

VLS FINANCE LTD.

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Web : www.vlsfinance.com CIN : L65910DL1986PLC023129

August 29, 2024

Dy. General Manager, Listing Department, BSE Ltd., Corporate Relation Department, P.J. Towers, Dalal Street, Fort, Mumbai – 400 001

## Scrip Code: 511333 Sub: Copy of Newspaper Publication pertaining to Buyback.

Dear Sir/ Madam,

Pursuant to Regulation 30 read with Schedule III and Regulation 47 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in accordance with Securities and Exchange Board of India (Buy-Back of Securities) Regulations, 2018, please find enclosed scanned copy of Notice to eligible shareholders about having dispatched the letter of offer for buyback of equity shares of the Company published today i.e. August 29, 2024 in the following newspapers:

- Financial Express — English National daily

- Jansatta — Hindi National Daily and Regional language daily

The soft copy of relevant publication is appended to this letter. The same is also being made available on the Company's website at <a href="https://www.vlsfinance.com">www.vlsfinance.com</a>.

Thanking you, for VLS Finance Limited

(H. Consul) Company Secretary M. No. – A11183

Copy to:

The National Stock Exchange of India Ltd., Exchange Plaza, 5th Floor Plot No. C/1, G-Block, Bandra Kurla Complex, Bandra (E), Mumbai-400051

<u>Scrip Code:</u> VLSFINANCE

The Calcutta Stock Exchange Association. Ltd.,
 Lyons Range, Kolkata-700 001

032019

### FINANCIAL EXPRESS

♠ FOOD EXPENSE MANAGEMENT SERVICE

## Zomato serves up a corporate feast

FOOD DELIVERY GIANT Zomato has launched "Zomate for Enterprise" (ZFE), a nev platform aimedatsimplifying corporate food expense man-agement. CEO Deepinder Goyal announced the initia-

agement. CRO Despinder Goyal amounced the initia-foyal amounced the initia-tive, marking asignificant step in the company's ongoing diversification strategy. ZFE allows employees to charge their husiness-related food orders directly to their employees, streamlining the relimbursoment process. The platform provides companies with tools to manage budgets, set ordering rules, and moni-torexpenses. Coyal stated that over 100 top companies are already utilizing ZFE. He encouraged other corporate leaders to explore the plat-form within their organisa-tions, inviting lamb to contact. The launch is part of a broader series of features Zomate has introduced executive the contact of the contact contact the contact of the contact contact contact the contact contact

recently. The company unveiled an 'order scheduling' feature, an 'order scheduling' reature, allowing users to plan meals up to two days in advance. Addi-tionally, it launched a 'Group Ordering' function, making it easier for teams to place collec-tive food orders.

tive food orders.

Analysts have noted that Zomato's ability to identify and navigate multiple "Scurves"—orstags of growth in different business opportunities—has been a opportunities—has been a key factor in its recent

■ To streamline the reimbursement process

by its quick-commerce arm Blinkit, and its B3B restauran

Airtel to own over 50% in

**Indus Towers post buyback** 

III Indus Towers

VLS

buyback on

STRONG CONNECTION

It helps users to two days in advance

■ The firm has shut down its intercity food delivery service 'Legends'

due to its impact on delivery costs and profitability. How-ever, Zomato's strategy extends beyond traditional GTV optimisation. ever. Zomato's strategy extends beyond traditional GPV optimisation. By diversifying its offerings, the company has managed to decouple GPV from revenue, enabling it to pursue topline growth in certain segments while improving profitability in others. This approach provides Zomato with greater fieschility in its business model and potentially higher profit margins. Zomato's strategic flexibility is further unemer trial by its demonstrated by its recent acquisitions.

flexibility
demonstrated by its recent acquisitions, including the purchase of Binkit during the pandemic and Fayurh's entertainment incheting business, which Zomato plans to spin off into a new "District" app focused on the colon outsegment.

ing-out segment.
The company recently ut down to intercity food

M Airtel purchased shares at ₹465 each for a total of

■ For Q1FY25, Indus Towers reported a 42% increase in

₹1.925.9 crore

ndus Towers was expected to eccive less than ₹4,250 crore according to analysts. As a result of this sale, Voda-

ne Group's holding in Indus

tone Group's holiming in Indus Towers decreased significantly from 21.5% to 3.1%. Por the quarter ended June 30, Indus Towers reported a 42% increase in consolidated profit, treaching 71,925.9 crore, compared to 71,347.9 crorein Q1 FY24.

### Tata Steel ups stake in Singapore arm for

Mumbal, August 28

TATASTEELHAS acquired 1.78
billion shares in its Singapore-based subsidiary, "Steel Holdings (TSHP, for \$280 million (approximately \$2,347.81 come), at a price of \$0.157 per share, the companyannounced in a filing to the exchanges on Wednesday.

This marks the second transhe of funding that Tata Steel has infused into TSHP through equity share subscriptions. Earlier this month, the companyinvested \$182 million companyinvested \$182 million.

represents 17% of global diamond demand, signityahendof China at 10%, according to experts. Tanish is also aiming to boost its diamond jewellery sales through this partnership, with diamonds currently continuing to 50% of its total jewelleys also by volue.

The Tanish q-De Beers partnership will concentrate on consumer education, staff training, and marketing initiatives to raiseawareness for natural diamonds versus labgrown diamonds. Additionally, ural diamonds versus lab-grown diamonds. Additionally, Tanishq will enter into supply arrangements with De Beers

INDIA'S LARGEST JEW-ELLERY retailer, Tanishq, and global diamond giant De Beers announced a strategic part-nessing on the proposed of the legy in the country.

This collaboration seeks to capitatise on India's recent rise to the world's econd-largest diamond lewelley market, sur-passing China, which is experi-encing a slowdown. The Us remains the largest market, ac-counting for half of the world's diamond demand. India now represents 178 of global dia-mond demand, sightly areador. III India recently surpassed China to be the world's No. 2 diamond jewellery market

and work on testing mecha-nisms to ensure the authentic-

nisms to ensure the authenticity and traceability of diamonds, building on Tanishays existing use of De Beers' diamond verification technology. "The opportunity in India for diamonds is massive, given the low penetration of studded jewellery and the rising per capita incomes in the world's ensure menutes country shall be considered to the control of the control of

most populous country, said Ajoy Chawla, CEO of Titan's jewellery division.

# India 11% of global diamond demand

■ Diamond Tanishq's total jewellen sales by value

Tanishq, De Beers tie up to tap

India's natural diamond market

Currently, diamond-studded jewellery accounts for around 13% of the total jew-ellery market in India byvalue. However, the market is expanding as younger con-sumers prefer studded jew-ellery, over traditional goldjew-ellery, The rise of digital-only brands has further fuelled this trend with nonsumers seeking

OPPORTUNITY FOR

MASSIVE IN INDIA

GIVEN THE LOW

PENETRATION OF

STUDDED IEWELLERY

DIAMONDS IS

trend, with consumers seeking affordable yet trendy diamond

jump in profit to

₹700 cr in FY25

the diamond jewellery space, forming partnerships with designers, frequently launching new collections, and cahancing their manufacturing and testing capabilities. Acquisitions have also played a significant role, with Tanishq and Kalyan Jewellers—fields it to the investlers retailed.

Tanishiq and Kahan Jowellurs-india's top two jewellery retail-ers—expanding their presence inthesegmentbyacquiring dig-ital brands such'as Carattain and Candere, respectively. These brands have since been brought

and Conders, respectively? These brands have since been brought into the offline space to create an omnichannel presence, driving further sixe growth. Last week, unlisted jevellery retailer Joyalukkas announced plans to launch an online only jewellery brand by FY26 and to increase its diamond, jewellery counters across its stores. The jeweller across lits stores. The jeweller also indicated that it aims to boost diamond jewellery sixes from 19% to 24% over the next four years. Industry estimates suggest that India's online jewellery market, currently valued at about \$1 billion, its projected to

about \$1 billion, is projected to triple to \$3 billion in the com-ing years, driven largely by the diamond segment.

