,123.89	552.21	11,146.00	852.11	837.52
PAT Margin	4.44%	5.46%	4.29%	11.75%	0.91%	1.14%

- Notes:
- Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements/Annual Reports of the respected
  - Growth in Revenue from Operations (%) is calculated as Revenue from Operations of the relevant period minus Revenue from Operations of the preceding period, divided by Revenue from Operations of the preceding period.
  - EBITDA is calculated as Profit before tax + Depreciation + Finance Cost - Other Income
  - EBITDA Margin is calculated as EBITDA divided by Revenue from Operations
  - PAT Margin is calculated as PAT for the period/year divided by revenue from operations.
  - Net worth means the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium account.

IN TERMS OF THE SEBI CIRCULAR NO. CIR/CFD/POLICYCELL/11/2015, DATED NOVEMBER 10, 2015 AND THE ALL-POTENTIAL INVESTORS SHALL PARTICIPATE IN THE ISSUE ONLY THROUGH AN APPLICATION SUPPORTED BY BLOCKED AMOUNT ("ASBA") PROCESS PROVIDING DETAILS ABOUT THE BANK ACCOUNT WHICH WILL BE BLOCKED BY THE SELF-CERTIFIED SYNDICATE BANKS ("SCSBS") FOR THE SAME. FURTHER PURSUANT TO SEBI CIRCULAR BEARING NO. SEBI/HO/CFD/TPD1/CIR/P/2023/140, FOR IMPLEMENTATION OF PHASED III FOR UPI FACILITY, WHICH IS EFFECTIVE FROM DECEMBER 01, 2023 ON MADATORY BASIS, ALL POTENTIAL BIDDERS (EXCEPT ANCHOR INVESTORS) ARE REQUIRED TO MANDATORILY UTILIZE THE APPLICATION SUPPORTED BY BLOCKED AMOUNT ("ASBA") PROCESS PROVIDING DETAILS OF THEIR RESPECTIVE ASBA ACCOUNTS OR UPI ID (IN CASE OF RIIS), IN WHICH THE CORRESPONDING APPLICATION AMOUNTS WILL BE BLOCKED BY THE SCSBS OR UNDER THE UPI MECHANISM, AS APPLICABLE. FOR DETAILS IN THIS REGARD, SPECIFIC ATTENTION IS INVITED TO "ISSUE PROCEDURE" ON PAGE NO. 255 OF THE RED HERRING PROSPECTUS. IN CASE OF DELAY, IF ANY IN UNBLOCKING/REFUND THE FUND, OUR COMPANY SHALL PAY INTEREST ON THE APPLICATION MONEY AT THE RATE OF 15% PER ANNUM FOR THE PERIOD OF DELAY. THE ISSUE IS BEING MADE UNDER PHASE III OF THE UPI (ON A MANDATORY BASIS).

BID/ ISSUE PROGRAMME	
<b>ANCHOR INVESTORS</b>	<b>Thursday, September 19, 2024</b>
<b>Bid Opening Date</b>	<b>Friday, September 20, 2024</b>
<b>Bid Closing Date (T day)</b>	<b>Tuesday, September 24, 2024</b>
<b>Finalization of basis of allotment with the Designated Stock Exchange/ Allotment of Securities (T +1 Day)</b>	<b>On or Before Wednesday, September 25, 2024</b>
<b>Initiation of Unblocking of Funds/refunds (T +2 Days)</b>	<b>On or Before Thursday, September 26, 2024</b>
<b>Credit of Equity Shares to demat accounts of Allotees (T +2 Days)</b>	<b>On or Before Thursday, September 26, 2024</b>
<b>Commencement of Trading of Equity Shares on the Stock Exchanges/Listing Date (T + 3 Days)</b>	<b>On or Before Friday, September 27, 2024</b>

TIMELINES FOR SUBMISSION OF APPLICATION	
<b>Application Submission by Investors</b> Electronic Applications (Online ASBA through 3-in-1 accounts) – Upto 5 pm on T day. Electronic Applications (Bank ASBA through Online channels like Internet Banking, Mobile Banking and Syndicate UPI ASBA etc) – Upto 4 pm on T day. Electronic Applications (Syndicate Non-Retail, Non Individual Applications) – Upto 3 pm on T day. Physical Applications (Bank ASBA) – Upto 1 pm on T day. Physical Applications (Syndicate Non-Retail, Non Individual Applications of QIBs and NIIs) – Upto 12 pm on T day and Syndicate members shall transfer such applications to banks before 1 pm on T day.	<b>UPI Mandate acceptance time: T day – 5 pm</b> <b>Issue Closure:</b> <b>T day – 4 pm for QIB and NII categories</b> <b>T day – 5 pm for Retail and other reserved categories</b>

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

This Issue is being made through the Book Building Process, in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 229 of the SEBI ICDR Regulations and in compliance with Regulation 253 of the SEBI ICDR Regulations, wherein not more than 50.00% of the Net Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Manager, 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, 5.00% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders, 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 5.00% 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 15.00% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Investors and not less than 35.00% of the Net Issue shall be available for allocation to Retail Individual Investors in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Issue Price. All Bidders (except Anchor Investors) are required to participate in the Issue by mandatorily utilizing the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account (as defined hereinafter) in which the corresponding Bid Amounts will be blocked by the Self Certified Syndicate Banks ("SCSBs") or under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. For details, see "Issue Procedure" on page 255 of Red Herring Prospectus.

