

Date: August 24, 2024

To,
The Manager,
Listing Operations,
BSE Limited,
Dalal Street,
Mumbai – 400 001

Scrip Code: 500306

Subject : Intimation of issue of advertisement in newspapers in respect of the Rights Issue of Fully paid up Equity Shares of Jaykay Enterprises Limited (“the Company”) pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in terms of the provisions of Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018.

Dear Sir/Madam,

With reference to the captioned subject and in reference to our earlier intimations regarding the Rights Issue of equity shares of Jaykay Enterprises Limited (“the Company”), enclosed herewith are the copies of newspaper advertisements made by the Company today i.e. August 24, 2024, in the following newspapers:

1. Business Standard– English (All editions)
2. Business Standard– Hindi (All editions)

The copy of the newspaper advertisement is also available on the Company’s website at www.jaykayenterprises.com.

Kindly take the same on your records and disseminate the same on your website.

Thanking You,


For Jaykay Enterprises Limited

Yogesh Sharma
Company Secretary and Compliance Officer
Membership No.: A29286

Encl: As above



This advertisement is for information purposes only and does not constitute an offer or an invitation or a recommendation to purchase, to hold or sell securities. This is not an announcement for the offer document. All capitalized terms used herein and not defined herein shall have the meaning assigned to them in the Letter of Offer dated August 17, 2024, the "Letter of Offer" or ("LOF") filed with the BSE Limited ("BSE" or "Stock Exchange"), and the Securities and the Exchange Board of India ("SEBI").



JAYKAY ENTERPRISES LIMITED

Jaykay Enterprises Limited (our "Company" or the "Issuer") was originally incorporated as "J.K. Investment Trust Limited" on May 17, 1943, as a public company under the provisions of the Indian Companies Act, 1913 with a certificate of incorporation issued by the Registrar of Joint Stock Companies, Limited Provinces of Agra and Oudh on May 17, 1943. Subsequently, the name of our Company was changed to "J.K. Synthetics Limited", and a fresh certificate of incorporation consequent to the change of name was issued by the Registrar of Companies, Uttar Pradesh, Kanpur on May 9, 1961, under the provisions of the Companies Act, 1956. Further, the name of our Company was changed to "Jaykay Enterprises Limited" and a fresh certificate of incorporation consequent to the change of name was issued by the Registrar of Companies, Uttar Pradesh and Uttarakhnad on October 15, 2010. For further details, please see "General Information" on page 76.

Registered Office: Kamla Tower, Kanpur-208001, Uttar Pradesh, India
 Contact Person: Mr. Yogesh Sharma, Company Secretary and Compliance Officer
 Telephone: +91512-2371478 | E-mail id: cs@jaykayenterprises.com | Website: www.jaykayenterprises.com
 Corporate Identification Number: L55101UP1961PLC001817

PROMOTER OF OUR COMPANY: MR. ABHISHEK SINGHANIA

FOR PRIVATE CIRCULATION TO THE ELIGIBLE EQUITY SHAREHOLDERS OF JAYKAY ENTERPRISES LIMITED ONLY

ISSUE OF UP TO 5,84,57,688 FULLY PAID UP EQUITY SHARES OF FACE VALUE OF ₹ 1/- EACH OF OUR COMPANY (THE "RIGHTS EQUITY SHARES") FOR CASH AT A PRICE OF ₹ 25/- PER EQUITY SHARE (INCLUDING A PREMIUM OF ₹ 24/- PER EQUITY SHARE) AGGREGATING UP TO ₹ 14,61,42,42,000 ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 RIGHTS EQUITY SHARE FOR EVERY 1 FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS, ON JULY 19, 2024 (THE "ISSUE"). FOR FURTHER DETAILS, PLEASE REFER TO "TERMS OF THE ISSUE" BEGINNING ON PAGE 207. *Assuming full subscription.*

NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY

ISSUE OPENS ON	LAST DATE FOR ON MARKET RENUNCIATIONS*	ISSUE CLOSURES ON*
Tuesday, August 27, 2024	Thursday, August 29, 2024	Wednesday, September 04, 2024

*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncee(s) on or prior to the Issue Closing Date.
 †Our Board or a duly authorized Right Issue Committee thereof will have the right to extend the Issue Period as it may determine from time to time but not exceeding 30 (thirty) days from the Issue Opening Date (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.

<p>ASBA*</p> <p>Simple, Safe, Smart Way of making an application- Make Use of It!!!!</p>	<p>*Applications supported by blocked amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For further details, check section on ASBA below.</p>
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Facilities for Application in this issue

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI Rights Issue Circular and the ASBA Circulars, all Investors desiring to make an Application in this issue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such Applications before making their Application. For details, refer "Procedure for Application through the ASBA Process" on page 218.

Please note that subject to SCBSs complying with the requirements of SEBI Circular CIR/CFD/DIL/132012 dated September 26, 2012, within the periods stipulated therein, Applications may be submitted at the Designated Branches of the SCBSs. Further, in terms of the SEBI Circular CIR/CFD/DIL/12019 dated January 02, 2013, it is clarified that for making Applications by SCBSs on their own account using ASBA facility, each such SCBS should have a separate account in its own name with any other SEBI registered SCBS(s). Such account shall be used solely for the purpose of making an Application in this issue and clear demarcated funds should be available in such account for such an Application.

CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS

In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI ICDR Master Circular, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialized form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Resident Eligible Equity Shareholders holding the Equity Shares in dematerialized form; and (ii) a demat suspense account (namely, "JAYKAY ENTERPRISES LIMITED- RIGHTS ESCROW DEMAT ACCOUNT") opened by our Company, for the Eligible Equity Shareholders who intend to purchase Rights Entitlements relating to (a) Equity Shares held in a demat suspense account pursuant to Regulation 39 of the SEBI Listing Regulations; or (b) Equity Shares held in the account of IEPF authority; or (c) the demat accounts of the Resident Eligible Equity Shareholder which are frozen or details of which are unavailable with our Company or with the Registrar on the Record Date; or (d) credit of the Rights Entitlements returned/overwritten/failed; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings; or (f) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form, as applicable, as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (g) non-institutional equity shareholders in the United States.