# ₹2,348 cr

through equity share subscriptions. Earlier this month, the company invested \$182 million (\$1,752.8.4 curve) to acquire \$1.16 billion shares at the same price of \$0.157 pershare. In May, the company's board had approved a total fund infusion of up to \$2.11 billion \$(17,407.5 crore) into its Singapore-based arm, to be executed through one or more tranches during \$72.5. The proposed fund infusion without the time of \$1.00 to cover the restructuring costs at Tata Steel UK," it stated.

### Trai flags need for stricter Oyo sees 3-fold rules to curb pesky calls

INDIA'S LARGEST JEW-

THE TELECOM REGULA-TORY Authority of India [Trai] on Wednesday said there is a need to review and imple-ment new provisions, includ-ing regulating staffs for SMS and voice calls beyond a cor-tain limit, to curb unselficited commercial communication (UCC) from unregistered tele-marketers (UTMs) using 10-digit numbers.

marketers (UTMs) using 10-digit numbers.

This move comes in response to a fising number of complaints against unregis-tered telementeders who are increasingly using 10-digit phone number to send span cibls and messages. Trai high-lighted concerns that UTMs night be exploiting unlim-ted vice call packages offered bysorvice providers to make a large volume of pro-motional calls using multiple connections.

"The availability of an alter-nate cast for UTMs to ough

"The availability of an aiter-nate path for UTMs to push large volumes of messages or calls using 10-digit numbers calls using 10-digit numbers undermines the purpose and framework of TCCCPR-2018 (Telecom Commercial Communications Customer Preference Regulations), "Trai stated in a consultation paper reviewing these regulations.

According to data from the January-March quarter shared

NEED FOR NEW NORMS # A survey by LocalCircles

linvolving 41,000 participants) stated that 76% of respondents receive three or more promotional or spam SMS daily

or respondents receive unwanted SMS from mobile numbers that are difficult to associate with any brand

& cru. estate -romotions 80% citizens registered on DND list reported still receiving unwanted text messages · 100 mm munication via 10-digit num-bers unviable for UTMs. munication via 10-digit numbers unvisible for UTMs, thereby encouraging them to usedistributed ledget technology (DIT), where consumer consents mandatory and protective measures such as the OTFsystem are in place. In its consultation paper, Trai has sought feedback on various issues, including the need to mandatic explicit user consent for receiving promotional communications, the procuse for scrubbing content before delivery to consumers, consumer complaint referessal, proactive measures to prevent UCCs, proposed financial distincturity, and the need for differential tariffs.

by the telecom operators with Trai, 99.38% of the 1.16 billion telecom subscribers send 10 or fewer SMS per day per SIM Only 364,127 subscribers (0.03% of the total) send between 51 to 100 SMS per SIM per day, while just 47,427 subscribers (0.004% of the total) send more than 100 SMS

per SIM per day.
Regarting voice calls,
99.87% of telecom subscribers make up to 50 outgoing calls per day per SIM. Only
57.703 subscribers (0.01% of
the total) male more than 100
voice calls per day per SIM.
Trai suggested to implementing different riffs
could make roome.

respondents receive unwanted SMS related to PRESS TRUST OF INDIA New Delhi, August 28 financial services and 32% citing re-

IPO-BOUND TRAVEL TECH platform OVO has projected a three-fold rise in its profit after tax for the current financialysar atover 1700 cores, founder and CBO. Ritesh. Ajarwal. told employees in a town hall on Wednesday, sources said.

Earlier this year, OVO reported its first-over PAT of nearly 1229 crove for FY3-4.

Agarwal shared the company's provisional net profit numbers for Q1 and FY2-5 at the employee town hall, sources told P/II.

According to Agarwal, OVO IPO-BOUND TRAVEL TECH

According to Agarwal, Oya According to Agarwal, Oya Achieved PAT of about 7392 concein QL PY25, a turnaround from the 7108 crore loss reported for the same quarter of the previous fiscal year. The company's PY24 profitability, growth in key mar-test, and expected reduction in interest outge have bolstered confidence in achieving a pro-jected net profit of over 7700 crore, potentially tripling the earnings per share (EP2) from 36 paise to nearly 71, accord-ing 102 presentation shared in the town hall.

"This quarter (Q1FY25) we achieved a not profit (PAT) of

RITESHAGARWAL OYO IS THRIVING

ACROSS KEY MARKETS AS SEEN IN Q1FY25, PAINTING A PROMISING



nearly ₹132 crore. We saw in nearly 7.132 crore. We saw in this quarter that our hold business is thriving across key markeds fudia and Southeast Asis, and we are seeing consis-tent growth in the US. The future looks bright, and we're excited to be at the forefront of this travel renaissance. All this is painting a promising picture for the quarters ahead, "agar-wal was quoted as saying.

# of a buyback initiated by the tower company on August 14. Airtel, which previously held a 48.95% stake in Indus Towers, will now own over 50% of the company, making Indus Towers a subsidiary of the telecom giant. Indus Towers commenced ment, the share prices of both companies saw a rise. Indus Tower closed the day's trading at 444-45. pp. 1.6.190, while Airtel's stock increased by 2.196 to 47.356.1. In June, British telecom major Vodafore old an 1848 stake in Indus Towers through block deals, raising 41.3.00 cross. The proceeds were judged to repay Vodafore by socisting landers, while that stowers commenced its buyback on August 14, purchasing shares at ₹465 each, for a total of ₹2,639.9 crore. This buyback included 56.7 million shares, representing

BHARTI AIRTEL IS poised to become the single largest shareholder in telecom infra-structure company Indus Tow-ers following the completion of a buyback initiated by the

### deal from **US** wellness firm: Sonata Software

Won a lard

FE BUREAU Bengaluru, August 28

SONATA SOFTWARE SAID I dollar deal from a prominent US-based healthcare and well-ness company. This tie-up is almed at enhancing potion! care, particularly for uninerable and underserved populations in challenging clinical environ-ments and behavioural health settings, the Tiffirm informed. As part of this partnership, the firm will work towards

the firm will work towards achieving two objectives. Firstly, the company will optimise IT budgets and costefficiencies by implementing systemic improvements and engineering levers. Secondly, it will mod-eraise the client's technology budgets will file and appropriate the client's technology.

landscape, utilising enterprise data, Al, and hyper-automation to streamline patient-facing systems as well as back-office Samir Dhir, MD and CEO at

Sonata Software, said, "Health-care and Life Sciences is a key

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### VLS FINANCE LIMITED

CIN: L65919DL 1966PL0031129

Registared Office & Correspondence Address: Ground Floor, 90, Othfo industrial Entire Plana III, New Dahi -- 110030 Tel: +91 11 46666666; E-mail: homsul@vistnance.com; Website: www.visfinance.com Contact Person: H. Consul, Company Secretary & Compliance Officer

NOTICE TO ELIGIBLE SHAREHOLDERS - BUY BACK OF EQUITY SHARES

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FOR AND ON BEHALF OF DIRECTORS OF WLS FINANCE LIMITED S.F. Mr. Kishen Kumar Soni Director Farence & CFO DIR: 09EX037 Place New Deki

### PHANTOM DIGITAL EFFECTS LIMITED

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Tel: 1944-4745 E725. Femal ID - policibusionals non Makeda: www.nburtomb.non.

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New Delhi

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Tel: +91 11 45655556. E-mail: honotroigh-it france count: Website: www.clipfinacce.com.

Contact Person: H. Contact, Company Setzetby & Complained Officer.

