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SWEET DREAMS

# S D RETAIL LIMITED

(Formerly known 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 HERINAFTER 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:

- |  |   |
|--|---|
| <p>(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.</p> <p>(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.</p> <p>(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.</p> <p>(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.</p> <p>(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.</p> <p>(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.</p> | <p>(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.</p> <p>(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.</p> <p>(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.</p> <p>(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.</p> <p>(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;</p> |
|--|---|
- | Particulars | Number of Issues/<br>Issue Handled | Issues closed below<br>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).

IN TERMS OF THE SEBI CIRCULAR NO. CIR/CFD/POLICYCELL/11/2015, DATED NOVEMBER 10, 2015 AND ALL THE POTENTIAL INVESTORS SHALL PARTICIPATE IN THE ISSUE ONLY THROUGH AN APPLICATION SUPPORTED BY BLOCKED ACCOUNT ("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 MANDATORY BASIS, ALL POTENTIAL BIDDERS (EXCEPT ANCHOR INVESTORS) ARE REQUIRED TO MANDATORILY UTILISE THE APPLICATION SUPPORTED BY BLOCKED AMOUNT ("ASBA") PROCESS PROVING 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 THE CHAPTER TITLED "ISSUE PROCEDURE" ON PAGE 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 MANDATORY BASIS).

## BID/ ISSUE PROGRAMME

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

Continued on next page...

**TIMELINES FOR SUBMISSION OF APPLICATION**

**Application Submission by Investors**

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.

**UPI Mandate acceptance time: T day – 5 pm**

**Issue Closure:**  
**T day – 4 pm for QIB and NII categories**  
**T day – 5 pm for Retail and other reserved categories**

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.

BOOK RUNNING LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
 <p><b>BEELINE CAPITAL ADVISORS PRIVATE LIMITED</b>                      SEBI Registration Number: INM000012917                      Address: B 1311-1314, Thirteenth Floor, Shilp Corporate Park, Rajpath Rangoli Road, Thaltej, 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</p>	 <p><b>KFIN TECHNOLOGIES LIMITED</b>                      Address: Selenium Tower-B, Plot 31 &amp; 32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad – 500 032, Telangana; Tel. No.: +91 40 6716 2222; Email: all ipo@kfintech.com                      Website: www.kfintech.com; Investor Grievance Email: einward.ris@kfintech.com                      Contact Person: M Murali Krishna; SEBI Registration No.: INR000000221</p>	<p>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</p> <p>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.</p>

**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, website of the Company at www.sweetdreams.in, the website of the BRLM to the Issue at www.beelinemb.com, the website of NSE i.e. 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.

On behalf of Board of Directors

For, S D Retail Limited

Sd/-  
**Mr. Hitesh Pravinchandra Ruparelia**  
 Chairman and Managing Director  
 DIN - 00490790

Place: Ahmedabad  
 Date: September 12, 2024

**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, website of the Company at www.sweetdreams.in, the website of the BRLM to the Issue at www.beelinemb.com, the website of NSE i.e. 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



**પંજાબ વેસ્ટર્ન સર્કલ શા-1**  
 પીએનબી પંજાબી ટાવર, સીજી માળ, પ્લોટ નં. સી-૬, જી-૧૧૦૬, બાંદ્રા કુર્લા કોમ્પ્લેક્સ, બાંદ્રા પુર્વ, મુંબઈ- ૪૦૦ ૦૧૧  
 ઇમેઇલ : cs4444@pnb.co.in

**સરકારી એક્ટર હેલ્થ સિક્કોર્સ એસેટોના વેચાણ માટે વેચાણ નોટીસ**

**સરકારી એક્ટર હેલ્થ સિક્કોર્સ એસેટોના વેચાણ માટે વેચાણ નોટીસ**

સિક્કોર્સ એસેટોના વેચાણ માટે ઉ-દસરુ વેચાણ નોટીસ.