Additionally, our Company has submitted the details of the total Rights Entitlements credited to the demat accounts of the Eligible Equity Shareholders and the demat suspense escrow account to the Stock Exchange after completing the corporate action. The details of the Rights Entitlements with respect to each Eligible Equity Shareholder can be accessed by such respective Eligible Equity Shareholders on the website of the Registrar i.e., www.sebi.gov.in after keying in their respective details along with other security control measures implemented thereat. Rights Entitlements shall be credited to the respective demat accounts of Eligible Equity Shareholders before the Issue Opening Date (i.e., Tuesday, August 27, 2024) only in dematerialized form. Further, if no Application is made by the Eligible Equity Shareholders of Rights Entitlements on or before Issue Closing Date (i.e., Wednesday, September 04, 2024), such Rights Entitlements shall lapse and shall be extinguished after the Issue Closing Date. No Rights Equity Shares for such lapsed Rights Entitlements will be credited, even if such Rights Entitlements were purchased from market and purchaser will lose the premium paid to acquire the Rights Entitlements. Persons who are credited the Rights Entitlements are required to make an application to apply for Rights Equity Shares offered under issue for subscribing to the Rights Securities offered under issue.

PLEASE NOTE THAT CREDIT OF THE RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNT DOES NOT, PER SE, ENTITLE THE INVESTORS TO THE RIGHTS EQUITY SHARES AND THE INVESTORS HAVE TO SUBMIT APPLICATION FOR THE RIGHTS EQUITY SHARES ON OR BEFORE THE ISSUE CLOSING DATE AND MAKE PAYMENT OF THE APPLICATION MONEY, FOR FURTHER DETAILS, PLEASE SEE "TERMS OF ISSUE- PROCEDURE FOR APPLICATION" ON PAGE 219 OF THE LETTER OF OFFER.

Making of an Application through the ASBA process - Investors desiring to make an Application in this issue through ASBA process, may submit the Application Form to the Designated Branch of the SCBS or online/electronic Application through the website of the SCBSs (if made available by such SCBS) for authorizing such SCBS to block Application Money payable on the Application in their respective ASBA Accounts. Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorization to the SCBS, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application. For the list of banks which have been notified by SEBI to act as SCBSs for the ASBA process, please refer to <http://www.sebi.gov.in> under the heading "Other Action on 26/06/2023" and <http://www.sebi.gov.in> under the heading "Other Action on 26/06/2023". For further details, please see "Terms of Issue" on page 207 of the Letter of Offer.

APPLICATION ON PLEIN PAPER:

An Eligible Equity Shareholder who has neither received the Application Form nor is in a position to obtain the Application Form either from our Company, Registrar to the issue or from the website of the Registrar, can make an application to subscribe to the issue on plain paper through ASBA process. Eligible Equity Shareholders shall submit the plain paper application to the Designated Branch of the SCBS for authorizing such SCBS to block an amount equivalent to the amount payable on the application in the said bank account maintained with the same SCBS. Applications on plain paper will not be accepted from any address outside India.

Additionally, in terms of Regulation 76 of the SEBI ICDR Regulations, Investors may choose to accept the offer to participate in this issue by making plain paper Applications. Please note that Eligible Equity Shareholders making an application in this issue by way of plain paper applications shall not be permitted to renounce any portion of their Rights Entitlements.

The Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with the bank, must reach the office of the Designated Branch of the SCBS before the Issue Closing Date and should contain the following particulars:

- Name of our Issuer, being Jaykay Enterprises Limited; • Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository); • Registered Folio Number/ DP and Client ID No.; • Number of Equity Shares held as on Record Date; • Allotment option preferred - only Demat form; • Number of Rights Equity Shares entitled to; • Number of Rights Equity Shares applied for; • Number of Additional Rights Equity Shares applied for, if any; • Total number of Rights Equity Shares applied for within the Rights Entitlements; • Total amount paid at the rate of ₹ 25 per Rights Equity Share; • Details of the ASBA Account such as the account number, name, address and branch of the relevant SCBS; • In case of NR Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FNRI/NRO Account such as the account number, name, address and branch of the SCBS with which the account is maintained; • Except for Applications on behalf of the Central or State Government, the residents of Sikkim and officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to the issue. Documentary evidence for exemption to be provided by the applicants; • Authorization to the Designated Branch of the SCBS to block an amount equivalent to the Application Money in the ASBA Account; • Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCBS); • Additionally, all such Applicants are deemed to have accepted the following:

"We acknowledge that the Company, the Lead Manager, its affiliates and others will rely upon the truth and accuracy of the foregoing representations, warranties and agreements set forth therein."

OVERSEAS SHAREHOLDERS: The distribution of the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter, any other offering material and the issue of Rights Entitlements and the Rights Securities on a rights basis to persons in certain jurisdictions outside India is restricted by legal requirements prevailing in those jurisdictions. Persons in whose possession the Letter of Offer, the Abridged Letter of Offer, the Application Form, or the Rights Entitlement Letter may come, are required to inform themselves about the restrictions and observe such restrictions.

Our Company is making this issue on a rights basis to the Eligible Equity Shareholders and will dispatch the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material only to email addresses of Eligible Equity Shareholders who have provided an Indian address to our Company and who are located in jurisdictions where the offer and sale of the Rights Entitlement or Rights Securities is permitted under laws of such jurisdictions and does not result in and may not be construed as, a public offering in such jurisdictions. In case the Eligible Equity Shareholders have provided their valid e-mail address, the issue material will be sent only to their valid e-mail address and in case the Eligible Equity Shareholders have not provided their e-mail address, then the issue material will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them. Investors can also access the Letter of Offer, the Abridged Letter of Offer and the Application Form from the website of the Registrar, our Company, SEBI, and the Stock Exchange.