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NOTICE TO ELIGIBLE SHAREHOLDERS — BUY BACK OF EQUITY SHARES

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I'm Schedule of Buly Deck is et (HEPHY):		
Activity	Date	Day
Date of Opening of the Buy Back/Buy Back Opening Date	August 30, 2024	Freezy
Dise of Classing of the Buy Sack Buy Back Glosing Diste	September 06, 2024	Thursday
Last data of recent of completed Terrier Form and other specified documents by the Regulater to the Buy Book*	September 08, 2024 by 6:00 PM	Thursday

Last dated in control compliants in men and the partial phoson of the Last dated of Chic.

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Danaging Grenor	Director Finance & CFO, Dist : 00:08037	Company Secretary & Confidence Officer (ICS) Nembership No. 849/63	7
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ne 24, 2024		Christian Contract	1

(.... Continued from previous page)

- 7) RoE (Return on Equity) (%) is calculated as not profit after tex for they ear divided by Averago Shareholder Equity.
- 8) AccE (Rotum on Capital Employed) (K) is calculated as camings before interest and cases (Profit before estractionary items and its plus beforest Expense finance costs) divided by capital employed, Capital Employed includes Employed Ret World, Lang-Ferm Borrowing & Short-Term Borrowing and Deferred Text Listilly.
- 9) NetFixed Asset Turnover is ealculated as Net Turnover divided by Average Rived Assets which consists of Tongiste assets.
- 10) Operating cash flows means not cash generated from operating activities as mentioned in the Restated Standardon Financial Statements

31-Mar-23 132 Perticulars 31-Mar-22 85 Number of Events handled ₹ 283,52 lachs ₹ 107,04 lakes ₹ 27,22 lakts venue generated per Event ocyte Court

Ter: The Pigwo face bean certified by our Statutory Austriory, Mrs. Gurat Sandrup & Co., Chartered Accountants Web shall certified a dated July 05, 2024

Union: 2007/1001200 Employee Count

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 OFFER 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 "OFFER PROCEDURE" ON PAGE NO. 207 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 OFFER IS BEING MADE UNDER PHASE III OF THE UPI (ON A MANDATORY BASIS).

Timelines for Submission of Application

### BID / OFFER **PROGRAM**

#### ANCHOR INVESTORS BIDDING DATE: Tuesday, Séptember 03, 2024

BID OPENING DATE: Wednesday, September 04, 2024

BID CLOSING DATE (T day): Friday, September 06, 2024

Finalization of basis of allotment with the Designated Stock Exchange/ Allotment of Securities (T +1 Day) Initiation of Unblocking of Funds/refunds (T +2 Days)

On or before Monday, September 09, 2024 On or before Tuesday September 10, 2024

Credit of Equity Shares to demat accounts of Allotees (T +2 Days)

On or before Tuesday, September 10, 2024 On or before Wednesday, September 11, 2024 Commencement of Trading of Equity Shares on the Stock Exchanges/Listing Date (T + 3 Days)

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 Nils) — Upto 12 pm on T day and Syndicate members shall transfer such applications to banks before 1 pm on T day.

In case of any relations in the Price Dand, the Red Office Period will be extended by at Reset three biddle on all Varieties (Days other sections of the Price Band, selected the Biddle Office Period will be extended by a relation of the Control of the Price Band, selected the Biddle Office Period Band, selected the William Control of the Control of

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Consists of the Memorandous of Association of the Company, agent of the objects: For information on the main objects and other objects of cur Company, see "Printry and Control Corporate Matters" on page 123 of the Reit Memorandous of Association of the Company That Memorandous Association of the Co

Certain Composed Authors\* on page 123 of the Red Herring Prospection and David III of the Memorandum of Association of ear Community. The Memorandum of Association of Certain Community is a manufacture of the Certain Certain of Certain Ce

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#### BOOK RUNNING LEAD MANAGER TO THE OFFER

### BEELIM/E

#### BEELINE CAPITAL ADVISORS PRIVATE LIMITED SEBI Registration Number: P/M099012917

Address: B 1311-1314, Thirteanth Floor, Ship Corporate Park, Rajpeth Rangoti Floor, Thiatel, Ahmadabad, Gujaret – 330054, India.

Telephone Number: 079 4918 5784

Email Id: mb@beelinemb.com

Investors Grievance Id: ig@boclinemb.com Website: www.beelinemb.com

CIN: U67190GJ2020PTC114322

#### REGISTRAR TO THE OFFER

T day - 5 pm for Retail and other reserved categories

UPI Mandate acceptance time: T day - 5 pm

T day - 4 pm for QIB and NII categories

Offer Closure:

### Skyline SKYLINE FINANCIAL

SERVICES PRIVATE LIMITED

Address: D-153A, 1st Floor, Oxfrite Industrial Area Phase-I, New Dalbi, Delhi—110020, India Tel, Number: 011-40450153 to 97 Fax: N.A.

Contact Person: Aruj Rona Email M: ipo@skylinerta.com Investors Grievance id: infe@skylinerta.co Website: www.skylinerta.com

CIN: U74899DL1993PTC071324

### COMPANY SECRETARY AND COMPLIANCE OFFICER

#### ( MACH ) MACH CONFERENCES AND

MACH CONFERENCES AND
EVENTS LIMITED
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INTERNATION TO THE PROPERTY OF THE PROPERTY OF

AVAILABILITY OF RED HERRING PROSPECTUS: Investers are advised to refer to the Rod Herring Prospectus and the Pilis Paties centained the rain before applying in the Offer. Full copy of the Red Harring Prospectus is available on the website of the SEBI at www.nebl.gov.in, website of the Company at www.machconferences.com the website of the BRLM to the Offer at www.beefingmb.gom, the website of SEFI is, www.beefingmb.gom, the website of SEFI is, www.beefingmb.gom, the website of SEFI is, www.beefingmb.gom, the website of SEFI is.

respectively.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company; Moch Conference and Events Limited, Telephone. +91 120 4747000. BRLM: Bealine Capital Advisors Private Limited, Telephone. +91 79 49183784 and the Syndicate Member: Sporad X Societies Private Limited Telephone. +91 79 6907 2019 and at the selected Equations of the Sub-Syndicate Members. Begintered Brokers, RIAs and CDPs participating in the Office. Bid-cum-application for time will also be available on the websites of BSE and the designated branches of SCSSs. the last 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

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, MACH CONFERENCES AND EVENTS LIMITED

Amit Bhatla

Place. Delini 20, 2002 Managing Director

Chairman & Shanging Dire

The Equity Stars show not been ask with finished an eighter should finish U.S. Securities Act of 1933, as amended (the "Securities Act") or any stohe according to the United States, and unless so registed and only not be issued or sold within the Linked States, except pursuant to an exemption time, or in a demand and existing the control of the Company of the Comp

**FINANCIAL EXPRESS** 

# FOOD EXPENSE MANAGEMENT SERVICE

# Zomato serves up a corporate feast

ANEES HUSSAIN Bengaluru, August 28

FOOD DELIVERY GIANT Zomato has launched "Zomato for Enterprise" (ZFE), a new platform aimed at simplifying corporate food expense management. CEO Deepinder Goyal announced the initiative, marking a significant step in the company's ongoing diversification strategy.

ZFE allows employees to charge their business-related food orders directly to their employers, streamlining the reimbursement process. The platform provides companies with tools to manage budgets, set ordering rules, and monitor expenses. Goyal stated that over 100 top companies are already utilising ZFE. He encouraged other corporate leaders to explore the platform within their organisations, inviting them to contact Zomato for further details.