આથી ખાસ કરીને દેવાદાર(સે) અને જામીનદાર(સે) અને ગૌરવદાર(સે) અને જાહેર જનતાને આથી નોટીસ આપવામાં આવે છે કે નીચે દર્શાવેલ સ્થાવર/જંગમ મિલકત સિક્કોર્સ લેણદાર યેકો એટલે કે પંજાબ નેશનલ બેંક, જૂની યુનાઇટેડ બેંક ઓફ ઇન્ડિયા અને જૂની ઓરિજનલ બેંક ઓફ ઇન્ડિયાને ગોચર કરાવેલ છે જેનો પ્રચલ / પચેસ / સંકેતિત કબજો લાગતી વાગતી સિક્કોર્સ લેણદાર બેંકના અધિકૃત અધિકારીને લઈ લીધે છે, "જેમ જ્યાં છે", "જે છે" અને "જેમ છે" ના ધોરણે સંબંધિત દેવાદાર(સે), ગૌરવદાર(સે) અને જામીનદાર(સે) પાસેથી ઉપર જણાવેલ સિક્કોર્સ લેણદારોનો બાકી રકમની વસૂલાત માટે અહીં નીચે જણાવેલ કોરકમ જણાવેલ તારીખે વેચવામાં આવશે. રીઝર્વ હિમત અને અન્યેટ મની ડિપોઝિટ સંબંધિત મિલકતો સામે નીચે જણાવેલ કોરકમ જણાવેલ છે.

સિક્કોર્સ એસેટોના વિગત					
ક્રમ નં.	શાખાનું નામ	ગૌરવદાર/ મિલકતોની વિગત	એ/સરકારી એક્ટર, ૨૦૨૨ ની કલમ ૧૩(૨) હેઠળ મંગણા નોટીસની તારીખ	એ/ ડિઝાઇન રકમ (રૂ. લાખમાં)	ઉ-દસરુની તારીખ / સમય
	દેવાદાર(સે)/ગૌરવદાર(સે)/ જામીનદાર(સે) નું નામ અને સરનામું / એકાઉન્ટ	ગૌરવદાર/ મિલકતના માલિકનું નામ	બી) બાકી રકમ એનાયતે લારીમ મુજબ સી) સરકારી એક્ટર, ૨૦૨૨ ની કલમ ૧૩ (૨) હેઠળ કબજાની તારીખ ડી) કબજાનો પ્રકાર: સાંકેતિત/પ્રચલ/પચેસ	બી) ઇચ્છામંદ્રી સી) બિડ પુરૂંદીની રકમ	
૧	પીએનબી-સર્કલ શા-૧ મેસર્સ નેશનલ એક્ટરુસ ની-૫૨ સરિતા સાગર સોસાયટી, સિકુવાડી, નાના વસાજ, વસાજ રોડ, સુરત-૩૬૫૦૦૬. અને સી ફીલ નં. ૨૦૦૨, આઈન્ડ ૬૬૦૧૨, રસ્તમજી ઝોન, ટેલીફોન એક્સચેન્જ પાસે, મલાડ વેસ્ટ મુંબઈ-૪૦૦૦૬૩ શ્રી રતિલાલ માલકિયા (જામીનદાર) બી-૫૨ સરિતા સાગર સોસાયટી, પાલીની ટાંકી સામે, સિકુવાઈ નાના વસાજ વસાજ રોડ સુરત-૩૬૫૦૦૬ શ્રી ચિત્રચલાલ ટી નંદારાણા (જામીનદાર) એ-૩૦૧, માનસીવિહાર, દાત મીંદર રોડ, મલાડ, ઇસ્ટ મુંબઈ-૪૦૦૦૬૭ શ્રી વિનોદ ચગગલાલ ચોરડિયા (જામીનદાર) જોપન. ૧, નેમાની વિહારિમ, એસ.વી રોડ, મલાડ વેસ્ટ, મુંબઈ-૪૦૦૦૬૩ શ્રીમતી વૃષ્ટિ સાનેપસ (જામીનદાર) ૫૪, મિરા નગર સોસાયટી, સૌરાષ્ટ્ર પહેલ સમાજ ભવન સામે, મિલિ બગીચા, વસાજ રોડ, સુરત-૩૬૫૦૦૬	મલા નં. ૬૬૫-૧૦, સાગર ઇન્ડસ્ટ્રીયલ એસેટ ધુમા નગર વાલિવ વસાઈ ઇસ્ટ, પાલઘાટ-૨૦૧૪૦૮, સર્વે નં. ૪૬, દિસ્સા નં. ૦૧, સેવકન ૨૮૮૦ સો.કુટ વિલ્ટ અપ શ્રી ડિરેક્ટવાલ ટી નંદારાણાના નામે રહેલ મિલકત	એ) ૨૦.૦૪.૨૦૨૩ (બી) રૂ. ૫૮૭.૩૦૪૩.૦૭/- વત્તા સડત વ્યાજ અને ચાર્જિસ, વસુલાત બાદ (સી) ૦૬.૦૦.૨૦૨૩ (સી) સાંકેતિત	એ) રૂ. ૧૧૦૦૦૦૦/- બી) રૂ. ૧૧૦૦૦૦/- સી) રૂ. ૫૦૦૦/-	૩૦.૦૬.૨૦૨૪ ૧૦.૦૦ એપ્રિલ ૦૪:૦૦ પીએમ સુધી

