

Markets, Insight Out



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Business Standard
Insight Out

PSPCL Punjab State Power Corporation Limited
(Regd. Office: PSEB Head Office, The Mall, Patiala)
Corporate Identity Number U40109PB2010SGC033813 Website: www.pspcl.in
(Contact no. 96461-20640)

Tender Enq. No. PPR - 22 / 2023 dated 20.09.2023.

Chief Engineer/PP&R Organization, Shed No. D-3, Shakti Vihar, PSPCL, Patiala invites E-tender under three part bid system for supply of electrical energy from interstate/intrastate sources viz Generators, Traders having Valid Inter State Trading License issued by CERC for interstate trading of energy, intrastate trading license issued by PSERC for intrastate trading of energy, State Electricity Boards, State Electricity Utilities, States, IPPs & CPPs from 1st Oct 2023 to 29th Feb 2024. The link for the e-Bidding portal is www.mstcecommerce.com and is also available on the website of Ministry of Power (www.Powermin.nic.in) and PFC Consultancy Limited (www.pfcindia.com). For detailed NIT & tender specifications please refer to www.mstcecommerce.com from 20.09.2023 onwards.

Note: Corrigendum and addendum, if any will be published online at www.mstcecommerce.com.
76155/12/2021/2023/28030 C663/23

PUBLIC NOTICE

Notice is hereby given that the share certificate no. 162601 for 3000 ordinary shares bearing distinctive nos. 3850545979 - 3850548978 of ITC Limited standing in the names of Sailesh Dhiralal Doctor joint with Kalpana Sailesh Doctor has been reported lost/stolen and that an application for issue of duplicate certificates in respect thereof has been made to the company's investor service centre, ITC Limited 37, J.L. Nehru Road, Kolkata -700071 to whom objection, if any, against issuance of such duplicate share certificates should be made within 15 days from the date of publication of this notice.

The public are cautioned against dealing in any manner with these shares.

PUBLIC NOTICE

Notice is hereby given to all public that my client Mr. Ashok Vasant Chavan, have agreed to purchase from Anil Vishnu Redekar the Room No. 515, 5th Floor, Yogeshwar Building No. 1 Co-op. Housing Society Ltd., N. M. Joshi Marg, Mumbai-400 013 and shares of said society bearing share certificate No. 113 & Shares No. 1281 to 1290, which stands on the Name of Anil Vishnu Redekar. Any person having any claim, right, title, interest, or any right by way of mortgage, or right of what so ever nature in respect of the said Flat & shares hereby called upon to lodge their claim to the undersigned with documentary proof within 14 days from the date hereof, failing which, it shall be presumed, no claim exists and transaction will be completed.

Date: 21.09.2023

Sd/-
VIJAY S. KOKITKAR,
Advocate High Court
21/21, B.D.D. Chawl,
N. M. Joshi Marg,
Mumbai 400 013
Mob : 9820402015

Form No. INC-25A
Advertisement for conversion of public Company into a private company

Before the Regional Director, Western Region, Ministry of Corporate Affairs, Mumbai In the matter of the Companies Act, 2013, section 14 of Companies Act, 2013 and rule 41 of the Companies (Incorporation) Rules, 2014

AND

In the matter of Luckystar Distributors Limited (CIN : U51397MH1995PLC087471) having its registered office at Simplex Mill Compound, 1st Floor, 30 Keshavrao Khadye Marg, Sant Gadge Maharaj Chowk Mumbai 400011, Applicant

Notice is hereby given to the general public that the company intending to make an application to the Central Government under section 14 of the Companies Act, 2013 read with aforesaid rules and is desirous of converting into a private limited company in terms of the special resolution passed at the **Extra Ordinary General Meeting** held on **11th September 2023** to enable the company to give effect for such conversion.

Any person whose interest is likely to be affected by the proposed change/status of the company may deliver or cause to be delivered or send by registered post of his objections supported by an affidavit stating the nature of his interest and grounds of opposition to the concerned Regional Director Western Region - Everest, 5th Floor, 100 Marine Drive, Mumbai-400002, Maharashtra within **Fourteen days** from the date of publication of this notice with a copy to the applicant company at its registered office.