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

**Contents of the Memorandum of Association of the Company as regards its objects:** For information on the main objects and other objects of our Company, see "History and Certain Corporate Matters" on page 171 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our

Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 318 of the Red Herring Prospectus.

**Liability of Members of the Company:** Limited by shares.

**AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE:** The Authorised share capital of the Company is ₹ 20,00,00,000 divided into 2,00,00,000 Equity Shares of ₹10 each. The issued, subscribed and paid-up share capital of the Company before the Issue is ₹ 13,76,23,860 divided into 1,37,62,386 Equity Shares of ₹10 each. For details of the Capital Structure, see "Capital Structure" on the page 75 of the Red Herring Prospectus.

**NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM:** Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company; Ms. Nishu Jitendra Negandhi – 5000 Equity Shares and Mr. Hitesh Pravinchandra Ruparelia – 5000 Equity Shares. For details of the Capital Structure, see "Capital Structure" on the page 75 of the Red Herring Prospectus.

**LISTING:** The Equity Shares Issue through the Red Herring Prospectus are proposed to be listed on the SME Platform of National Stock Exchange of India Limited (NSE EMERGE). Our Company has received an in-principle approval from the NSE for the listing of the Equity Shares pursuant to letter dated September 06, 2024. For the purposes of the Issue, the Designated Stock Exchange shall be SME Platform of National Stock Exchange of India Limited (NSE EMERGE). A signed copy of the Red Herring Prospectus has been submitted with the ROC on September 12, 2024 and Prospectus shall be submitted for registration to the RoC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 318 of the Red Herring Prospectus.

**DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI):** Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Draft Red Herring Prospectus/Red Herring Prospectus was filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Issue Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 234 of the RHP.

**DISCLAIMER CLAUSE OF NSE (THE DESIGNATED STOCK EXCHANGE):** It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer page 236 of the Red Herring Prospectus for the full text of the "Disclaimer Clause of the SME Platform of NSE".

**GENERAL RISK:** Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issue and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 27 of the Red Herring Prospectus.

Continued on next page...



BOOK RUNNING LEAD MANAGER TO THE ISSUE



**BEELINE CAPITAL ADVISORS PRIVATE LIMITED**  
SEBI Registration Number: INM000012917  
Address: B 1311-1314, Thirteenth Floor, Shilpi Corporate Park, Rajpath Rangoli Road, Thalaji, Ahmedabad, Gujarat - 380054, India. Telephone Number: +91 7948407357, Email Id: mb@beelinemb.com  
Investors Grievance Id: ig@beelinemb.com; Website: www.beelinemb.com  
Contact Person: Mr. Nikhil Shah; CIN: U67190GJ2020PTC114322

REGISTRAR TO THE ISSUE



**KFIN TECHNOLOGIES LIMITED**  
Address: Selenium Tower-B, Plot 31 & 32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad - 500 032, Telangana; Tel. No.: +91 40 6716 2222; Email: all.ip@kfintech.com  
Website: www.kfintech.com; Investor Grievance Email: einward.ris@kfintech.com  
Contact Person: M Murali Krishna; SEBI Registration No.: INR000000221

COMPANY SECRETARY AND COMPLIANCE OFFICER

S D RETAIL LIMITED  
Contact Person: Ms. Sakshi Singh Chauhan,  
Company Secretary and Compliance Officer.  
Address: C-929, Stratum at Venus ground, Nr. Jhansi Ki Rani Statue, Nehrunagar, Ambawadi, Ahmedabad, Gujarat -380006, India; Tel No.: +91 7043106787;  
Email: info@sweetdreamsindia.com, Website: www.sweetdreams.in

Investors can contact the Company Secretary and Compliance Officer or the BRLMs or the Registrar to the Issue in case of any pre-Issue or post-issue related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc.

**AVAILABILITY OF RED HERRING PROSPECTUS:** Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the SEBI at [www.sebi.gov.in](http://www.sebi.gov.in), website of the Company at [www.sweetdreams.in](http://www.sweetdreams.in), the website of the BRLM to the Issue at [www.beelinemb.com](http://www.beelinemb.com), the website of NSE i.e. [www.nseindia.com](http://www.nseindia.com), respectively.

**AVAILABILITY OF BID-CUM-APPLICATION FORMS:** Bid-Cum-Application forms can be obtained from the Registered Office of the Company: S D Retail Limited, Telephone: +91-7043106787; BRLM: Beeline Capital Advisors Private Limited, Telephone: 079 4918 5784 and the Syndicate Member: Spread X Securities Private Limited Telephone: +91 79 6907 2018 and at the selected locations of the Sub-Syndicate Members, Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application Forms will also be available on the websites of NSE and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

**ESCROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK:** Axis Bank Limited. UPI: Retail Individual Bidders can also Bid through UPI Mechanism.