The launch is part of a broader series of features Zomato has introduced recently. The company unveiled an 'order scheduling' feature, allowing users to plan meals up to two days in advance. Additionally, it launched a 'Group Ordering' function, making it easier for teams to place collective food orders. Analysts have noted that

Zomato's ability to identify and navigate multiple "Scurves"—or stages of growth in different business opportunities—has been a key factor in its recent financial success. This success has been driven notably

**FE BUREAU** 

Mumbai, August 28

**BHARTI AIRTEL IS** poised to

become the single largest

shareholder in telecom infra-

structure company Indus Tow-

ers following the completion

of a buyback initiated by the

tower company on August 14.

Airtel, which previously

### ON THE MENU

■ Zomato for Enterprise allows staff to charge business orders directly to their employers

■ To streamline the reimbursement process

Over 100 top are utilising ZFE

Recently, Zomato has unveiled an order scheduling feature

■ It helps users to plan meals up to two days in advance

■ The firm has shut down its intercity food delivery service 'Legends'

by its quick-commerce arm, has been crucial, particularly Blinkit, and its B2B restaurant due to its impact on delivery supply unit, Hyperpure. costs and profitability. How-

In the competitive onlineordering space, optimising gross transaction value (GTV)

GTV optimisation. By diversifying its offerings, the company has managed to decouple GTV from revenue, enabling it to pursue topline growth in certain segments while improving profitability in others. This approach provides Zomato with greater flexibility in its business model and poten-

tially higher profit margins.

ever, Zomato's strategy

extends beyond traditional

Zomato's strategic flexibility is further demonstrated by its recent acquisitions, including the purchase of Blinkit during the pandemic and Paytm's entertainment ticketing business, which Zomato plans to spin off into a new "District" app focused on the going-out segment.

The company recently shut down its intercity food delivery service 'Legends'.

Airtel purchased

₹2,639.9 crore

For Q1FY25, Indus

Towers reported a

**42% increase** in

profit, reaching

₹1,925.9 crore

for a total of

shares at ₹465 each,

# Tata Steel ups stake in Singapore arm for ₹2,348 cr

**FE BUREAU** Mumbai, August 28

**TATA STEEL HAS** acquired 1.78 billion shares in its Singaporebased subsidiary, T Steel Holdings (TSHP), for \$280 million (approximately ₹2,347.81 crore), at a price of \$0.157 per share, the company announced in a filing to the exchanges on Wednesday.

This marks the second tranche of funding that Tata Steel has infused into TSHP through equity share subscriptions. Earlier this month, the companyinvested \$182 million (₹1,528.24 crore) to acquire 1.16 billion shares at the same price of \$0.157 per share. In May, the company's board

had approved a total fund infusion of up to \$2.11 billion (₹17,407.5 crore) into its Singapore-based arm, to be executed through one or more tranches during FY25. "The proposed fund infusion will be utilised by TSHP to repay existing external debt at offshore entities and to cover the restructuring costs at Tata Steel UK," it stated.

# Tanishq, De Beers tie up to tap India's natural diamond market

**VIVEAT SUSAN PINTO** Mumbai, August 28

INDIA'S LARGEST JEW-**ELLERY** retailer, Tanishq, and global diamond giant De Beers announced a strategic partnership on Wednesday to promote natural diamond jewellery in the country. This collaboration seeks to

capitalise on India's recent rise to the world's second-largest diamond jewellery market, surpassing China, which is experiencing a slowdown. The US remains the largest market, accounting for half of the world's diamond demand. India now represents 11% of global diamond demand, slightly ahead of China at 10%, according to experts. Tanishq is also aiming to boost its diamond jewellery sales through this partnership, with diamonds currently contributing to 30% of its total jewellery sales by value.

The Tanishq-De Beers partnership will concentrate on consumer education, staff training, and marketing initiatives to raise awareness for natural diamonds versus labgrown diamonds. Additionally, Tanishq will enter into supply arrangements with De Beers

### **ADDING** SHINE

■ India recently surpassed China to be the world's No. 2 diamond jewellery market

■ US leads the market representing half of the world's diamond demand

jewellery and the rising per

capita incomes in the world's

most populous country," said

Ajoy Chawla, CEO of Titan's

jewellery division.

Diamond

contributes

jewellery

Tanishq's

total jewellery

sales by value

**30%** of

India represents of global

diamond demand

and work on testing mecha-Currently, diamond-studnisms to ensure the authenticded jewellery accounts for ity and traceability of diaaround 13% of the total jewmonds, building on Tanishq's ellery market in India by value. existing use of De Beers' dia-However, the market is mond verification technology. expanding as younger con-"The opportunity in India sumers prefer studded jewfor diamonds is massive, given ellery over traditional gold jewthe low penetration of studded ellery. The rise of digital-only

> affordable yet trendy diamond jewellery for everyday wear. Experts note that organised

PRESS TRUST OF INDIA

IPO-BOUND TRAVEL TECH

platform OYO has projected a

three-fold rise in its profit after

tax for the current financial year

at over ₹700 crore, founder and

CEO Ritesh Agarwal told

employees in a town hall on

New Delhi, August 28

brands has further fuelled this

trend, with consumers seeking

AJOY CHAWLA, CEO,

DIAMONDS IS

JEWELLERY DIVISION, TITAN

**OPPORTUNITY FOR** 

MASSIVE IN INDIA,

GIVEN THE LOW

PENETRATION OF

STUDDED JEWELLERY

players have been proactive in the diamond jewellery space forming partnerships with designers, frequently launching new collections, and enhancing their manufactur-

ing and testing capabilities. Acquisitions have also played a significant role, with Tanishq and Kalyan Jewellers— India's top two jewellery retailers—expanding their presence in the segment by acquiring digital brands such as CaratLane and Candere, respectively. These brands have since been brought into the offline space to create an omnichannel presence, driving further sales growth.

Last week, unlisted jewellery retailer Joyalukkas announced plans to launch an online-only jewellery brand by FY26 and to increase its diamond jewellery counters across its stores. The jeweller also indicated that it aims to boost diamond jewellery sales from 19% to 24% over the next four years.

Industry estimates suggest that India's online jewellery market, currently valued at about \$1 billion, is projected to triple to \$3 billion in the coming years, driven largely by the diamond segment.

# Trai flags need for stricter Oyo sees 3-fold rules to curb pesky calls

**FE BUREAU** New Delhi, August 28

THE TELECOM REGULA-**TORY** Authority of India (Trai) on Wednesday said there is a need to review and implement new provisions, including regulating tariffs for SMS and voice calls beyond a certain limit, to curb unsolicited commercial communication (UCC) from unregistered telemarketers (UTMs) using 10digit numbers.

This move comes in response to a rising number of complaints against unregistered telemarketers who are increasingly using 10-digit phone numbers to send spam calls and messages. Trai highlighted concerns that UTMs might be exploiting unlimited voice call packages offered by service providers to make a large volume of promotional calls using multiple connections.