સરતો અને નિયમો

વેચાણ સિક્કોર્સ એસેટોના વેચાણ માટે ઉ-દસરુ વેચાણ નોટીસ. ૨૦૦૨માં જણાવેલ સરતો અને નિયમો અને નીચેની અન્ય સરતોને સાધિન રહેશે:

- મિલકતો "જ્યાં છે", "જે છે" અને "જેમ છે" ના ધોરણે વેચવામાં આવશે.
- અહીં ઉપર સીડુચુલમાં જણાવેલ સિક્કોર્સ મિલકતોની વિગતો અધિકૃત અધિકારીની શ્રેષ્ઠ જાણકારી હેઠળ જણાવેલ છે, પરંતુ અધિકૃત અધિકારી આ ધોષણમાં કોઈપણ ભૂલ, ખોટા નિવેદન અથવા ચુક માટે જવાબદાર ગણાશે નહીં.
- વેચાણ નીચે સહી કરનાર દ્વારા (ઉપર મુજબ તારીખ) ના રોજ સવારે ૧૧:૦૦ થી સાંજે ૦૪:૦૦ વાગ્યા દરમિયાન વેબસાઈટ <https://ebkraj.in/> ઉપર પૂર્ણ પડાવેલ ઉ-દસરુ વેટકોમ મારફત કરવામાં આવશે.
- વેચાણની વિગતવાર સરતો અને નિયમો માટે, <https://ebkraj.in/> & [www.pnbindia.in](http://www.pnbindia.in) જ્યાં વિનંતી છે.

સહી/-  
(શુભિલ કુમાર)  
અધિકૃત અધિકારી  
પંજાબ નેશનલ બેંક  
સિક્કોર્સ લેણદાર

**સરકારી એક્ટર, ૨૦૨૨ ની કલમ ૮(૬) હેઠળ કાનૂની વેચાણ નોટીસ**



**આઈડીબીઆઈ બેંક લિમિટેડ - અડાજણ શાખા**  
 અનાવિલ આઈડ, મેગા બાઈટ્સ હોટેલની બાજુમાં, હની પાર્ક રોડ, અડાજણ, સુરત પિન : ૩૬૫૦૦૬ ગુજરાત  
 CIN: L65190MH2004G0148838

**સરકારી એક્ટર હેલ્થ સિક્કોર્સ એસેટોના વેચાણ માટે વેચાણ નોટીસ**

**સરકારી એક્ટર હેલ્થ સિક્કોર્સ એસેટોના વેચાણ માટે વેચાણ નોટીસ**

સરકારી એક્ટર હેલ્થ સિક્કોર્સ એસેટોના વેચાણ માટે ઉ-દસરુ વેચાણ નોટીસ.