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

Place: Ahmedabad  
Date: September 12, 2024

On behalf of Board of Directors  
For, S D Retail Limited  
Sd/-  
Mr. Hitesh Pravinchandra Ruparelia  
Chairman and Managing Director  
DIN - 00490790

**Disclaimer:** S D Retail Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public issue of its Equity Shares and has filed the RHP with the Registrar of Companies, Ahmedabad on September 12, 2024 and thereafter with SEBI and the Stock Exchanges. The RHP is available on the websites of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in), website of the Company at [www.sweetdreams.in](http://www.sweetdreams.in), the website of the BRLM to the Issue at [www.beelinemb.com](http://www.beelinemb.com), the website of NSE i.e. [www.nseindia.com](http://www.nseindia.com), respectively. 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 RHP including the section titled "Risk Factors" beginning on page 27 of the Red Herring Prospectus.

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

CONCEPT



**Corporate & Registered Office:** Unit No. 801, Centrum House, CST Road, Vidyavagri Marg, Kalina Santacruz (East), Mumbai - 400098, CIN No. U65922MH2016PLC273826  
**Centrum Housing Finance Centrum Housing Finance Ltd 1st Floor, VIVA - 3, Opp. Vadilal House, Nr. Railway Crossing, Navrangpura, Ahmedabad - 380009.**

**APPENDIX-IV-A**  
**[See proviso to rule 8(6)] & 9(1)**  
**PUBLIC NOTICE FOR AUCTION CUM SALE**

Pursuant to taking possession of the secured asset mentioned hereunder by the Authorized Officer of **Centrum Housing Finance Limited**, under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 for the recovery of amount due from borrower/s, offers are invited by the undersigned in sealed covers for purchase of immovable property, as described hereunder, which is in the physical possession, on "As is Where is Basis", "As is What is Basis", Particulars of which are given below:-

Sr. No.	Borrower(s)/Co-Borrower(s)/ Guarantor(s) / Loan Account No/ Branch	Total Outstanding as on date	Description of the Immovable property	Reserve Price (RP)	Earnest Money Deposit (EMD) 10%
1	<b>Chetan Babubhai Gajjar / Induben Babulal Gajjar / AMDAM17000310 &amp; AMDAM18002456</b>	<b>Rs. 7,07,314 /-</b> (Rupees Seven Lac Seven Thousand Three Hundred Fourteen Only) as on <b>16-01-2023</b>	In The Rights, Piece and Parcel Of Immovable Property Block No. A, Flat No.723, 7th Floor, Adm. 235 Sq. Ft., Pushp Heights, Near Adani Circle, Opp. Ramol Talav, Ramol Gam Road, S.P.Ring Road, Ramol, Ahmadabad City, Ahmedabad - 382415, Gujarat. <b>Boundaries:-East :</b> T.P.Road, <b>West :</b> Flat No. A/706, <b>North :</b> Flat No. A/722, <b>South :</b> Flat No. A/724	<b>Rs. 5,10,000/-</b> (Rupees Five lakhs ten thousand Only)	<b>Rs. 51,000/-</b> (Rupees Fifty one thousand Only)
2	<b>Ketan Labhubhai Chhaya / Jayshree Ketan Chhaya / RAJJU18001711</b>	<b>Rs. 18,20,771/-</b> (Rupees Eighteen Lac Twenty Thousand Seven Hundred Seventy-One Only) as on <b>30-06-2021</b>	In The Rights, Piece and Parcel Of Immovable Property Bearing Flat No. B/3, First Floor, Wing-B, Nataraj Complex, Situated At Plot No. 1, Of N.A. R.S. No. 123/1 P, Dist. Junagadh, 362001, Gujarat. <b>Boundaries : East:</b> Others Property, <b>West:</b> Flat No. B/4, <b>North:</b> 11.00 Ft Wide Road, <b>South:</b> Stair, Passage & Entry	<b>Rs. 8,50,000/-</b> (Rupees Eight lakhs fifty thousand Only)	<b>Rs. 85,000/-</b> (Rupees eight five thousand Only)

1. The Auction is being held on "AS IS WHERE IS" AND "AS IS WHAT IS" basis. 2. The detailed terms and conditions of the auction sale are incorporated in the prescribed tender form, available at the above mentioned Branch office. 3. Last Date of Submission of Sealed Bid/Offer in the prescribed tender forms along with EMD payable by way of Demand Draft in Favor of "Centrum Housing Finance Limited", along with KYC is On or Before **On or Before 15-10-2024 from 10.00 AM to 5.00 PM** at the Branch Office address mentioned herein above. Tenders that are not filled up completely or tenders received beyond last date will be considered as invalid tender and shall accordingly be rejected. No interest shall be paid on the EMD. 4. Date of Inspection of the Immovable Property is on **14-10-2024 from 11.00 AM To 2.00 PM**. 5. Date of Opening of the Bid/Offer Auction Date for Property is **16-10-2024 from 11.00 AM To 2.00 PM** at the above mentioned Branch Office address at **11:00 AM**. by the Authorized Officer. 6. The purchaser shall bear the applicable stamp duties/additional stamp duty/transfer charges, fee etc. and also all the statutory dues, taxes, rates assessment, Govt & Semi Govt. taxes, TDS and other charges, fees etc. in respect of the auctioned property. The possession of the Mortgage Property mentioned above is with the CHFL, who will hand over peaceful possession to the successful bidder on compliance of above. The intending bidder should make their own independent inquiries regarding the Encumbrances Title of property & also inspect & satisfy themselves. 7. All other expenses for getting the properties transferred on their name and statutory dues, if any shall be borne by the successful purchaser. 8. The Highest bidder shall be subject to approval of **Centrum Housing Finance Limited**. Authorised Officer shall Reserve the right to accept all any of the offer /Bid so received without assign any reason whatsoever. His decision shall be final and binding. 9. The Borrower(s) /Guarantor(s) are hereby given **30 DAYS SALE NOTICE UNDER THE SARFAESI ACT, 2002** to pay the sum mentioned as above before the date of Auction failing which the immovable property will be auctioned and balance, if any, will be recovered with interest and costs. If the Borrower pays the amount due to **Centrum Housing Finance Limited**, in full, before the date of sale, auction is liable to be set aside. For further details, contact the Authorised Officer, at the above mentioned Office address Contact Person - **Bhaumik Parmar-9033317834 / Mr. Ankit Vig 8668943242**