Regd. Office : Simplex Mill Compound, 1st Floor, 30 Keshavrao Khadye Marg, Sant Gadge Maharaj Chowk Mumbai MH 400011, Phone No. 02223090464

For and on behalf of the Applicant
For Luckystar Distributors Limited
Sd/-
NIRAV NIRANJAN SHAH
Director
DIN: 00537047

Form No. INC-25A
Advertisement for conversion of public Company into a private company

Before the Regional Director, Western Region, Ministry of Corporate Affairs, Mumbai In the matter of the Companies Act, 2013, section 14 of Companies Act, 2013 and rule 41 of the Companies (Incorporation) Rules, 2014

AND

In the matter of Express Pharma Limited (CIN : U24230MH2005PLC152004) having its registered office at Simplex Mill Compound, 1st Floor, 30 Keshavrao Khadye Marg, Sant Gadge Maharaj Chowk Mumbai 400011, Applicant

Notice is hereby given to the general public that the company intending to make an application to the Central Government under section 14 of the Companies Act, 2013 read with aforesaid rules and is desirous of converting into a private limited company in terms of the special resolution passed at the **Extra Ordinary General Meeting** held on **11th September 2023** to enable the company to give effect for such conversion.

Any person whose interest is likely to be affected by the proposed change/status of the company may deliver or cause to be delivered or send by registered post of his objections supported by an affidavit stating the nature of his interest and grounds of opposition to the concerned Regional Director Western Region - Everest, 5th Floor, 100 Marine Drive, Mumbai-400002, Maharashtra within **Fourteen days** from the date of publication of this notice with a copy to the applicant company at its registered office.

Regd. Office : Simplex Mill Compound, 1st Floor, 30 Keshavrao Khadye Marg, Sant Gadge Maharaj Chowk Mumbai MH 400011, email - jelpharma2005@yahoo.co.in Phone No. 02223090464

For and on behalf of the Applicant
For Express Pharma Limited
Sd/-
NIRAV NIRANJAN SHAH
Director
DIN: 00537047

PUBLIC NOTICE

Notice is hereby given to general public that behalf of client Mr Nageshwar Vithal Neela, desired to purchase Flat No. A-1403, 14th Floor, Dosti Florentine CHS Ltd, Dosti Acres, CTS 355P & Others, Vill Matunga, Wadala, Antop Hill, Mumbai (referred as 'the said Flat') from the owner Mr Mahesh Vinaykant Mankodi and Mrs Thirthy Mahesh Mankodi.

Whereas Mr Mahesh Vinaykant Mankodi and Mrs Thirthy Mahesh Mankodi had purchased the said flat from M/s Dosti Realty Ltd (formerly known as M/s Dosti Associates) via Agreement for Sale dated 08/11/2009 under Doc. No. BBE-2/7848/2009 along with Stamp duty paid Receipt & Index II. It is to informed general public that, Page Nos from 60 to 78 of the Original Agreement for Sale dated 08/11/2009 is reported missing. Now my client Mr Nageshwar Vithal Neela approached Piramal Capital & Housing Finance Ltd for loan on the above said flat.

So I hereby invite claims or objection from general public that any person having any claims and objections on the said Flat by way of sale, mortgage, charge, gift, possession, tenancy, lien or beneficial right/interest or otherwise claiming whatsoever are requested to make the same known in writing to the undersigned at Office No. 19, Mahavir Niwas, Plot 301, Sector 21, Nerul E, Navi Mumbai 400 706 within period of 7 (Seven) days from the date of this publication, failing which the claim of such person/s if any, will/shall be deemed to have been waived and/or abandoned for all intents and purpose.

HARESH DEMLA
(ADV HIGH COURT, MUMBAI)

Date: 21/09/2023

PRAKASH STEELAGE LIMITED
CIN: L27106MH1991PLC061595
Regd. Office: 101, 1st Floor, Shatruraj Apartment, 28, Sindhi Lane, Nanubhai Desai Road, Mumbai - 400 004.
Phone: 022 66134500 Fax: 022 66134599
Email: cs@prakashsteelage.com Website: <https://prakashsteelage.com>