કરજદારો નું નામ	મોર્ટગેજર અને જામીનદારો નું નામ
શ્રી મહેશ કાંતિલાલ ચિરસાથ શ્રી કાંતિભાઈ દગડુભાઈ ચિરસાથ	શ્રી મહેશ કાંતિલાલ ચિરસાથ (અરજદાર અને મોર્ટગેજર) શ્રી કાંતિભાઈ દગડુભાઈ ચિરસાથ (સહ-અરજદાર અને મોર્ટગેજર) શ્રી પંકજ કુલુપ સેનદાને (જામીનદાર)

ઉપરોક્ત ઉધાર લેનાર(ઓ) અને મોર્ટગેજરને આથી સૂચના આપવામાં આવી છે કે ઉપરોક્ત કરજદારને IDBI બેંક લિમિટેડ દ્વારા રૂ. ૧૨,૦૦,૦૦૦/- (રૂ. બાર લાખ પુરા) ની નાણાકીય સહાય મંજૂર કરવામાં આવી હતી. (IDBI Bank), ધરની ખરીદી માટે હોમ લોન દ્વારા અને હોમ લોન તરીકે રૂ. ૧૨,૦૦,૦૦૦/- (રૂ. બાર લાખ પુરા) નું નું વિતરણ. ઉપરોક્ત નાણાકીય સહાયની મંજૂરીના અનુસંધાનમાં, શ્રી મહેશ કાંતિલાલ ચિરસાથ (કરજદાર) અને શ્રી કાંતિભાઈ દગડુભાઈ ચિરસાથ (સહ-કરજદાર) દ્વારા જરૂરી લોન અને સિક્કોર્સ ટિટલ ટ્રાન્સફર જોનો અમલ કરવામાં આવ્યો હતો.

નીચે દર્શાવેલ મિલકતોના ટાઇટલ ડીટ્સ જમા કરીને ગૌરવ મૂકીને, અન્ય બાબતોની સાથે, ઉપરોક્ત નાણાકીય સહાય સુરક્ષિત કરવામાં આવી છે. ઉપરોક્ત ઉધાર લેનાર ૨૪ જાન્યુઆરી, ૨૦૧૭ ના રોજ થયેલ લોન કરાર (ઓ)ના સંદર્ભમાં ઉક્ત નાણાકીય સહાયની ચુકવણીમાં ક્લોઝ થયો હોવાથી, કરજદારના ખાતાને IDBI બેંકના પુસ્તકોમાં નોન-પરફોર્મિંગ એસેટ્સ (NPA) તરીકે વર્ગીકૃત કરવામાં આવ્યું છે. ૮ જુલાઈ, ૨૦૨૪ ના રોજ ભારતીય રિઝર્વ બેંક (RBI) દ્વારા સમયાંતરે જારી કરાલેલ માર્ગદર્શિકાના સંદર્ભમાં. ઉપરોક્ત ઉધાર લેનાર, IDBI બેંક દ્વારા કરવામાં આવેલ ક્લોઝને ધ્યાનમાં રાખીને, તેના સંદર્ભ સાથેના પગ દ્વારા. No.LRN115879005235188 તારીખ ૧૨ જુલાઈ, ૨૦૨૪, વ્યાજ અને અન્ય નાણાં સાથે મળીને કુલ રૂ. ૮,૫૬,૭૬૭.૦૦ (રૂપિયા આંધ લાખ ઓગણસાંઈ હજાર સાતસો સડસઠ પુરા), જે કરજદાર દ્વારા તાત્કાલિક બાકી અને ચુકવણીપાત્ર બની ગયા હોય અને કરજદાર ને IDBI બેંકને કુલ રૂ. ૮,૬૦,૫૪૦/- (રૂપિયા આંધ લાખ સાંઈ હજાર પાંચસો ચાલીસ પુરા) ચુકવણી ફાલ્ત કરી ૬ જુલાઈ, ૨૦૨૪ ના રોજ, સાથે ૧૦ જુલાઈ, ૨૦૨૪ થી ચુકવણી અથવા વસૂલાત સુધીના ચિલુ વ્યાજ સાથે, ઉપરોક્ત પત્રમાં જણાવ્યા મુજબ કરારના દરે.

IDBI બેંક દ્વારા સરકારી અધિનિયમની કલમ ૧૩(૨) હેઠળ ઉધાર લેનાર અને મોર્ટગેજરના સંબંધિત સરનામાંઓ પર રચીકૃતિ ચુક સાથે રજિસ્ટર્ડ પોસ્ટ દ્વારા જરૂરી નોટિસ જારી કરવામાં આવી/સભર કરવામાં આવી.