Place : **Ahemdabad** Date : **13.09.2024** Sd/-, Authorized Officer, Centrum Housing Finance Limited



**Utkarsh Small Finance Bank**  
*Aapki Ummeed Ka Khaata*  
(A Scheduled Commercial Bank)

**Zonal Office:** Rupa Sapphire, 17th Floor, Plot No.12, Sector 18, Opp. Sanpada Rly. Station, Vashi, Navi Mumbai-400 705.  
**Registered Office:** Utkarsh Tower, NH - 31 (Airport Road), Sehmalpur, Kazi Sarai, Harhua, Varanasi, UP-221 105.

**APPENDIX- IV-A\*\*** [See proviso to rule 8 (6)]

## SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES

E-Auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) of the Security Interest (Enforcement) Rules, 2002

Notice is hereby given to the public in general and in particular to the Borrower(s) and Mortgagor(s) that the below described immovable property mortgaged/charged to the Secured Creditor, the constructive possession of which has been taken by the Authorised Officer of **UTKARSH SMALL FINANCE BANK LIMITED**, (herein after known as "the Secured Creditor"), will be sold on "As is where is", "As is what is", and "Whatever there is" basis through E-Auction for recovery of amount mentioned in table below along with further interest, charges, cost and expenses being due to secured creditor. It is hereby informed you that we are going to conduct public E-Auction through the Web Portal of M/S. C1 India Pvt. Ltd., <https://www.bankeauctions.com>

Sr. No.	Loan Account No.	Name of the Borrower/Mortgagor Guarantor (Owner of the Property)	Amount & Date Demand Notice U/S 13(2)	Date & Type of Possession	Amount on sale	Reserve Price Earnest Money Deposit	
1	154005000 0000171	Kaklotar Pravinaben Harishbhai (Borrower/Mortgagor), Harishbhai S Kaklotar (Co-Borrower)	₹14,72,028.27/- 23/04/2024	09/07/2024 Symbolic	₹ 15,52,423.64/- 11/09/2024	₹ 14,90,000.00/- ₹ 1,49,000.00/-	
<b>Description of Property/ies:</b> All that piece & parcel of Immovable Property Bearing Flat No 202, on the 2nd Floor admeasuring 38.46 Sq Mts Super Built Up area & 31.77 Sq Mts Built Up area along with 18.37 Sq Mts along with undivided share in the Land of "YAGYA FLATS, PART-C" situated at Revenue Survey No 11/2, T.P Scheme No 49, Final Plot No 17/A Admeasuring 2529.28 Sq Mts Paiki T.P Road to Western Side of Moje Katargam, City of Surat Boundaries bounded by- East: Public T.P Road West: Flat No C/203 & Stair Case-Passage North: Flat No C/201 South: Flat No C/203.							
2	154006000 0006011	Bhavanisingh L Shekhawat (Borrower/Mortgagor), Sumanben Bhavanisingh Shekhawat (Guarantor)	₹ 9,27,402.81/- 23/04/2024	09/07/2024 Symbolic	₹ 9,93,726.63/- 11/09/2024	₹ 7,50,000.00/- ₹ 75,000.00/-	
<b>Description of Property/ies:</b> All that piece & parcel of Mauje: Ward No.3, Kamela Darwaja Ward No.03, Nondh No 2885/B/2/B admeasuring 5349.62.94 Sq Mtrs in the scheme Known as "AMBAJI MARKET" paiki Third Floor, Shop No 5078 admeasuring 9.29 Sq Mtrs. undivided share of the Land admeasuring 2.108 Sq Mtrs at Registration District & Sub District Surat, District Surat and Boundaries as under Boundaries bounded by- East: Nondh No 2885/A Property West: Nondh No 2885/B/2/A Property North: Road South: Nondh No 2885/2/A Property							
3	154006000 0000029	Shatrughan M Lendave (Borrower/Mortgagor), Lendave Ashwinben (Guarantor/Mortgagor)	₹10,62,313.59/- 22/05/2024	05/08/2024 Symbolic	₹ 10,54,228.86/- 11/09/2024	₹ 18,31,000.00/- ₹ 1,83,100.00/-	
<b>Description of Property/ies:</b> All that piece & parcel of Property bearing Flat No 412 on the 4th Floor admeasuring 624 Sq Fts. i.e.58.08 Sq Mts, Super Built Up Area, 40.51 Sq Mts. Built Up Area Along with undivided share in the aldn of "PRAPTI APARTMENT", "Building No A of New Navnirman Co Op Ho So Ltd", Revenue Surey No 49, T.P. Scheme No 1, Final Plot No 65 & 66 admeasuring 3080 Sq Mts, of Moje Vesu, Surat City Sub District City of Surat Boundaries bounded by- East: Adj. Open Plot West: Adj. Lift Passage North: Adj. Flat No 411 South: Adj. Open Gallery.							
4	154006000 0000097	M/s. Parth Jari Through Its Proprietor Mrs. Dimple Jariwala (Borrower), Mrs. Dimple Jariwala (Co-Borrower), Mr. Alpeshkumar Manharlal Jariwala (Guarantor/Mortgagor)	₹ 58,59,697.85/- 19/06/2024	28/08/2024 Symbolic	₹ 60,32,135.10/- 11/09/2024	₹ 1,55,52,000.00/- ₹ 15,55,200.00/-	
<b>Description of Property/ies:</b> All that piece & parcel of Immovable Plot of Land in Moje Ward No.9, Surat Lying being land bearing Wadi Faliya, Pagathiya Sheri, Nani Chhipwad, Ward No 9, City Survey No 268, admeasuring 66.89.04 Sq Mts & City Survey No 269, admeasuring 53.51.23 Sq Mts at Registration District & Sub District Surat & District Surat within the state of Gujarat and bounded as under Boundaries bounded by- East: Road West: Supreme Classes North: House No 267 South: House No 270.							
<b>EMD Submission Last Date</b>			<b>17-10-2024</b>	<b>Place of Submission Bids &amp; Documents</b>			<b>Branch Office:</b> Upper Floor, JR Plaza, Bs. CNG Pump, Chikuwadi, Nana Varachha, Surat, 395006, Gujarat.
<b>Bid Increment Amount</b>			<b>₹ 10,000/-</b>	<b>E-Auction Date &amp; Time:</b> 18-10-2024 at 11am - 1pm			<b>Inspection Date &amp; Time:</b> 10-10-2024 & 11-10-2024