NOTICE

Notice is hereby given under section 160 of the Companies Act, 2013 read with Rule 13 of the Companies (Appointment and Qualification of Directors) Rules, 2014, that the company has received a notice from Mr. Rajesh Kumar Agrawal (DIN-07195960), Mr. Sharad Chandra Bohra (DIN-00344223) and Mr. Sundaram Padmanabhan (DIN-08454415) proposing his candidature for the office as a Non-Executive Independent Director of Prakash Steelage Limited for consideration of the members of the company at the ensuing 32nd Annual General Meeting (AGM) of the company to be held on Wednesday, the 27th September 2023 at 03:00 P.M through Video Conferencing ("VC")/Other Audio-Visual Means ("OAVM"). The Notice is also placed at the website of the Company at www.prakashsteelage.com. Accordingly, appointment of Rajesh Kumar Agrawal (DIN- 07195960), Sharad Chandra Bohra (DIN-00344223) and Sundaram Padmanabhan (DIN- 08454415) shall be transacted as Special Business item as mentioned in the Notice of AGM dated 25.08.2023 at the 32nd AGM of the Company. Members are requested to take note of this notice and cast their vote either at AGM or by remote e-voting.

By the Order of the Board of Directors
Prakash Steelage Limited
Sd/-
Himanshu Sethia
Place : Mumbai
Date: 20.09.2023 (Company Secretary & Compliance Officer)

Continued from previous page

Secondary Transactions:

Except as disclosed below, there have been no secondary transactions by the Promoters, members of the Promoter Group or shareholder(s) having the right to nominate director(s) in the Board of Directors of our Company are a party to the transaction, in the last three years preceding the date of the Red Herring Prospectus:

Date of transfer	Name of Deceased	Name of Receiver	No. of Equity shares	Price Per Equity Share	Nature of transaction	Total Consideration
May 31, 2022	Harish Kumar Garg	Samit Garg	5,16,000	-	Transmission of Shares	-

d) Weighted average cost of acquisition, floor price and cap price:

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price* (i.e., ₹ 71)	Cap Price* (i.e., ₹ 75)
Weighted average cost of acquisition of primary / new issue as per paragraph 8(a) above.	NA [^]	NA [^]	NA [^]
Weighted average cost of acquisition for secondary sale / acquisition as per paragraph 8(b) above.	NA ^{^^}	NA ^{^^}	NA ^{^^}
Weighted average cost of acquisition of primary issuances / secondary transactions as per paragraph 8(c) above	Nil	Not defined	Not defined

Note:

[^]There were no primary/ new issue of shares (equity/ convertible securities) as mentioned in paragraph 8(a) above, in last 18 months from the date of the Red Herring Prospectus.

^{^^}There were no secondary transactions as mentioned in paragraph 8(b) above, in last 18 months from the date of this Red Herring Prospectus.

E Factor Experiences Limited is a Book Built Issue and the price band for the same shall be published 2 working days before opening of the Issue in all editions of the English national newspaper Business Standard, all editions of Hindi national newspaper Business Standard and New Delhi Edition of Regional newspaper Pratah Kiran, a regional daily newspaper where the registered office of the company is situated each with wide circulation.

The Price Band/ Floor Price/ Issue Price has been determined by our Company in consultation with the BRLM and will be justified by us in consultation with the BRLM on the basis of the above information. Investors should read the abovementioned information along with "Our Business", "Risk Factors" and "Restated Financial Statements" on pages 91, 23 and 137 respectively, to have a more informed view. The trading price of the Equity Shares of our Company could decline due to the factors mentioned in "Risk Factors" or any other factors that may arise in the future and you may lose all or part of your investments.

For further details, please see the chapter titled "Basis for Issue Price" beginning on page 71 of the Red Herring Prospectus.

BID/ ISSUE PROGRAM

BID/ ISSUE OPENS ON⁽¹⁾: WEDNESDAY, SEPTEMBER 27, 2023
BID/ ISSUE CLOSES ON: TUESDAY, OCTOBER 03, 2023

⁽¹⁾Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid / Issue Opening Date in accordance with the SEBI (ICDR) Regulations, 2018.

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 website of the Book Running Lead Managers and the terminals of the other members of the Syndicate and by intimation to SCSBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI (ICDR) Regulations, as amended, wherein not more than 50% of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Managers, allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI (ICDR) Regulations ("Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 35% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 5% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI (ICDR) Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilize the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" beginning on page 207 of the 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. Investors must ensure that their PAN is linked with AADHAR and are in compliance with CBDT Notification dated February 13, 2020 and press release dated June 25, 2021.