NO OFFER IN THE UNITED STATES: THE RIGHTS ENTITLEMENTS AND THE RIGHTS EQUITY SHARES HAVE NOT BEEN AND WILL NOT BE REGISTERED UNDER THE UNITED STATES SECURITIES ACT, 1933, AS AMENDED ("SECURITIES ACT"), OR ANY U.S. STATE SECURITIES LAWS AND MAY NOT BE OFFERED, SOLD, RESOLD OR OTHERWISE TRANSFERRED WITHIN THE UNITED STATES OF AMERICA OR THE TERRITORIES OR POSSESSIONS THEREOF ("UNITED STATES" OR "U.S.") OR TO, OR FOR THE ACCOUNT OR BENEFIT OF, "U.S. PERSONS" (AS DEFINED IN REGULATION S UNDER THE SECURITIES ACT) (REGULATION S), EXCEPT IN A

TRANSACTION EXEMPT FROM THE REGISTRATION REQUIREMENTS OF THE SECURITIES ACT. THE RIGHTS ENTITLEMENTS AND RIGHTS EQUITY SHARES REFERRED TO IN THIS LETTER OF OFFER ARE BEING OFFERED IN INDIA AND IN JURISDICTIONS WHERE SUCH OFFER AND SALE OF THE RIGHTS EQUITY SHARES AND/OR RIGHTS ENTITLEMENTS ARE PERMITTED UNDER LAWS OF SUCH JURISDICTIONS, BUT NOT IN THE UNITED STATES. THE OFFERING TO WHICH THIS LETTER OF OFFER AND ABRIDGED LETTER OF OFFER RELATES IS NOT, AND UNDER NO CIRCUMSTANCES IS TO BE CONSTRUED AS, AN OFFERING OF ANY SECURITIES OR RIGHTS FOR SALE IN THE UNITED STATES OR AS A SOLICITATION THEREIN OF AN OFFER TO BUY ANY OF THE SAID SECURITIES OR RIGHTS. THERE IS NO INTENTION TO REGISTER ANY PORTION OF THE ISSUE OR ANY OF THE SECURITIES DESCRIBED HEREIN IN THE UNITED STATES OR TO CONDUCT A PUBLIC OFFERING OF SECURITIES IN THE UNITED STATES.

LAST DATE FOR APPLICATION: The last date for submission of the duly filled in the Application Form or a plain paper Application is Wednesday, September 04, 2024, i.e., Issue Closing Date. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the Issue Period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date).

If the Application Form is not submitted with an SCBS, uploaded with the Stock Exchange and the Application Money is not blocked with the SCBS, on or before the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Rights Equity Shares hereby offered, as provided under the heading, "Basis of Allotment" on page 238 of the Letter of Offer. Please note that on the Issue Closing Date, Applications through ASBA process will be uploaded until 5:00 p.m. (Indian Standard Time) or such extended time as permitted by the Stock Exchange.

LISTING: The existing Equity Shares are listed on BSE Limited ("BSE"). Our Company has received "in-principle" approval from BSE for listing the Rights Equity Shares to be allotted pursuant to this issue vide its letter dated June 13, 2024. Our Company will also make applications to the Stock Exchange to obtain its trading approval for the Rights Entitlements as required under ICDR Master Circular. For the purposes of this issue, the Designated Stock Exchange is BSE Limited.

DISCLAIMER CLAUSE OF BSE: It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The Investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer clause of the BSE Limited" on page 202 of the LOF.

DISPATCH AND AVAILABILITY OF ISSUE MATERIALS: In accordance with the SEBI ICDR Regulations and SEBI Rights Issue Circulars, the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be sent/ dispatched only to the Eligible Equity Shareholders who have provided their Indian address to our Company and who are located in jurisdictions where the offer and sale of the Rights Entitlement or Rights Equity Shares is permitted under laws of such jurisdiction and does not result in and may not be construed as, a public offering in such jurisdictions. In case such Eligible Equity Shareholders have provided their valid e-mail address, the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be physically dispatched, on a reasonable effort basis, to the Indian addresses provided by them.

In accordance with the above the dispatch of the Abridged Letter of Offer, the Rights Entitlement Letter along with the Application Form has been completed in electronic form through email on August 22, 2024 by Registrar to the issue and by Registered Post on August 23, 2024 by the Company.

Banker to the Issue: State Bank of India

Monitoring Agency: Acute Ratings & Research Limited

Investors can access the Letter of Offer, the Abridged Letter of Offer and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe for the Rights Equity Shares under applicable laws) on the websites of:

- (i) the Company at www.jaykayenterprises.com;
- (ii) the Registrar at <http://www.rights.sebi.gov.in>;
- (iii) the lead manager at www.corporateprofessionals.com;
- (iv) the Stock Exchange at www.bseindia.com.

The Investors can visit following links for the below-mentioned purposes:

- Frequently asked questions and online/ electronic dedicated Shareholders helpdesk for guidance on the Application process and resolution of difficulties faced by the Shareholders: <http://www.rights.sebi.gov.in/> and www.jaykayenterprises.com
- Updation of Indian address/ email address/ mobile number in the records maintained by the Registrar or our Company: <http://www.rights.sebi.gov.in/>
- Submission of self-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders: <http://www.rights.sebi.gov.in/>

The LOF is available on the website of SEBI at www.sebi.gov.in.

LEAD MANAGER OF THE ISSUE	
	<p>Corporate Professionals Capital Private Limited D-28, South Extension, Part I, New Delhi -110049, India Tel: +91 011 4082 2230; E-mail: mb@indiacap.com Investor Grievance ID: mb@indiacap.com Website: www.corporateprofessionals.com Contact Person: Ms. Anjali Aggarwal SEBI Registration No.: INM00011435</p>
REGISTRAR OF THE ISSUE	
	<p>Alankit Assignments Limited Alankit House, 4E/2, Jhandewalan Extension, New Delhi-110056, India Tel: +91 11 4254 1989; Fax: +91 11 2355 2001; E-mail: investor@alankitassignments.com Investor Grievance ID: jaykayrights@alankitassignments.com Website: http://www.rights.sebi.gov.in/ Contact Person: Ms. Shilpa Sharma SEBI Registration No.: INF000002532</p>
COMPANY SECRETARY AND COMPLIANCE OFFICER	
	<p>Jaykay Enterprises Limited Mr. Yogesh Sharma Kamla Tower, Kanpur - 208001, Uttar Pradesh - India Telephone: +91512-2371478 E-mail id: cs@jaykayenterprises.com Website: www.jaykayenterprises.com Corporate Identification Number: L55101UP1961PLC001817</p>

Investors may contact the Registrar to the issue or our Company Secretary and Compliance Officer for any pre-issue or post-issue related matters. All grievances relating to the ASBA process may be addressed to the Registrar to the issue, with a copy to the SCBS, giving full details such as name, address of the Applicant, contact number(s), E-mail address of the said first holder, folio number or demat account, number of Rights Equity Shares applied for, amount blocked, ASBA Account number and the Designated Branch of the SCBS where the Application Form, or the plain paper application, as the case may be, was submitted by the investors along with a photocopy of the acknowledgment slip.