All interested participants /bidders are requested to visit <https://www.bankeauctions.com> and <https://www.utkarsh.bank> for further details including term & conditions, to take part in E-Auction proceeding and also advised to contact **Mr. Solanki Ahmed Mob. 8849589099** e-mail [solanki.ahmed@utkarsh.bank](mailto:solanki.ahmed@utkarsh.bank)

**THIS IS ALSO A STATUTORY 30 DAYS SALE NOTICE UNDER RULE 8(6) OF SECURITY INTEREST (ENFORCEMENT) RULES, 2022.**

**STATUTORY 30 DAYS SALE NOTICE TO THE BORROWER(S)/MORTGAGOR AND GUARANTOR (S).**

**Terms & Conditions:** 1. The E-Auction of secured assets is on "As is where is", "As is what is", "Whatever there is" and "No recourse" basis for and on behalf of the secured creditor and to the best of knowledge and information of the Authorised Officer, there is no encumbrance on said property/ies. The property is being sold with all the existing and future encumbrances whether known or unknown to the bank. The Authorised Officer/ Secured Creditor shall not be responsible in any way for any third party claims/ rights/ dues. 2. For participating in E-Auction sale, Bid documents, copies of PAN card, Board resolution in case of company, photo ID and address proof are required to be submitted along with EMD which is payable through NEFT/ RTGS in name of "Authorised officer Utkarsh Small Finance Bank Limited" Current Account No 137520000000003 IFSC UTKS0001375 Address UTKARSH SMALL FINANCE BANK LIMITED, D37/37 Badadev, Spice KCM Varanasi-221002, BRANCH GODWALIA. Once an online bid is submitted, same cannot be withdrawn. Further, any EMD submitted by bidder will be required to send the UTR/ Ref. No. of the RTGS/NEFT with a copy of cancelled cheque on **Email-solanki.ahmed@utkarsh.bank**, Contact Number-91-8849589099 & Email-mayur.battise@utkarsh.bank Contact Number-7016155165.

3. Only buyers holding valid User ID/ Password and confirmed payment of EMD through NEFT/ RTGS shall be eligible for participating in the E-Auction process.

Date: 13/09/2024  
Place: Gujarat

Sd/-  
(Authorized Officer)  
Utkarsh Small Finance Bank Ltd.



**Branch Office :** Ground Floor, Corner Square Building, Near Inox Multiplex, Race Course Circle, Baroda-390007  
**Branch Office :** Yes Bank Limited, 1st Floor, Orbit Tower, Opp. Krushi Bazar, Sahara Darwaja, Ring Road, Surat - 395003.  
**Registered & Corporate Office :** Yes Bank Limited, Yes Bank House, Off Western Express Highway, Santacruz East, Mumbai - 400055.  
**CIN :** L65190MH2003PLC143249, **Email :** [communications@yesbank.in](mailto:communications@yesbank.in), **Website :** [www.yesbank.in](http://www.yesbank.in)

**SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES**

E-Auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) of the Security Interest (Enforcement) Rules, 2002.