"The availability of an alternate path for UTMs to push large volumes of messages or calls using 10-digit numbers undermines the purpose and framework of TCCCPR-2018 (Telecom Commercial Communications Customer Preference Regulations),"Trai stated in a consultation paper review-

ing these regulations. According to data from the January-March quarter shared

**NEED FOR NEW NORMS** 

A survey by LocalCircles (involving 41,000 participants) stated that 76% of respondents receive three or more promotional or spam SMS daily

**87%** of respondents receive unwanted SMS from **mobile** numbers that are difficult to associate with any brand

estate **80%** of citizens THE STATE OF registered on **DND** list reported still receiving unwanted text messages

between 51 to 100 SMS per SIM per day, while just 47,427 subscribers (0.004% of the total) send more than 100 SMS

scribers make up to 50 outgoing calls per day per SIM. Only 78,703 subscribers (0.01% of the total) make more than 100 voice calls per day per SIM.

menting differential tariffs could make commercial com-

**50%** of respondents receive unwanted SMS related to financial services and 32% citing real promotions

Earlier this year, OYO reported its first-ever PAT of nearly ₹229 crore for FY24. Agarwal shared the company's provisional net profit

Wednesday, sources said.

the employee town hall, sources told PTI. According to Agarwal, OYO achieved PAT of about ₹132 crore in Q1 FY25, a turnaround

from the ₹108 crore loss reported for the same quarter of the previous fiscal year. The company's FY24 profitability, growth in key markets, and expected reduction in interest outgo have bolstered

crore, potentially tripling the earnings per share (EPS) from 36 paise to nearly ₹1, according to a presentation shared in the town hall.

achieved a net profit (PAT) of

RITESH AGARWAL, founder and CEO, OYO

jump in profit to

₹700 cr in FY25

OYO IS THRIVING **ACROSS KEY** MARKETS AS SEEN IN Q1FY25, PAINTING **A PROMISING** PICTURE FOR THE QUARTERS AHEAD



nearly ₹132 crore. We saw in wal was quoted as saying.

### held a 48.95% stake in Indus Towers, will now own over 50% of the company, making Indus Towers a subsidiary of the telecom giant. Indus Towers commenced 2.21% to ₹1,556.1.

its buyback on August 14, purchasing shares at ₹465 each, for a total of  $\geq 2,639.9$  crore. This buyback included 56.7 million shares, representing approximately 2.1% of the total equity shares in the company's paid-up share capital.

Following the announce-

Won a large

US wellness

firm: Sonata

**SONATA SOFTWARE SAID** it

has won a large multi-million

dollar deal from a prominent

US-based healthcare and well-

ness company. This tie-up is

aimed at enhancing patient

care, particularly for vulnerable

and underserved populations in

challenging clinical environ-

ments and behavioural health

As part of this partnership,

the firm will work towards

achieving two objectives. Firstly,

the company will optimise IT

budgets and cost efficiencies by

improvements and engineering

levers. Secondly, it will mod-

ernise the client's technology

landscape, utilising enterprise

data, AI, and hyper-automation

to streamline patient-facing

systems as well as back-office

Sonata Software, said, "Health-

care and Life Sciences is a key

invest vertical for us, and we are

proud to partner with leading

Fortune 500 and Global 2000

enterprises worldwide to

Samir Dhir, MD and CEO at

systemic

implementing

operations.

settings, the IT firm informed.

deal from

Software

Bengaluru, August 28

**FE BUREAU** 

ment, the share prices of both companies saw a rise. Indus

Airtel to own over 50% in

Indus Towers post buyback

Previously,

Airtel held a

■ Indus Towers

commenced its

buyback on

August 14

in Indus Towers

STRONG CONNECTION

Towers closed the day's trading at ₹444.45, up 1.61%, while Airtel's stock increased by

In June, British telecom major Vodafone sold an 18% stake in Indus Towers through block deals, raising ₹15,300 crore. The proceeds were intended to repay Vodafone Group's existing lenders, while

receive less than ₹4,250 crore, according to analysts.

fone Group's holding in Indus

For the quarter ended June 30, Indus Towers reported a 42% increase in consolidated profit, reaching ₹1,925.9 crore, compared to ₹1,347.9

# **VLS FINANCE LIMITED**

CIN: L65910DL1986PLC023129

Registered Office & Correspondence Address: Ground Floor, 90, Okhla Industrial Estate, Phase III, New Delhi - 110020. Tel: +91 11 46656666; E-mail: hconsul@vlsfinance.com; Website: www.vlsfinance.com

Contact Person: H. Consul, Company Secretary & Compliance Officer

NOTICE TO ELIGIBLE SHAREHOLDERS – BUY BACK OF EQUITY SHARES

VLS Finance Limited ("Company") has completed the dispatch of the Letter of Offer dated August 28, 2024, accompanied by Tender Forms and SH-4, to Eligible Shareholders via electronic means on Wednesday, August 28, 2024. This communication was sent to shareholders who held equity shares as of the Record Date, Monday, August 26, 2024, and had registered their email addresses with the Company or Depositories Further, in terms of Regulation 9 (ii) of the Securities and Exchange Board of India (Buy-Back of Securities) Regulations, 2018 ("SEBI Buy Back Regulations"), as amended, if the

Company or the Registrar to the Buy Back receives a request from any Eligible Shareholder to obtain physical copy of the Letter of Offer, the Company shall dispatch a copy of the Letter of Offer in physical form. The Schedule of Buy Back is as follows:

Activity Date Day August 30, 2024 Friday Date of Opening of the Buy Back/Buy Back Opening Date Date of Closing of the Buy Back/Buy Back Closing Date September 05, 2024 Thursday Last date of receipt of completed Tender Form and other specified documents by the Registrar to the Buy Back\* September 05, 2024 by 5:00 PM Thursday For terms and conditions of Buy Back and other details, please refer Letter of Offer.

For Detailed schedule of activities, please refer to the Letter of Offer. The details of the Buy Back entitlement ratio are as follows:

Ratio of Buy Back (i.e. Buy Back Entitlement)\*\* Category of Shareholders Reserved category for Small Shareholders 71 (Seventy One) Equity Shares out of every 368 (Three Hundred and Sixty Eight) fully paid-up Equity Shares General category for all other Eligible Shareholders 71 (Seventy One) Equity Shares out of every 368 (Three Hundred and Sixty Eight) fully paid-up Equity Shares held on the Record Date

"The ratio of Buy Back indicated above is approximate and provides an indication of the Buy Back Entitlement. Any computation of entitled Equity Shares using the above ratio of Buy Back may provide a slightly different number due to rounding-off. The actual Buy Back Entitlement for reserved category for Small Shareholders is 19:2934783% and general category for all other Eligible Shareholders is 19.2934783%. For further information on Ratio of Buyback as per the Buyback entitlement in each Category, please refer paragraph 21.5 on page no 40 of the Letter of Offer. ELIGIBLE SHAREHOLDERS CAN ALSO CHECK THEIR ENTITLEMENT ON THE WEBSITE OF THE REGISTRAR TO THE BUY BACK BY CLICKING THE FOLLOWING

LINK: http://www.rcmcdelhi.com/dropbox/vls\_buyack\_entilement.pdf The Letter of Offer including the Form of Acceptance-cum-Acknowledgement ("Tender Form") shall be available on the website of the Securities and Exchange Board of India at www.sebi.gov.in, on the website of the Company at www.vlsfinance.com, of the Manager to the Buy Back at www.newberrv.in. of the Registrar to the Buy Back at

www.rcmcdelhi.com and of the Stock Exchanges at www.nseindia.com and www.bseindia.com. Capitalised terms used in this Advertisement and not defined herein shall have the same meaning as ascribed in the Letter of Offer.

As per Regulation 24(i)(a) of the SEBI Buy Back Regulations, the Board of Directors of the Company ("Board") accepts responsibility for the information contained in this Letter of Offer and confirms that this Letter of Offer contains true; factual and material information and does not contain any misleading information. The Letter of Offer is issued under the authority of the Board and in terms of the resolution passed by the Board on August 09, 2024 and by the Buy Back Committee on August 28, 2024.