For Jaykay Enterprises Limited

On behalf of the Board of Directors

Sd/-

Mr. Yogesh Sharma

Company Secretary and Compliance Officer

Date: August 23, 2024

Place: New Delhi

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JAYKAY ENTERPRISES LIMITED

Jaykay Enterprises Limited (our "Company" or the "Issuer") was originally incorporated as "J.K. Investment Trust Limited" on May 17, 1943, as a public company under the provisions of the Indian Companies Act, VII of 1913 with a certificate of incorporation issued by the Registrar of Joint Stock Companies, United Provinces of Agra and Oudh on May 17, 1943. Subsequently, the name of our Company was changed to "J.K. Synthetics Limited", and a fresh certificate of incorporation consequent to the change of name was issued by the Registrar of Companies, Uttar Pradesh, Kanpur on May 9, 1961, under the provisions of the Companies Act, 1956. Further, the name of our Company was changed to "Jaykay Enterprises Limited" and a fresh certificate of incorporation consequent to the change of name was issued by the Registrar of Companies, Uttar Pradesh and Uttaranchal on October 15, 2010. For further details, please see "General Information" on page 76.

Registered Office: Kamla Tower, Kanpur-208001, Uttar Pradesh, India
 Contact Person: Mr. Yogesh Sharma, Company Secretary and Compliance Officer
 Telephone: +91512-2371478 | E-mail Id: cs@jaykayenterprises.com | Website: www.jaykayenterprises.com
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PROMOTER OF OUR COMPANY: MR. ABHISHEK SINGHANIA

FOR PRIVATE CIRCULATION TO THE ELIGIBLE EQUITY SHAREHOLDERS OF JAYKAY ENTERPRISES LIMITED ONLY
 ISSUE OF UP TO 5,84,57,688 FULLY PAID UP EQUITY SHARES OF FACE VALUE OF ₹ 1/- EACH OF OUR COMPANY (THE "RIGHTS EQUITY SHARES") FOR CASH AT A PRICE OF ₹ 25/- PER EQUITY SHARE (INCLUDING A PREMIUM OF ₹ 24/- PER EQUITY SHARE) AGGREGATING UP TO ₹ 14,61,44,20,000 ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 RIGHTS EQUITY SHARE FOR EVERY 1 FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS, ON JULY 19, 2024 (THE "ISSUE"). FOR FURTHER DETAILS, PLEASE REFER TO "TERMS OF THE ISSUE" BEGINNING ON PAGE 207. #Assuming full subscription.

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Additionally, our Company has submitted the details of the total Rights Entitlements credited to the demat accounts of the Eligible Equity Shareholders and the demat suspense escrow account to the Stock Exchange after completing the corporate action. The details of the Rights Entitlements with respect to each Eligible Equity Shareholder can be accessed by such respective Eligible Equity Shareholders on the website of the Registrar, i.e., www.sebi.gov.in after keying in their respective details along with other security control measures implemented thereat. Rights Entitlements shall be credited to the respective demat accounts of Eligible Equity Shareholders before the Issue Opening Date (i.e., Tuesday, August 27, 2024) only in dematerialized form. Further, if no Application is made by the Eligible Equity Shareholders of Rights Entitlements on or before the Issue Closing Date (i.e., Wednesday, September 04, 2024), such Rights Entitlements shall lapse and shall be extinguished after the Issue Closing Date. No Rights Equity Shares for such lapsed Rights Entitlements will be credited, even if such Rights Entitlements were purchased from market and purchaser will lose the premium paid to acquire the Rights Entitlements. Persons who are credited the Rights Entitlements are required to make an application to apply for Rights Equity Shares offered under Issue for subscribing to the Rights Securities offered under Issue. PLEASE NOTE THAT CREDIT OF THE RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNT DOES NOT, PER SE, ENTITLE THE INVESTORS TO THE RIGHTS EQUITY SHARES AND THE INVESTORS HAVE TO SUBMIT APPLICATION FOR THE RIGHTS EQUITY SHARES ON OR BEFORE THE ISSUE CLOSING DATE AND MAKE PAYMENT OF THE APPLICATION MONEY, FOR FURTHER DETAILS, PLEASE SEE "TERMS OF ISSUE- PROCEDURE FOR APPLICATION" ON PAGE 210 OF THE LETTER OF OFFER.

Making of an Application through the ASBA process – Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSEB or online/electronic Application through the website of the SCSEBs (if made available by such SCSEB) for authorizing such SCSEB to block Application Money payable on the Application in their respective ASBA Accounts. Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorization to the SCSEB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application. For the list of banks which have been notified by SEBI to act as SCSEBs for the ASBA process, please refer to <https://www.sebi.gov.in/web/other/OtherAction.do?do=RecognisedForASBA&urlmid=34>. For further details, please see "Terms of Issue" on page 207 of the Letter of Offer.

APPLICATION ON PLAIN PAPER:

An Eligible Equity Shareholder who has neither received the Application Form nor is in a position to obtain the Application Form either from our Company, Registrar to the Issue or from the website of the Registrar, can make an application to subscribe to the Issue on plain paper through ASBA process. Eligible Equity Shareholders shall submit the plain paper application to the Designated Branch of the SCSEB for authorizing such SCSEB to block an amount equivalent to the amount payable on the application in the said bank account maintained with the same SCSEB. Applications on plain paper will not be accepted from any address outside India.

Additionally, in terms of Regulation 78 of the SEBI ICDR Regulations, Investors may choose to accept the offer to participate in this Issue by making plain paper Applications. Please note that Eligible Equity Shareholders making an application in this Issue by way of plain paper applications shall not be permitted to renounce any portion of their Rights Entitlements.

The Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his/her bank, must reach the office of the Designated Branch of the SCSEB before the Issue Closing Date and should contain the following particulars:

- Name of our Issuer, being Jaykay Enterprises Limited; Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository); Registered Folio Number/ DP and Client ID No.; Number of Equity Shares held as on Record Date; Allotment option preferred - only Demat form; Number of Rights Equity Shares entitled to; Number of Rights Equity Shares applied for; Number of Additional Rights Equity Shares applied for, if any; Total number of Rights Equity Shares applied for within the Rights Entitlements; Total amount paid at the rate of ₹ 25 per Rights Equity Share; Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSEB; In case of NR Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FCH/NRRO Account such as the account number, name, address and branch of the SCSEB with which the account is maintained; Except for Applications on behalf of the Central or State Government, the residents of Sikkim and officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to the issue. Documentary evidence for exemption to be provided by the applicant; Authorization to the Designated Branch of the SCSEB to block an amount equivalent to the Application Money in the ASBA Account; Signatures of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSEB); Additionally, all such Applicants are deemed to have accepted the following:

"We acknowledge that the Company, the Lead Manager, its affiliates and others will rely upon the truth and accuracy of the foregoing representations, warranties and agreements set forth therein."

OVERSEAS SHAREHOLDERS: The distribution of the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter, any other offering material and the Issue of Rights Entitlements and the Rights Securities on a rights basis to persons in certain jurisdictions outside India is restricted by legal requirements prevailing in those jurisdictions. Persons in whose possession the Letter of Offer, the Abridged Letter of Offer, the Application Form, or the Rights Entitlement Letter may come, are required to inform themselves about the restrictions and observe such restrictions.

Our Company is making this Issue on a rights basis to the Eligible Equity Shareholders and will dispatch the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material only to small addresses of Eligible Equity Shareholders who have provided an Indian address to our Company and who are located in jurisdictions where the offer and sale of the Rights Entitlement or Rights Securities is permitted under laws of such jurisdictions and does not result in and may not be construed as, a public offering in such jurisdictions. In case the Eligible Equity Shareholders have provided their valid e-mail address, the issue material will be sent only to their valid e-mail address and in case the Eligible Equity Shareholders have not provided their e-mail address, then the issue material will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them. Investors can also access the Letter of Offer, the Abridged Letter of Offer and the Application Form from the website of the Registrar, our Company, SEBI, and the Stock Exchange.

NO OFFER IN THE UNITED STATES: THE RIGHTS ENTITLEMENTS AND THE RIGHTS EQUITY SHARES HAVE NOT BEEN AND WILL NOT BE REGISTERED UNDER THE UNITED STATES SECURITIES ACT, 1933, AS AMENDED ("SECURITIES ACT"), OR ANY U.S. STATE SECURITIES LAWS AND MAY NOT BE OFFERED, SOLD, RESOLD OR OTHERWISE TRANSFERRED WITHIN THE UNITED STATES OF AMERICA OR THE TERRITORIES OR POSSESSIONS THEREOF ("UNITED STATES" OR "U.S.") OR TO, FOR OR FOR THE ACCOUNT OR BENEFIT OF, "U.S. PERSONS" (AS DEFINED IN REGULATION S UNDER THE SECURITIES ACT ("REGULATION S"), EXCEPT IN A

TRANSACTION EXEMPT FROM THE REGISTRATION REQUIREMENTS OF THE SECURITIES ACT. THE RIGHTS ENTITLEMENTS AND RIGHTS EQUITY SHARES REFERRED TO IN THIS LETTER OF OFFER ARE BEING OFFERED IN INDIA AND IN JURISDICTIONS WHERE SUCH OFFER AND SALE OF THE RIGHTS EQUITY SHARES AND/OR RIGHTS ENTITLEMENTS ARE PERMITTED UNDER LAWS OF SUCH JURISDICTIONS, BUT NOT IN THE UNITED STATES. THE OFFERING TO WHICH THIS LETTER OF OFFER AND ABRIDGED LETTER OF OFFER RELATES IS NOT, AND UNDER NO CIRCUMSTANCES IS TO BE CONSTRUED AS, AN OFFERING OF ANY SECURITIES OR RIGHTS FOR SALE IN THE UNITED STATES OR A SOLICITATION THEREIN OF AN OFFER TO BUY ANY OF THE SAID SECURITIES OR RIGHTS. THERE IS NO INTENTION TO REGISTER ANY PORTION OF THE ISSUE OR ANY OF THE SECURITIES DESCRIBED HEREIN IN THE UNITED STATES OR TO CONDUCT A PUBLIC OFFERING OF SECURITIES IN THE UNITED STATES.

LAST DATE FOR APPLICATION: The last date for submission of the file filed in the Application Form or a plain paper Application is Wednesday, September 04, 2024, i.e., Issue Closing Date. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the issue Period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date).

If the Application Form is not submitted with a SCSEB, uploaded with the Stock Exchange and the Application Money is not blocked with the SCSEB, on or before the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Rights Equity Shares hereby offered, as provided under the heading, "Basis of Allotment" on page 238 of the Letter of Offer.

Please note that on the issue Closing Date, Applications through ASBA process will be uploaded until 5:00 p.m. (Indian Standard Time) or such extended time as permitted by the Stock Exchange.

LISTING: The existing Equity Shares are listed on BSE Limited ("BSE"). Our Company has received "in-principle" approval from BSE for listing the Rights Equity Shares to be allotted pursuant to this issue vide its letter dated June 13, 2024. Our Company will also make applications to the Stock Exchange to obtain its trading approval for the Rights Entitlements as required under ICDR Master Circular. For the purposes of this Issue, the Designated Stock Exchange is BSE Limited.

DISCLAIMER CLAUSE OF BSE: It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The Investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer clause of the BSE Limited" on page 202 of the LOF.