Notice is hereby given to the public in general and in particular to the Borrowers, Co-Borrowers, Guarantor and Mortgagors that the below described immovable property mortgaged/charged to the Secured Creditor, the physical possession of which has been taken by the Authorised Officer of Yes Bank Ltd. i.e. Secured Creditor, will be sold on "As is where is", "As is what is" and "Whatever there is" on 18.10.2024 for recovery of below mentioned dues subject to further interest and charges at contracted rate, due to the Secured Creditor from below mentioned Borrowers, Co-Borrowers, Guarantor and Mortgagors.

Sr. No.	Names of the Borrower / Co-Borrower / Guarantor	Demand Notice Amount	Description of Property	Reserve Price & EMD (in Rs.)
1.	<b>Dipakbhai M Parmar</b> as (Borrower & Mortgagor) and <b>Mittalben Dipakbhai Vankar</b> as (Co-Borrower & Mortgagor)	<b>Rs. 1681668.24/-</b> as on <b>30-Jun-23</b>	All that piece and parcel of the Residential Flat No. F-301, Third Floor, Tower - F, Bultup area admeasuring 51.09 Sq. Mtrs, Scheme Known as "DWARAKESH CITY", situated at Old Survey No. 366, Block No. 183, T.P. Scheme No. 40, Final Plot No. 146, Mouje village KAPURAI, Registration District and Sub-District of Vadodara	<b>Rs. 16,50,000/-</b> <b>Rs. 1,65,000/-</b>
2.	<b>(1) Panchal Rupeshkumar Ravibhai</b> (borrower) <b>(2) Panchal Ravibhai Sudamabhai</b> (borrower) And <b>(3) Panchal Rekhaben</b> (co-borrower And Mortgagor)	<b>Rs. 7,51,314.93/-</b> as on <b>18-May-23</b>	ALL THE PIECE AND PARCEL OF Flat no. 204 2nd Floor admeasuring 46.50 sq.mtrs. super built up area in "BALAJI PLAZA" constructed on Mahalaxmi Park Society paiki Plot No. 15 of 15 admeasuring 71.55 sq.mtrs. situated Revenue Survey No. 657, 658 & 671/1, O.P. No. 331 Paiki T.P. Scheme no. 03 and Final Plot No. 575 and 603 in Sim of Village Bapod, Dist. Vadodara	<b>Rs. 7,90,000/-</b> <b>Rs. 79,000/-</b>
3.	<b>Tiwari Nandkishor</b> (borrower And Mortgagor)	<b>Rs. 1288382.48/-</b> as on <b>18-May-23</b>	ALL THE PIECE AND PARCEL OF Flat no. 302 on 3rd Floor admeasuring 59.48 sq.mtrs. super built up area i.e. 640 sq.ft. undivided share of land admeasuring 30.93 sq.mtrs. i.e. 332.78 sq.ft. in "SAI RAMESHWAR COMPLEX" Revenue Survey no. 278, T.P. scheme no. 05, Final Plot no. 332 Paiki Northern side admeasuring 752 sq.mtrs. in the sim of Village Vadodara Kasba Registration district & Sub District: Vadodara District: Vadodara	<b>Rs. 10,40,000/-</b> <b>Rs. 1,04,000/-</b>
4.	<b>Kharwa Ajay Sumanbhai</b> (borrower And Mortgagor) And <b>Kharwa Sweta Ajay</b> (co-borrower And Mortgagor)	<b>Rs. 2730557.08/-</b> as on <b>18-May-23</b>	ALL THE PIECE AND PARCEL OF Flat no. A-202, 2nd Floor of Tower-A constructed admeasuring 56.44 sq.mtrs. carpet area in "PRAKURTI GREENS " Revenue Survey no. 229, 230 & 238 and admeasuring 1951.76 sq.mtrs. situated on western side of entire land bearing Block no. 196, Final Plot no. 93 totally admeasuring 12535 sq.mtrs. of T.P. scheme no. 02 of Village: Sim of Bhayali in Taluka Vadodara District and Registration Sub District Vadodara	<b>Rs. 25,70,000/-</b> <b>Rs. 2,57,000/-</b>
5.	<b>Yeuju Rajeshbhai Pote</b> (borrower And Mortgagor) And <b>Subhangi C Kadam</b> (guarantor)	<b>Rs. 1245286.84/-</b> as on <b>27-Apr-23</b>	ALL THE PIECE AND PARCEL OF Flat no. B-1, Tower-B, admeasuring 46.39 sq.mtrs. undivided land admeasuring 19.15 sq.mtrs. Know as "SHAKTI APARTMENT" Sub Plot no. 15, C. S. No. 2150 admeasuring 955-95-53 sq.mtrs. lying being land bearing Revenue Survey no. 315,316,317,318, 321, 323/1, 325 and 326/1 Paiki situated at Mouje: Kasba Registration District : Vadodara Sub District Vadodara	<b>Rs. 10,00,000/-</b> <b>Rs. 1,00,000/-</b>