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 Corporate Structure" on page 112 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 245 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs. 13,50,00,000/- (Rupees Thirteen Crore and fifty lakhs only) divided into 1,35,00,000 (One Crore thirty five Lakhs) Equity Shares of Rs.10/- each. The issued, subscribed and paid-up share capital of the Company before the issue is Rs. 9,63,20,980/- (Rupees nine Crore sixty three lakhs twenty thousand nine hundred and eighty Only) divided into 96,32,988 (Ninety six lakhs thirty two thousand and ninety eight) Equity Shares of Rs. 10 each. For details of the Capital Structure, see "Capital Structure" on the page 52 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, Harish Kumar Garg-3500 Equity Shares; Samit Garg-500 Equity Shares and Jai Thakore-3500 Equity Shares aggregating to 10,500 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 112 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 52 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE (NSE Emerge). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter Ref.: NSE/LIST/2647 dated September 18, 2023. For the purposes of the Issue, the Designated Stock Exchange shall be National Stock Exchange of India Limited (NSE). A signed copy of the Red Herring Prospectus dated September 20, 2023 has been delivered for filing to the ROC and Prospectus shall be delivered for filing 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 245 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 Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer 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 189 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE ("NSE EMERGE") (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 to the Offer Document for the full text of the Disclaimer Clause of NSE.

TRACK RECORD OF LEAD MANAGER: The Merchant Banker associated with the issue has handled 25 public issues in the past 3 years all of which were SME IPOs.

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 Issuer 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 23 of the Red Herring Prospectus.

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 RII's applying through Registered Brokers, DPs & RTAs. RII's 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 207 of the Red Herring Prospectus. 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 of NSE ("NSE Emerge")

**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: Hem Securities Limited- Sourabh Garg (+91 22-4906000) (Email Id: ib@hemsecurities.com).

BOOK RUNNING LEAD MANAGER TO THE ISSUE

HEM SECURITIES LIMITED

Address: 904, A Wing, Naman Midtown, Senapati Bapat Marg, Elphinstone Road, Lower Parel, Mumbai-400013, Maharashtra, India
Tel. No.: +91-22-4906 0000; Email: ib@hemsecurities.com
Investor Grievance Email: redressal@hemsecurities.com
Website: www.hemsecurities.com Contact Person: Sourabh Garg
SEBI Reg. No.: INM000010981

REGISTRAR TO THE ISSUE

MAASHITLA SECURITIES PRIVATE LIMITED

Address: 451, Krishna Apra Business Square, Netaji Subhash Place, Pitampura, Delhi, 110034
Tel No.: +91-11-45121795-96;
Email: ipo@maashitla.com; Investor Grievance ID: ig@maashitla.com
Website: www.maashitla.com;
Contact Person: Mukul Agrawal
SEBI Registration No.: INR000004370

COMPANY SECRETARY AND COMPLIANCE OFFICER

ANUSHKA CHAUHAN E FACTOR EXPERIENCES LIMITED

Address: Plot No. A-49, Sec 67, Gautam Budh Nagar, Noida-201301, Uttar Pradesh, India.
Tel. No. +91-120-3100184; E-mail: cs@efactorex.com;
Website: www.efactor4u.com; CIN: U92199DL2003PLC118285

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 Company at www.efactor4u.com, the website of the BRLMs to the Issue at www.hemsecurities.com, the website of NSE Emerge at https://www.nseindia.com/companies-listing/corporate-filings-offer-documents/sme_offer respectively.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: E Factor Experiences Limited, Telephone: +91-120-3100184; BRLMs: Hem Securities Limited, Telephone: +91-22-4906 0000 and the Syndicate Members: Hem Finlease Private Limited, Telephone: +91 022-4906000 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 Emerge 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: HDFC Bank Limited. | LINK TO DOWNLOAD ABRIDGED PROSPECTUS: <https://www.efactor4u.com/yike/wp-content/uploads/2023/03/abridged-prospectus.pdf> | 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
E FACTOR EXPERIENCES LIMITED

Sd/-
Jai Thakore

Chairman & Whole-time Director

Place: New Delhi
Date: September 20, 2023
Disclaimer: E Factor Experiences Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares the Red Herring Prospectus dated September 20, 2023 has been filed with the Registrar of Companies, New Delhi and thereafter with SEBI and the Stock Exchanges. The RHP is available on the website of NSE Emerge at https://www.nseindia.com/companies-listing/corporate-filings-offer-documents/sme_offer and is available on the websites of the BRLMs at www.hemsecurities.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Red Herring Prospectus including the section titled "Risk Factors" beginning on page 23 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 issued 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 issues and sales are made. There will be no public offering in the United States.