DISPATCH AND AVAILABILITY OF ISSUE MATERIALS: In accordance with the SEBI ICDR Regulations and SEBI Rights Issue Circulars, the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be sent/ dispatched only to the Eligible Equity Shareholders who have provided their Indian address to our Company and who are located in jurisdictions where the offer and sale of the Rights Entitlement or Rights Equity Shares is permitted under laws of such jurisdiction and does not result in and may not be construed as, a public offering in such jurisdictions. In case such Eligible Equity Shareholders have provided their valid e-mail address, the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be physically dispatched, on a reasonable effort basis, to the Indian addresses provided by them.

In accordance with the above the dispatch of the Abridged Letter of Offer, the Rights Entitlement Letter along with the Application Form has been completed in electronic form through email on August 22, 2024 by Registrar to the Issue and by Registered Post on August 23, 2024 by the Company.

- Bank to the Issue: State Bank of India
- Monitoring Agency: Acute Ratings & Research Limited
- Investors can access the Letter of Offer, the Abridged Letter of Offer and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe for the Rights Equity Shares under applicable laws) on the websites of:
 - The Company at www.jaykayenterprises.com;
 - The Registrar at www.rights.sebi.nic.in;
 - The lead manager at www.corporateprofessionals.com;
 - The Stock Exchange at www.bseindia.com.

The Investors can visit following links for the below-mentioned purposes:

- Frequently asked questions and online/ electronic dedicated Shareholders helpdesk for guidance on the Application process and resolution of difficulties faced by the Shareholders: <http://www.rights.sebi.nic.in/> and www.jaykayenterprises.com
- Update of Indian address/ email address/ mobile number in the records maintained by the Registrar or our Company: <http://www.rights.sebi.nic.in/>
- Submission of soft-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders: <http://www.rights.sebi.nic.in/>

The LOF is available on the website of SEBI at www.sebi.gov.in.

LEAD MANAGER OF THE ISSUE	
	Corporate Professionals Capital Private Limited D-28, South Extension, Part I, New Delhi - 110049, India Tel: +91 011 4082 2230; E-mail: mb@ndicorp.com Investor Grievance ID: mb@ndicorp.com Website: www.corporateprofessionals.com Contact Person: Ms. Anjali Aggarwal SEBI Registration No.: INM00011435
REGISTRAR OF THE ISSUE	
	Alankit Assignments Limited Alankit House, 4E2, Jhandewalan Extension, New Delhi-110058, India Tel: +91 11 4254 1986; Fax: +91 11 2355 2001; E-mail: jaykayrights@alankitassignments.com Investor Grievance ID: jaykayrights@alankitassignments.com Website: http://www.rights.sebi.nic.in/ Contact Person: Ms. Shilpa Sharma SEBI Registration No.: INR00029232
COMPANY SECRETARY AND COMPLIANCE OFFICER	
	Jaykay Enterprises Limited Mr. Yogesh Sharma Kamla Tower, Kanpur - 208001, Uttar Pradesh - India Telephone: +91512-2371478 E-mail Id: cs@jaykayenterprises.com Website: www.jaykayenterprises.com Corporate Identification Number: L55101UP1961PLC001187

Investors may contact the Registrar to the Issue or our Company Secretary and Compliance Officer for any pre-issue or post-issue related matters. All grievances relating to the ASBA process may be addressed to the Registrar to the Issue, with a copy to the SCSEB, giving full details such as name, address of the Applicant, contact number(s), E-mail address of the sole/ first holder, folio number or demat account, number of Rights Equity Shares applied for, amount blocked, ASBA Account number and the Designated Branch of the SCSEB where the Application Form, or the plain paper application, as the case may be, was submitted by the Investors along with a photocopy of the acknowledgment slip.

For Jaykay Enterprises Limited
 On behalf of the Board of Directors
 Sd/-
 Mr. Yogesh Sharma
 Company Secretary and Compliance Officer
 Date: August 23, 2024
 Place: New Delhi

This advertisement is for information purposes only and does not constitute an offer or an invitation or a recommendation to purchase, to hold or sell securities. This is not an announcement for the offer document. All capitalized terms used herein and not defined herein shall have the meaning assigned to them in the Letter of Offer dated August 17, 2024, the "Letter of Offer" or ("LOF") filed with the BSE Limited ("BSE" or "Stock Exchange"), and the Securities and the Exchange Board of India ("SEBI").



JAYKAY ENTERPRISES LIMITED

Jaykay Enterprises Limited (our "Company" or the "Issuer") was originally incorporated as "J.K. Investment Trust Limited" on May 17, 1943, as a public company under the provisions of the Indian Companies Act, VII of 1913 with a certificate of incorporation issued by the Registrar of Joint Stock Companies, Limited Provinces of Agra and Oudh on May 17, 1943. Subsequently, the name of our Company was changed to "J.K. Synthetics Limited", and a fresh certificate of incorporation consequent to the change of name was issued by the Registrar of Companies, Uttar Pradesh, Kanpur on May 9, 1961, under the provisions of the Companies Act, 1956. Further, the name of our Company was changed to "Jaykay Enterprises Limited" and a fresh certificate of incorporation consequent to the change of name was issued by the Registrar of Companies, Uttar Pradesh and Uttarakhnad on October 15, 2010. For further details, please see "General Information" on page 76.

Registered Office: Kamla Tower, Kanpur-208001, Uttar Pradesh, India
 Contact Person: Mr. Yogesh Sharma, Company Secretary and Compliance Officer
 Telephone: +91512-2371478 | E-mail id: cs@jaykayenterprises.com | Website: www.jaykayenterprises.com
 Corporate Identification Number: L55101UP1961PLC001817

PROMOTER OF OUR COMPANY: MR. ABHISHEK SINGHANIA

FOR PRIVATE CIRCULATION TO THE ELIGIBLE EQUITY SHAREHOLDERS OF JAYKAY ENTERPRISES LIMITED ONLY

ISSUE OF UP TO 5,84,57,688 FULLY PAID UP EQUITY SHARES OF FACE VALUE OF ₹ 1/- EACH OF OUR COMPANY (THE "RIGHTS EQUITY SHARES") FOR CASH AT A PRICE OF ₹ 25/- PER EQUITY SHARE (INCLUDING A PREMIUM OF ₹ 24/- PER EQUITY SHARE) AGGREGATING UP TO ₹ 14,61,44,240 LAKHS# ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 RIGHTS EQUITY SHARE FOR EVERY 1 FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS, ON JULY 19, 2024 (THE "ISSUE"). FOR FURTHER DETAILS, PLEASE REFER TO "TERMS OF THE ISSUE" BEGINNING ON PAGE 207. #Assuming full subscription.

NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY

ISSUE OPENS ON	LAST DATE FOR ON MARKET RENUNCIATIONS*	ISSUE CLOSES ON*
Tuesday, August 27, 2024	Thursday, August 29, 2024	Wednesday, September 04, 2024

*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncee(s) on or prior to the Issue Closing Date.
 †Our Board or a duly authorized Right Issue Committee thereof will have the right to extend the Issue Period as it may determine from time to time but not exceeding 30 (thirty) days from the Issue Opening Date (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.

ASBA*	Simple, Safe, Smart Way of making an 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. For further details, check section on ASBA below.
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Facilities for Application in this issue
 In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI Rights Issue Circular and the ASBA Circulars, all Investors desiring to make an Application in this issue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA. For details, refer "Procedure for Application through the ASBA Process" on page 218.
 Please note that subject to SCSSs complying with the requirements of SEBI Circular CIR/CFD/DIL/132012 dated September 26, 2012, within the periods stipulated therein, Applications may be submitted at the Designated Branches of the SCSSs. Further, in terms of the SEBI Circular CIR/CFD/DIL/12019 dated January 02, 2019, it is clarified that for making Applications by SCSSs on the equity own account using ASBA facility, each such SCSS should have a separate account in its own name with any other SEBI registered SCSS(s). Such account shall be used solely for the purpose of making an Application in this issue and clear demarcated funds should be available in such account for such an Application.
CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS
 In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI ICDR Master Circular, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialized form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Resident Eligible Equity Shareholders holding the Equity Shares in dematerialized form; and (ii) a demat suspense account (namely, "JAYKAY ENTERPRISES LIMITED- RIGHTS ESCROW DEMAT ACCOUNT") opened by our Company, for the Eligible Equity Shareholders who intend to purchase Rights Entitlements relating to (a) Equity Shares held in a demat suspense account pursuant to Regulation 39 of the SEBI Listing Regulations; or (b) Equity Shares held in the account of IEPF authority; or (c) the demat accounts of the Resident Eligible Equity Shareholder which are frozen or details of which are unavailable with our Company or with the Registrar on the Record Date; or (d) credit of the Rights Entitlements returned/overlooked/failed; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings; or (f) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form, as applicable, as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (g) non-institutional equity shareholders in the United States.

Additionally, our Company has submitted the details of the total Rights Entitlements credited to the demat accounts of the Eligible Equity Shareholders and the demat suspense escrow account to the Stock Exchange after completing the corporate action. The details of the Rights Entitlements with respect to each Eligible Equity Shareholder can be accessed by such respective Eligible Equity Shareholders on the website of the Registrar i.e., www.sebi.gov.in after keying in their respective details along with other security control measures implemented thereat. Rights Entitlements shall be credited to the respective demat accounts of Eligible Equity Shareholders before the Issue Opening Date (i.e. Tuesday, August 27, 2024) only in dematerialized form. Further, if no Application is made by the Eligible Equity Shareholders of Rights Entitlements on or before Issue Closing Date (i.e. Wednesday, September 04, 2024), such Rights Entitlements shall lapse and shall be extinguished after the Issue Closing Date. No Rights Equity Shares for such lapsed Rights Entitlements will be credited, even if such Rights Entitlements were purchased from market and purchaser will lose the premium paid to acquire the Rights Entitlements. Persons who are credited the Rights Entitlements are required to make an application to apply for Rights Equity Shares offered under issue for subscribing to the Rights Securities offered under issue.
PLEASE NOTE THAT CREDIT OF THE RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNT DOES NOT, PER SE, ENTITILE THE INVESTORS TO THE RIGHTS EQUITY SHARES AND THE INVESTORS HAVE TO SUBMIT APPLICATION FOR THE RIGHTS EQUITY SHARES ON OR BEFORE THE ISSUE CLOSING DATE AND MAKE PAYMENT OF THE APPLICATION MONEY, FOR FURTHER DETAILS, PLEASE SEE "TERMS OF ISSUE- PROCEDURE FOR APPLICATION" ON PAGE 219 OF THE LETTER OF OFFER.
Making of an Application through the ASBA process - Investors desiring to make an Application in this issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSS or online/electronic Application through the website of the SCSSs (if made available by such SCSS) for authorizing such SCSS to block Application Money payable on the Application in their respective ASBA Accounts. Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorization to the SCSS, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application. For the list of banks which have been notified by SEBI to act as SCSSs for the ASBA process, please refer to <http://www.sebi.gov.in> under the heading "Other Action on 26/06/2016 Recognized Financial Institutions-34". For further details, please see "Terms of Issue" on page 207 of the Letter of Offer.

APPLICATION ON PLEIN PAPER:
 An Eligible Equity Shareholder who has neither received the Application Form nor is in a position to obtain the Application Form either from our Company, Registrar to the issue or from the website of the Registrar, can make an application to subscribe to the issue on plain paper through ASBA process. Eligible Equity Shareholders shall submit the plain paper application to the Designated Branch of the SCSS for authorizing such SCSS to block an amount equivalent to the amount payable on the application in the said bank account maintained with the same SCSS. Applications on plain paper will not be accepted from any address outside India.
 Additionally, in terms of Regulation 76 of the SEBI ICDR Regulations, Investors may choose to accept the offer to participate in this issue by making plain paper Applications. Please note that Eligible Equity Shareholders making an application in this issue by way of plain paper applications shall not be permitted to renounce any portion of their Rights Entitlements.
 The Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with the Registrar, must reach the office of the Designated Branch of the SCSS before the Issue Closing Date and should contain the following particulars:

- Name of our Issuer, being Jaykay Enterprises Limited; • Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository); • Registered Folio Number/ DP and Client ID No.; • Number of Equity Shares held as on Record Date; • Allotment option preferred - only Demat form; • Number of Rights Equity Shares entitled to; • Number of Rights Equity Shares applied for; • Number of Additional Rights Equity Shares applied for, if any; • Total number of Rights Equity Shares applied for within the Rights Entitlements; • Total amount paid at the rate of ₹ 25 per Rights Equity Share; • Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSS; • In case of NR Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FNRI/NRO Account such as the account number, name, address and branch of the SCSS with which the account is maintained; • Except for Applications on behalf of the Central or State Government, the residents of Sikkim and officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to the issue. Documentary evidence for exemption to be provided by the applicants; • Authorization to the Designated Branch of the SCSS to block an amount equivalent to the Application Money in the ASBA Account; • Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSS); • Additionally, all such Applicants are deemed to have accepted the following:

"We acknowledge that the Company, the Lead Manager, its affiliates and others will rely upon the truth and accuracy of the foregoing representations, warranties and agreements set forth therein."