6.	<b>Rajeshkumar Arvindbhai Patel</b> (borrower And Mortgagor) And <b>Bhartiben Rajeshbhai Patel</b> (co-borrower And Mortgagor)	<b>Rs. 1305164.18/-</b> as on <b>27-Apr-23</b>	ALL THE PIECE AND PARCEL OF Residential Flat no. D-503, Tower-D, admeasuring carpet area 30.38 Sq. Mtrs, Built up area 33.59 Sq. mtrs, Common utility area 5.72 Sq. Mtrs, undivided share of 13.61 in the scheme known as "VRUNDAVAN HEIGHTS" constructed on R.S. No-501 admeasuring He-Are 0-43-50 Aakar-2=25, Final Plot No-123 admeasuring 2610 sq.mtrs. situated at Mouje: Bapod, Registration sub district Vadodara & District Vadodara	<b>Rs. 13,00,000/-</b> <b>Rs. 1,30,000/-</b>
7.	<b>Rahul Maheshbhai Mistry</b> as the "Borrower and Mortgagor" & <b>Priyanka Rahul Mistry</b> as the "Co-Borrower and Mortgagor"	<b>Rs. 1551097.50/-</b> as on <b>26-Jul-23</b>	All piece and parcel of immovable of property bearing Flat No.C-302 3rd Floor admeasuring 30.60 sq.mtrs Carpet area, 33.87 sq.mtrs Build up area, along with 5.95 sq.mtrs undivided share in the building known as "Vrundavan Heights" Building No.C, Situated Vadodara Mahanagar Seva Nagar Rachna Yojana No.44(Bapod), F.P.No.123,permission no. Ward No.-9, L/79/16-2017 dt.8/9/2016 of Moje Bapod Registration District and Sub District Vadodara.	<b>Rs. 13,00,000/-</b> <b>Rs. 1,30,000/-</b>
8.	<b>Rajesh J Lonkar</b> as the "Borrower & Mortgagor" & <b>Ratnaben Rajesh Lonkar</b> as the "Co-Borrower & Mortgagor" & <b>Abhishek Rajeshbhai Lonkar</b> as the Co-Borrower & Mortgagor	<b>Rs. 1439826.05/-</b> as on <b>30-Jun-23</b>	All that piece and parcel of the Residential Flat No. 404, Fourth Floor, Tower - F, Bultup area admeasuring 42.42 Sq. Mtrs, Scheme Known as "VRAJ VIHAR", situated at Old Revenue Survey No. 550, Block No. 406, Final Plot No. 46, Khata No. 299, Mouje - BILL, Registration District and Sub-District of VADODARA.	<b>Rs. 15,40,000/-</b> <b>Rs. 1,54,000/-</b>
9.	<b>Jamnaben Thakor</b> as the "Borrower & Mortgagor" & <b>Kahar Pritiben</b> as the "Guarantor"	<b>Rs. 1252778.56/-</b> as on <b>30-Jun-23</b>	All that piece and parcel of the Residential Flat No. B - 6, Ground Floor, B - Tower, Bultup area admeasuring 535 Sq. Foot, Scheme Known as "SHIVDHARA FLAT", situated at Revenue Survey No. 822/1, C.S.No. 162/1/B, in the sim of Kasba, Nr. Warsiya, Registration District and Sub-District of Vadodara.	<b>Rs. 8,60,000/-</b> <b>Rs. 86,000/-</b>
10.	<b>Rana Gopalbhai Ramanbhai</b> As The "borrower" & <b>Rana Lilaben Gopalbhai</b> As The "co-borrower And Mortgagor"	<b>Rs. 1158873.54/-</b> as on <b>21-Aug-23</b>	All the Part and parcel of All that piece and parcel of Property Flat No.204 on second Floor admeasuring 74.322 sq.mtrs Super built up area along with 34.421 sq.mtrs undivided share in the land, building known as "Shree Nand Nagar" of Tower-L, Situated Revenue Survey No.980, Vadodara Municiple Corporation cense no. 07-83-188-002-282-020 Village Chhani Registration Sub District Vadodara Vibhag 7 (Chhani) District Vadodara.	<b>Rs. 16,60,000/-</b> <b>Rs. 1,66,000/-</b>
11.	<b>Jain Vishal Mahavirbhai</b> (borrower And Mortgagor)	<b>Rs. 2372231.99/-</b> as on <b>13-Feb-23</b>	ALL THE PIECE AND PARCEL OF Flat no. D/401 4th Floor Tower-D admeasuring 75.97 sq.mtrs. Undivided land admeasuring 31.80 sq.mtrs. Undivided Common Road Rasta admeasuring 4.39 sq.mtrs. in "TULSI HEIGHTS" situated Revenue Survey no. 393, 394, 395, 404/1 & 404/2 after Consolidation of Revenue Survey no. 393 admeasuring 36319 sq.mtrs. land paiki eastern side adm 6514 sq. mtrs Open Landin the Sim of Mouje Village: Bapod district Sub Distric Vadodara.	<b>Rs. 21,30,000/-</b> <b>Rs. 2,13,000/-</b>
12.	<b>Sanjaybhai Lavjibhai Timbadiya</b> (borrower And Mortgagor) And <b>Manishaben Sanjaybhai Timbadiya</b> (co-borrower And Mortgagor)	<b>Rs. 1388520.22/-</b> as on <b>22-March-2022</b>	ALL THE PIECE AND PARCEL of Immovable Property known as Plot No 38 as per site admeasuring 48 Sq Yrd i.e.40.15 Sq Mtrs. (after correction KJP Block/Plot No: 88/38 admeasuring 40.18 Sq Mts) along with undivided share in C.O.P.Land Road admeasuring 22.43 Sq Mts in "SHIV VATIKA" Vibhag-2 situated at R.S No 70/1 and 70/2, Block No 66, after Re Survey New Block No 87 & 88 in Moje Village Nansad, Sub District Kamrej, District-Surat	<b>Rs. 8,80,000/-</b> <b>Rs. 88,000/-</b>