જો કે, શ્રી મહેશ કાંતિલાલ ચિરસાથ (કરજદાર અને મોર્ટગેજર) અને શ્રી કાંતિભાઈ દગડુભાઈ ચિરસાથ (સહ-કરજદાર અને મોર્ટગેજર) ને મોકલવામાં આવેલી નોટિસ 'સરનામાંઓ આવી કોઈ વ્યક્તિ નથી' તેવી પોસ્ટલ ટિપ્પણી સાથે પરત કરવામાં આવી હતી. ઉપરોક્તને ધ્યાનમાં રાખીને, આ જાહેર નોટિસ સુરક્ષા હિત (એન્ફોર્સમેન્ટ) નિયમો, ૨૦૦૨ ના નિયમ ૩ (૧) ના પ્રોવિસોના પાલનમાં જારી કરવામાં આવી છે.

મહેરબાની કરીને નોંધ કરો કે તમે IDBI બેંકની પૂર્વ તેમજ સંમતિ વિના કોઈપણ સિક્કોર્સ એસેટ્સ ટ્રાન્સફર અથવા અન્યથા (તમારા વ્યવસાયના સામાન્ય કોર્સ સાથે) કરશો નહીં, જો તમે SARFAESI Act ની કલમ ૨૬ હેઠળ શિક્ષાપાત્ર ગુના માટે જવાબદાર હશો. સુરક્ષિત અસ્થાયમતો ટિટલ કરવા માટે ઉપલબ્ધ સમયના સંદર્ભમાં અમે કાયદાની કલમ ૧૩ ની પેરા કલમ (૮) ની જોગવાઈઓ તરફ તમારું ધ્યાન આમંત્રિત કરીએ છીએ.

કોઈ સંજોગોમાં, કરજદારો/જામીનદારો ને ફરી એક વાર, ઉપરોક્ત રકમ અહીંની તારીખથી ૧૦ દિવસની અંદર ચુકવણી વિનંતી કરવામાં આવે છે, જે નિષ્ફળ જાય તો IDBI બેંક, સુરક્ષિત લેણદાર તરીકે, તેના સુરક્ષા વ્યાજને લાગુ કરવા માટે હકદાર રહેશે. સરકારી એક્ટરની જોગવાઈઓ તેમજ અન્ય કોઈપણ કાયદા હેઠળ IDBI બેંકને તેના લેણાંની વસૂલાત માટે ઉપલબ્ધ છે.

વિગતો
પ્લોટ નં. ૩૧ કોર્પોરેશન ૪૮.૦૦ ચોરસ ચાર્ક (કેજીપી) બ્લોક નં. ૧૬૧/૩૧ મુજબ માખન એરીયા ૪૦.૧૫ ચોરસ મીટર) આરાધના ક્લૌમ, વિભાગ-૪, અવિભાજિત પ્રમાણસર ના હિસ્સા સાથે કોર્પોરેશન ૧૮.૮૫ ચોરસ મીટર કોમન રોડ અને જમીન ધારક બ્લોક નં. ૧૬૧ની ઉક્ત સોસાયટીના સી.ઓ.પી મોજે: ગામ: જોલવ, સબ જીલ્લા: પલસાણા, જીલ્લો: સુરત. યતુસીમા: ઉત્તર: સમ્રલ પ્લોટ નં. ૩૨, દક્ષિણ: સમ્રલ પ્લોટ નં. ૩૦, પૂર્વ: સમ્રલ સોસાયટી નો આંતરીક રોડ, પશ્ચિમ: સમ્રલ પ્લોટ નં. ૬૬.

એકસાથે તમામ અને એકવચન માગણાં અને તેના પર ઉદ્ધાન, વર્તમાન અને ભવિષ્ય બંને.

તા. ૧૩.૦૬.૨૦૨૪ – સ્થળ: અડાજણ, સુરત

મિલકત અધિકારી અથવા માર્ગદર્શક અધિકારી  
 અધિકૃત અધિકારી – આઈડીબીઆઈ બેંક લિમિટેડ.



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