FOR AND ON BEHALF OF DIRECTORS OF VLS FINANCE LIMITED Sd/-Mr. H Consul Mr. Suresh Kumar Agarwal Mr. Kishan Kumar Soni Managing Director Company Secretary & Compliance Officer Director Finance & CFO DIN: 00106763 (ICSI Membership No.: A11183 DIN: 00106037 Place: New Delhi Place: New Delhi Place: New Delhi Date: August 28, 2024 CONCEPT

financialexp.epapr.in

# **PHANTOM DIGITAL EFFECTS LIMITED**

Regd. Office: 6th Floor, Tower B. Kosmo One Tech. Plot No.14, 3rd Main Road, Ambattur, Chennal - 600058, Tamilnadu, India. Tel.: 044-4384 6228, Email ID: cs@phantom-fx.com, Website: www.phantomfx.com

# NOTICE OF THE 8th (Eighth) ANNUAL GENERAL MEETING AND INFORMATION ON E-VOTING

Notice is hereby given that the 8" (Eighth) Annual General Meeting ("AGM") of M/s. Phantom Digital Effects Limited ('the Company') is scheduled to be held in compliance with applicable circulars issued by the Ministry of Corporate Affairs and the Securities and Exchange Board of India, through Video Conferencing ("VC") / Other Audio Visual Means ("OAVM") on Thursday the 19" day of September, 2024 at 11.00 a.m. (IST) to nsact the business as set out in the Notice convening the 8th AGM of the Company. The deem office of the Company

The Annual Report comprising the audited financial statements for the financial year 2023-24, along with the Boards' Report, Auditors' Report and

other documents required to be attached thereto, have been sent on Wednesday, the 28th August, 2024, electronically, to the members of the Company whose email addresses are registered with the Company's Registrar and Transfer Agent, Purva Sharegistry India Private Limited (RTA) /Depository Participants (DPs). The Notice of the AGM and the aforesaid documents are available on the Company's website at www.phantomfx.com and on the website of the Stock Exchange, that is, National Stock Exchange of India Limited ("NSE") at www.nseindia.com. The documents referred to in the Notice of the AGM are available for inspection electronically by the members from the date of circulation of the Notice of the AGM. Members seeking to inspect such documents can send an e-mail to cs@phantom-fx.com.

Remote e-voting and e-voting during the AGM: Pursuant to the provisions of Section 108 and other applicable provisions, if any, of the Companies Act 2013, read Rule 20 of the Companies (Management and Administration) Rules, 2014, and Regulation 44 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 the Company is providing to its members, facility to exercise their right to vote on resolutions proposed to be passed at AGM by electronic means ("e-voting"). Members may cast their votes remotely on the dates mentioned herein below ("remote e-voting"). The Company has engaged the services of NSDL as the agency to provide e-voting facility.

The Information and instructions comprising the manner of voting, including voting remotely by members holding shares in dematerialized mode, and for members who have not registered their email addresses have been provided in the Notice of the AGM. The manner in which (a) persons who become members of the Company after dispatch of the Notice of the AGM and holding shares as on the Cut-off Date (mentioned herein); and (b) members who have forgotten the User ID and Password can obtain / generate the User ID and Password, has also been provided in the Notice

The remote e-voting facility will be available during the following voting period:

Place : Chennai

: August 29, 2024

Date

Commencement of remote e-voting: 09:00 A.M (IST) on Monday, 16" September 2024

End of remote e-voting: 05:00 P.M (IST) on Wednesday, 18th September, 2024.

New Delhi

The remote e-voting will not be allowed beyond the aforesaid date and time and the remote e-voting module shall be forthwith disabled by NSDL upon expiry of the aforesaid period.

Members attending the AGM who have not cast vote(s) through remote e-voting will be able to vote electronically at the AGM. A person, whose name is recorded in the register of members/register of beneficial owners as of the Cut-off Date, that is, on Thursday, 12th September, 2024 shall only be entitled to avail of the facility of remote e-voting or Voting at the AGM.

Manner of registering/updating e-mail address: Members who have not registered/updated their e-mail address; are requested to register/ update their e-mail address with the Depository

Participant(s) where they maintain their demat accounts, In case of any query pertaining to e-voting, members may refer to the "Help" and "FAQs" sections / E-voting user manual available through a dropdown menu in the "Downloads' section of NSDL website for e-voting: www.evoting.nsdl.com.

In case of any queries, you may refer to the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Shareholders

available at the download section of www.evoting.nsdl.com or call on .: 022 - 4886 7000 or send a request to evoting@nsdl.com Joining the AGM through VC/OAVM:

Member will be provided with a facility to attend the AGM through VC / OAVM through the NSDL e-Voting system. The information about login

credentials to be used and the steps to be followed for attending the AGM are explained in the Note of the Notice of the AGM. Members who have cast their vote(s) by remote e-voting may also attend the AGM but shall not be entitled to cast their vote(s) again at the AGM. By order of the Board of Directors

Poornima Raghu

Company Secretary and Compliance Officer

enhance the care continuum."

Indus Towers was expected to As a result of this sale, Voda-

Towers decreased significantly from 21.5% to 3.1%.

crore in Q1 FY24.

by the telecom operators with Trai, 99.38% of the 1.16 billion telecom subscribers send 10 or fewer SMS per day per SIM.Only 364,127 subscribers (0.03% of the total) send

per SIM per day. Regarding voice calls, 99.87% of telecom sub-

Trai suggested that imple-

thereby encouraging them to use distributed ledger technology (DLT), where consumer consent is mandatory and pro-OTP system are in place. In its consultation paper, Trai has sought feedback on

ferential tariffs.

tective measures such as the various issues, including the need to mandate explicit user

before delivery to consumers, proactive measures to prevent

consent for receiving promotional communications, the process for scrubbing content

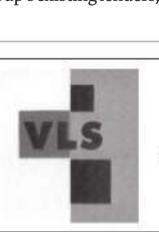
consumer complaint redressal, UCCs, proposed financial disincentive, and the need for dif-

numbers for Q1 and FY25 at munication via 10-digit numbers unviable for UTMs,

confidence in achieving a projected net profit of over ₹700

"This quarter (Q1FY25) we

this quarter that our hotel business is thriving across key markets India and Southeast Asia, and we are seeing consistent growth in the US. The future looks bright, and we're excited to be at the forefront of this travel renaissance. All this is painting a promising picture for the quarters ahead," Agar-



जनसता

29 अगस्त, 2024

# MUTHOOT FINCORP LTD. | सोने की नीलामी सूचना

Regd. Office: Muthoot Centre, TC No 27/3022, Punnen Road, Thiruvananthapuram, Kerala, India-695001.

loans up to 31.12.2023 and MSGB, SME Suvama & EMI due up to 30.06.2024 तक की अवधि के लिए कम्पनी की नीचे कथित शाखाओं में गिरवी रखें सोने के गहनें जिन्हें छुड़ाने का

CIN: U65929KL1997PLC011518, Ph: +91 471 4911400, 2331427 सभी सम्बद्ध व्यक्तियों की सूचना के लिए एतदद्वारा सूचना दी जाती है कि 30.09.2023 & MSGL, SPL-16, One plus, Guide Prepaid, Super value, ADGL and all other 6 months tenure Gold