13.	<b>Rakesh Madhukar Mahale</b> (borrower And Mortgagor) And <b>Mahale Minaben Madhukarbai</b> (co-borrower And Mortgagor)	<b>Rs. 976240.54/-</b> as on <b>22-March-2022</b>	ALL THE PIECE AND PARCEL OF Plot No 405, of the society Known as "Green Park" Vibhag-2, admeasuring to 40.15 Sq Mts along with proportionate part in the undivided land of the society admeasuring 22.65 sq.mtrs. situated at Mulad of the N.A land bearing R.S No 499, Block No 23 after Re Survey New Block No 25, R.S No 500/1 & 500/2, Block No 24 after Re-Survey New Block No 26, R.S No 501 & 502, Block No 28 after Re-Survey New Block No 30, situated at Moje Village-Haldharu, Sub District-Kamrej, District-Surat	<b>Rs. 7,70,000/-</b> <b>Rs. 77,000/-</b>
14.	<b>Mr Rameshbhai Arjanbhai Siroya</b> as the "Borrower and Mortgagor" & <b>Mrs. Sangtaben Rameshbhai Shiroya</b> as the "Borrower and Mortgagor"	<b>Rs. 1286708.99/-</b> as on <b>30-Jun-23</b>	All piece and parcel of immovable property of known as Flat no. 502, admeasuring 994 sq fts (Super built up area) on the 5th Floor of the building No. F of the building known as Bhakti dhara Residency - 2, alongwith undivided proportional share totally admeasuring 38.13 sq mtrs in the underneath the said building constituted the land of the Block No. 128 of the Revenue Survey No. 54 paikes situated at Moje Sayan Sub District Olpad, District Surat	<b>Rs. 7,80,000/-</b> <b>Rs. 78,000/-</b>
15.	<b>Vinay Kumar Bholanath Gautam</b> As The "borrower And Mortgagor" & <b>Mamta Vinay Kumar Gautam</b> As The "co-borrower And Mortgagor"	<b>Rs. 838499.19/-</b> as on <b>21-Aug-23</b>	All that piece and parcel of Property Plot no.221/B admeasuring 42.38 sq.mtrs in Swarna Villa Residency, Situated at Block no.4, Survey no.4/1,4/2,4/3,4/4,4/5,13/1, admeasuring He.are 2162 sq.mtrs akar rs.41.43 paisa Moje Kareli Ta.Palsana District Surat	<b>Rs. 9,50,000/-</b> <b>Rs. 95,000/-</b>
16.	<b>Sanjay Kumar Verma</b> (borrower And Mortgagor) And <b>Vibha Devi</b> (co-borrower And Mortgagor)	<b>Rs. 966231.52/-</b> as on <b>15-Feb-22</b>	All the piece and parcel of Plot No. 123 of the Society Know as "Rudraksh Home" admeasuring about 40.13 sq. mtrs. along with undivided proportionate share in the said land for Road and COP admeasuring about 22.65 sq. mtrs. situated at Mulad bearing Revenue Survey No. 357/2/B, 357/2/A and 357/2/C (after Consolidated New Block no. 145/A), Khata No. 547 of Village: Mulad, Taluka : Olpad, District : Surat	<b>Rs. 7,80,000/-</b> <b>Rs. 78,000/-</b>
17.	<b>Ravindra Baburao More</b> As (borrower And Mortgagor) And <b>Shobhanaben Ravindra More</b> As (co-borrower And Mortgagor)	<b>Rs. 1041573.29/-</b> as on <b>21-Aug-23</b>	All the piece and parcel of Property Plot No.154 admeasuring about 40.19 sq.mtrs along with undivided proportionate share in the said land for road and COP admeasuring about 23.64 sq.mtrs, Society Known as "Shree Ganesh Residency", Situated Revenue survey no.114/2, Block No.126 (KJP block no.126/154) of Village Kareli Taluka Palsana District Surat	<b>Rs. 8,60,000/-</b> <b>Rs. 86,000/-</b>
18.	<b>Sadhu Dhavalkumar Kantidas</b> As The "borrower" & <b>Sadhu Seemababen Dhavalkumar</b> As The "co-borrower And Mortgagor"	<b>Rs. 1523294.80/-</b> as on <b>30-Jun-23</b>	All the Part and parcel of For the immovable property of Flat No. X/201 on the 2nd Floor admeasuring 41.24 square mtrs (Carpet area) and 44.62 Sq mtrs (Build up area) along with undivided proportionate share in the land about 10.48 sq mtrs of the building X (as per sanction Plan Building No. G) known as White Stone Part 2 situated at: Varivay bearing Revenue Survey No. 1361/1, Block No. 1319, T.P scheme no. 36 (Varivay) Final Plot No. 57 of Village : Varivay, Taluka Surat City (Adajan) Dist	