समय बीत चुका है तथा जिन्हें बार-बार सूचना दिए जाने पर भी अब तक छुडाया नहीं गया है उनकी नीलामी 06.09.2024 को 10.00 बजे से शुरू कर दी जाएगी। FARIDABAD SECT 15: 061500016, 061500094, 061500101, 061500118, 061500145, 061500145, 061500154, F6513, F7788, GUF15S/237, GUF15S/45, GUF15S/49, GUF15S/97, FARIDABAD SECT 29: 0593000004, 0693000004 061600409, 061600418, 061600425, 061600441, 061600462, 061600463, 061600488, 061600499, 061600510, 061600538, 061600537, 061600573, 061600573, 061600590, 061600597, SECTOR-34: 1901000005, 1901000023, 1901000025, 1901000028, 1901000044, 1901000048, 1901000059, 1901000083, 1901000121, 1901000123, 1901000130, 1901000137, 1901000160, 190100507, 190100508, 190100515, 190100536, 190100544, 190100549, 190100551, 190100558, 190100577, 190100610, 190100616, 190100622, 190100633, 190100641, 190100543, 190100545, 190100647, 190100665, 190100668, 190100673, 190100693, 190100712, 190100712, 190100724, 190100732, 190100732, 190100733, 190100743, 190100755, 190100756, F20032, F20284, FARIDABAD-AJRONDA: 190200077, 190200108, 190200209, 190200215, 190200282, 190200270, 190200288, 190200295, 190200298, 190200328, F5158, F5279, F6635, F7891, F8161, F8904, F9813. FARIDABAD-CHAWLA COLONY: 2362000390, 2362000396, 2362000420, 2362000430, 2362000436, 2362000436, 2362000458, 2362000460, 236200077, 236200093, 236200118, 236200213, 236200239, 236200266, 236200266, 236200260 236200292, 236200313, 236200334, 236200338, 236200365, F17533, F22869, F23198, FARIDABAD-NEELAM BATA ROAD: 1918000350, 1918000350, 1918000357, 1918000402, 1918000419, 1918000434 1918000449, 1918000460, 1918000463, 1918000465, 1918000468, 1918000474, 1918000475, 1918000508, 1918000509, 1918000519, 1918000519, 1918000539, 1918000544, 1918000559, 1918000559, 1918000565 191800120, 191800121, 191800125, 191800202, 191800228, 191800224, F14398, F16770, F17713, F17736, F18496, FARIDABAD-NIT-S; 297900148, 297900177, 297900224, 297900228, 297900243, 297900248, 297900048, 297900048, 297900048, 297900048, 297900048, 297900048, 297900048, 297900048, 297900048, 297900048, 297900048 203500608, 203500646, 203500653, 203500665, 203500679, 203500701, 203500702, 203500706, 203500706, 203500710, 203500710, 203500748, 203500748, 203500764, F15245, NIT 2: 0621000005, 062100000 0621000124, 0621000125, 0621000126, 062100139, 062100157, 062100276, 062100279, 062100282, 062100303, 062100305, 062100303, 062100333, 062100333, 062100345, 062100351, 062100351, 062100354, 062100362, 062100305, 062100005, 062100005, 062100005, 062100005, 062100005, 062100005, 062100005, 062100005, 062100005, 062100005, 062100000 F32883 F35200 F35201 F35886 F3687 F35718 F35853 F35855 F3607 F36471 F36477 F36655 F36664 F36686 F36811 F36953 F38395 F38406 F38535 F38714 F38756 F38759 F38760 F38988 1575000462, 15750005483, 1575000633, 1575000634, 1575000547, 1575000550, 1575000553, 1575000584, 1575000584, 1575000599, 1575000600, 1575000620, 1575000625, 1575000627, 1575000636 1575000841, 1575000845, 1575000860, 1575000885, 1575000885, 1575000860, 1575000860, 1575000860, 1575000860, 1575000861, 1575000 157500264, 157500267, 157500273, 157500288, 157500297, 157500318, 157500325, 157500337, 157500347, 157500398, 157500406, 157500430, F28365, F32557,

नीलामी अपनी-अपनी शाखाओं पर आयोजित की जाएगी। कृपया ध्यान दें कि यदि नीलामी किसी कारणवश उस दिन पूरी न हो पाई तो नीलामी 18.09.2024 को सुबह 10:00 बजे Muthoot FinCorp Ltd., First Floor, P Block Nit, 5P/29 Nit Fandabad, Main Market Nit 5, Above Indian Overseas Bank, Fandabad, Harvana - 121001. पर आयोजित की जाएगी। निविदाकर्ताओं से निवेदन है कि वे फोटो पहचान-पत्र, पैन कार्ड मृत्तृट फिनकॉर्प लिमिटेड प्रस्तुत करें। सफल निविदाकर्ताओं को पैसा RTGS द्वारा ट्रांसफर करना होगा

# VLS FINANCE LIMITED

CIN: L65910DL1986PLC023129

Registered Office & Correspondence Address: Ground Floor, 90, Okhla Industrial Estate, Phase III, New Delhi – 110020. Tel: +91 11 46656666; E-mail: hconsul@vlsfinance.com; Website: www.vlsfinance.com Contact Person: H. Consul, Company Secretary & Compliance Officer

NOTICE TO ELIGIBLE SHAREHOLDERS – BUY BACK OF EQUITY SHARES

VLS Finance Limited ("Company") has completed the dispatch of the Letter of Offer dated August 28, 2024, accompanied by Tender Forms and SH-4, to Eligible Shareholders via electronic means on Wednesday, August 28, 2024. This communication was sent to shareholders who held equity shares as of the Record Date, Monday, August 26, 2024, and had registered their email addresses with the Company or Depositories

Further, in terms of Regulation 9 (ii) of the Securities and Exchange Board of India (Buy-Back of Securities) Regulations, 2018 ("SEBI Buy Back Regulations"), as amended, if the Company or the Registrar to the Buy Back receives a request from any Eligible Shareholder to obtain physical copy of the Letter of Offer, the Company shall dispatch a copy of The Schedule of Buy Back is as follows:

Activity	Date	Day	
Date of Opening of the Buy Back/Buy Back Opening Date	August 30, 2024	Friday	
Date of Closing of the Buy Back/Buy Back Closing Date	September 05, 2024	Thursday	
Last date of receipt of completed Tender Form and other specified documents by the Registrar to the Buy Back*	September 05, 2024 by 5:00 PM	Thursday	

\* For terms and conditions of Buy Back and other details, please refer Letter of Offer. For Detailed schedule of activities, please refer to the Letter of Offer. The details of the Buy Back entitlement ratio are as follows:

Category of Shareholders Ratio of Buy Back (i.e. Buy Back Entitlement)\*\* 71 (Seventy One) Equity Shares out of every 368 (Three Hundred and Sixty Eight) fully paid-up Equity Shares Reserved category for Small Shareholders held on the Record Date 71 (Seventy One) Equity Shares out of every 368 (Three Hundred and Sixty Eight) fully paid-up Equity Shares General category for all other Eligible Shareholders held on the Record Date

"The ratio of Buy Back indicated above is approximate and provides an indication of the Buy Back Entitlement. Any computation of entitled Equity Shares using the above ratio of Buy Back may provide a slightly different number due to rounding-off. The actual Buy Back Entitlement for reserved category for Small Shareholders is 19.2934783% and general category for all other Eligible Shareholders is 19:2934783%. For further information on Ratio of Buyback as per the Buyback entitlement in each Category, please refer paragraph. 21.5 on page no 40 of the Letter of Offer,

ELIGIBLE SHAREHOLDERS CAN ALSO CHECK THEIR ENTITLEMENT ON THE WEBSITE OF THE REGISTRAR TO THE BUY BACK BY CLICKING THE FOLLOWING LINK: http://www.rcmcdelhi.com/dropbox/vls\_buyack\_entilement.pdf

The Letter of Offer including the Form of Acceptance-cum-Acknowledgement ("Tender Form") shall be available on the website of the Securities and Exchange Board of India at www.sebi.gov.in, on the website of the Company at www.visfinance.com, of the Manager to the Buy Back at www.newberry.in, of the Registrar to the Buy Back at www.rcmcdelhi.com and of the Stock Exchanges at www.nseindia.com and www.bseindia.com.

Capitalised terms used in this Advertisement and not defined herein shall have the same meaning as ascribed in the Letter of Offer. As per Regulation 24(i)(a) of the SEBI Buy Back Regulations, the Board of Directors of the Company ("Board") accepts responsibility for the information contained in this Letter of Offer and confirms that this Letter of Offer contains true, factual and material information and does not contain any misleading information.

The Letter of Offer is issued under the authority of the Board and in terms of the resolution passed by the Board on August 09, 2024 and by the Buy Back Committee on August 28, 2024

Sd/-	Sd/-	Sd/-
Mr. Suresh Kumar Agarwal	Mr. Kishan Kumar Soni	Mr. H Consul
Managing Director	Director Finance & CFO	Company Secretary & Compliance Officer
DIN: 00106763	DIN: 00106037	(ICSI Membership No.: A11183
Place: New Delhi	Place: New Delhi	Place: New Delhi

.. Continued from previous page)

- 6) PAT Margin (%) is calculated as Profit for the year as a percentage of Revenue from Operations.
- 7) RoE (Return on Equity) (%) is calculated as net profit after tax for the year divided by Average Shareholder Equity.
- 8) RoCE (Return on Capital Employed) (%) is calculated as earnings before interest and taxes (Profit before extraordinary items and tax plus Interest Expense/finance costs) divided by capital employed. Capital Employed includes Tangible Net Worth, Long-Term Borrowing & Short-Term Borrowing and Deferred Tax Liability.
- 9) Net Fixed Asset Turnover is calculated as Net Turnover divided by Average Fixed Assets which consists of Tangible assets.
- 10) Operating cash flows means net cash generated from operating activities as mentioned in the Restated Standalone Financial Statements.

OPER	ATIONAL KPIS OF THE COMPANY:			
Deutienten.		For the Year ended on		
Particulars Particulars	31-Mar-24	31-Mar-23	31-Mar-22	
Number of Events handled	90	132	85	
Average Revenue generated per Event	₹ 263.62 lakhs	₹ 107.04 lakhs	₹ 27.22 lakhs	
Employee Count	55	43	37	

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 OFFER 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 "OFFER PROCEDURE" ON PAGE NO. 207 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 OFFER IS BEING MADE UNDER PHASE III OF THE UPI (ON A MANDATORY BASIS).

# BID / OFFER **PROGRAM**

# **ANCHOR INVESTORS BIDDING DATE: Tuesday, September 03, 2024**

**BID OPENING DATE: Wednesday, September 04, 2024** 

having UDIN: 24094782BKBICC8443.

BID CLOSING DATE (T day): Friday, September 06, 2024

	<u> </u>				
١	Finalization of basis of allotment with the Designated Stock Exchange/ Allotment of Securities (T + 1 Day)	On or before Monday, September 09, 2024	Credit of Equity Shares to demat accounts of Allotees (T +2 Days)	On or before Tuesday, September 10, 2024	
١	Initiation of Unblocking of Funds/refunds (T +2 Days)	On or before Tuesday, September 10, 2024	Commencement of Trading of Equity Shares on the Stock Exchanges/Listing Date (T + 3 Days)	On or before Wednesday, September 11, 2024	

# **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** 

Offer 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/Offer Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Offer 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/ Offer Period for a minimum of three Working Days, subject to the Bid/ Offer Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/Offer Period, if applicable, will be widely disseminated by notification to the Stock 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, as

This Offer 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 Offer 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 Offer 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 Offer shall be available for allocation on a proportionate basis to Non-Institutional Investors and not less than 35.00% of the Net Offer 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 Offer Price. All Bidders (except Anchor Investors) are required to participate in the Offer 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 "Offer Procedure" on page 207 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 Offer, 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 Offer. 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 123 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 Offer. For further details, see the section "Material Contracts and Documents for Inspection" on page 251 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 ₹ 22,00,00,000 divided into 22000000 Equity Shares of ₹ 10 each. The issued, subscribed and paid-up share capital of the Company before the Offer is ₹ 18,80,81,000 divided into 18808100 Equity Shares of ₹ 10 each. For details of the Capital Structure, see "Capital Structure" on the page 58 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: Amit Bhatia - 9000 Equity Shares and Laveena Bhatia- 1000 Equity Shares. For details of the Capital Structure, see "Capital Structure" on the page 58 of the Red Herring Prospectus. **LISTING:** The Equity Shares Offer through the Red Herring Prospectus are proposed to be listed on the SME Platform of BSE Limited. Our Company has received an in-principle

approval from the BSE Limited for the listing of the Equity Shares pursuant to letter dated August 16, 2024. For the purposes of the Offer, the Designated Stock Exchange shall be SME Platform of BSE Limited. A signed copy of the Red Herring Prospectus has been submitted with the ROC on August 28, 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/Offer Closing Date, see "Material Contracts and Documents for Inspection" on page 251 of the Red Herring Prospectus. DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI"): Since the Offer is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018,

the Red Herring Prospectus/ Prospectus was 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 185 of the RHP.

DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE Limited ("BSE") should not in any way be deemed or construed that the offer document has been cleared or approved by BSE nor does it certify the correctness or completeness of any of the contents of the offer Document. The investors are advised to refer to page 185 of the Red Herring Prospectus for the full text of the Disclaimer clause of BSE Limited.

**GENERAL RISK:** Investments in equity-related securities involve a degree of risk and investors should not invest any funds in this Offer 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 Offer. For taking an investment decision, investors must rely on their own examination of the offer and this Offer, 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 28 of the Red Herring Prospectus.

### **BOOK RUNNING LEAD MANAGER TO THE OFFER**



### **BEELINE CAPITAL ADVISORS** PRIVATE LIMITED

**SEBI Registration Number:** INM000012917

Address: B 1311-1314, Thirteenth Floor, Shilp

Corporate Park, Rajpath Rangoli Road, Thaltej, Ahmadabad. Gujarat – 380054, India.

**Telephone Number:** 079 4918 5784

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 OFFER**



**SERVICES PRIVATE LIMITED** 

SEBI Registration Number: INR000003241 Address: D-153A. 1st Floor. Okhla Industrial Area. Phase-I, New Delhi, Delhi- 110020, India

**Tel. Number:** 011-40450193 to 97 Fax: N.A.

Contact Person: Anuj Rana

CIN: U74899DL1995PTC071324

Email Id: ipo@skylinerta.com Investors Grievance Id: info@skylinerta.com Website: www.skylinerta.com

## AND COMPLIANCE OFFICER MACH

**COMPANY SECRETARY** 

### **MACH CONFERENCES AND EVENTS LIMITED** Yashashvi Srivastava

CONCEPT

Registered Address: Office No-4, 2nd/Floor, Master Space Plot No-27 Kh/Mustatil No-154 Killa No-19/2, Uggarsain Park, Dichaon Road, Najafgarh Street No- 2, Najafgarh South West Delhi, New Delhi-110043, India Corporate Add.: C-127 2<sup>nd</sup>Floor, Sector 2, Noida, Gautam Buddha Nagar, Noida, Uttar Pradesh, India, 201301,

**Tel No:** +91 120 4747000; **Email:** compliance@machconferences.com; Website: www.machconferences.com

Compliance Officer or the BRLMs or the Registrar to the Offer in case of any pre-offer or post-offer related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc.

Investors can contact the Company Secretary and

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 Offer. 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.machconferences.com the website of the BRLM to the Offer at www.beelinemb.com, the website of BSE i.e. www.bseindia.com, respectively.

**AVAILABILITY OF BID-CUM-APPLICATION FORMS:** Bid-Cum-Application forms can be obtained from the Registered Office of the Company: Mach Conferences and Events Limited, Telephone: +91 120 4747000; BRLM: Beeline Capital Advisors Private Limited, Telephone: +91 79 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 Offer, Bid-cum-application Forms will also be available on the websites of BSE 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, MACH CONFERENCES AND EVENTS LIMITED

sd/-

**Amit Bhatia** 

**Chairman & Managing Director** 

Disclaimer: Mach Conferences and Events 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 and has filed the RHP with the Registrar of Companies, Delhi on August 28, 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.machconferences.com, the website of the BRLM to the Offer at www.beelinemb.com, the website of BSE i.e. www.bseindia.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 28 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.

garima advt.

Place: Delhi

**Date: August 28, 2024**