OVERSEAS SHAREHOLDERS: The distribution of the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter, any other offering material and the issue of Rights Entitlements and the Rights Securities on a rights basis to persons in certain jurisdictions outside India is restricted by legal requirements prevailing in those jurisdictions. Persons in whose possession the Letter of Offer, the Abridged Letter of Offer, the Application Form, or the Rights Entitlement Letter may come, are required to inform themselves about the restrictions and observe such restrictions.

Our Company is making this issue on a rights basis to the Eligible Equity Shareholders and will dispatch the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material only to email addresses of Eligible Equity Shareholders who have provided an Indian address to our Company and who are located in jurisdictions where the offer and sale of the Rights Entitlement or Rights Securities is permitted under laws of such jurisdictions and does not result in and may not be construed as, a public offering in such jurisdictions. In case the Eligible Equity Shareholders have provided their valid e-mail address, the issue material will be sent only to their valid e-mail address and in case the Eligible Equity Shareholders have not provided their e-mail address, then the issue material will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them. Investors can also access the Letter of Offer, the Abridged Letter of Offer and the Application Form from the website of the Registrar, our Company, SEBI, and the Stock Exchange.

NO OFFER IN THE UNITED STATES: THE RIGHTS ENTITLEMENTS AND THE RIGHTS EQUITY SHARES HAVE NOT BEEN AND WILL NOT BE REGISTERED UNDER THE UNITED STATES SECURITIES ACT, 1933, AS AMENDED ("SECURITIES ACT"), OR ANY U.S. STATE SECURITIES LAWS AND MAY NOT BE OFFERED, SOLD, RESOLD OR OTHERWISE TRANSFERRED WITHIN THE UNITED STATES OF AMERICA OR THE TERRITORIES OR POSSESSIONS THEREOF ("UNITED STATES" OR "U.S.") OR TO, OR FOR THE ACCOUNT OR BENEFIT OF, "U.S. PERSONS" (AS DEFINED IN REGULATION S UNDER THE SECURITIES ACT) (REGULATION S), EXCEPT IN A

TRANSACTION EXEMPT FROM THE REGISTRATION REQUIREMENTS OF THE SECURITIES ACT. THE RIGHTS ENTITLEMENTS AND RIGHTS EQUITY SHARES REFERRED TO IN THIS LETTER OF OFFER ARE BEING OFFERED IN INDIA AND IN JURISDICTIONS WHERE SUCH OFFER AND SALE OF THE RIGHTS EQUITY SHARES AND/OR RIGHTS ENTITLEMENTS ARE PERMITTED UNDER LAWS OF SUCH JURISDICTIONS, BUT NOT IN THE UNITED STATES. THE OFFERING TO WHICH THIS LETTER OF OFFER AND ABRIDGED LETTER OF OFFER RELATES IS NOT, AND UNDER NO CIRCUMSTANCES IS TO BE CONSTRUED AS, AN OFFERING OF ANY SECURITIES OR RIGHTS FOR SALE IN THE UNITED STATES OR AS A SOLICITATION THEREIN OF AN OFFER TO BUY ANY OF THE SAID SECURITIES OR RIGHTS. THERE IS NO INTENTION TO REGISTER ANY PORTION OF THE ISSUE OR ANY OF THE SECURITIES DESCRIBED HEREIN IN THE UNITED STATES OR TO CONDUCT A PUBLIC OFFERING OF SECURITIES IN THE UNITED STATES.
LAST DATE FOR APPLICATION: The last date for submission of the duly filled in the Application Form or a plain paper Application is Wednesday, September 04, 2024, i.e., Issue Closing Date. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the Issue Period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date).
 If the Application Form is not submitted with an SCSS, uploaded with the Stock Exchange and the Application Money is not blocked with the SCSS, on or before the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Rights Equity Shares hereby offered, as provided under the heading, "Basis of Allotment" on page 238 of the Letter of Offer.
 Please note that on the Issue Closing Date, Applications through ASBA process will be uploaded until 5:00 p.m. (Indian Standard Time) or such extended time as permitted by the Stock Exchange.

LISTING: The existing Equity Shares are listed on BSE Limited ("BSE"). Our Company has received "in-principle" approval from BSE for listing the Rights Equity Shares to be allotted pursuant to this issue vide its letter dated July 19, 2024. Our Company will also make applications to the Stock Exchange to obtain its trading approval for the Rights Entitlements as required under ICDR Master Circular. For the purposes of this issue, the Designated Stock Exchange is BSE Limited.

DISCLAIMER CLAUSE OF BSE: It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The Investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer clause of the BSE Limited" on page 202 of the LOF.

DISPATCH AND AVAILABILITY OF ISSUE MATERIALS: In accordance with the SEBI ICDR Regulations and SEBI Rights Issue Circulars, the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be sent/ dispatched only to the Eligible Equity Shareholders who have provided their Indian address to our Company and who are located in jurisdictions where the offer and sale of the Rights Entitlement or Rights Equity Shares is permitted under laws of such jurisdiction and does not result in and may not be construed as, a public offering in such jurisdictions. In case such Eligible Equity Shareholders have provided their valid e-mail address, the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be physically dispatched, on a reasonable effort basis, to the Indian addresses provided by them.

In accordance with the above the dispatch of the Abridged Letter of Offer, the Rights Entitlement Letter along with the Application Form has been completed in electronic form through email on August 22, 2024 by Registrar to the issue and by Registered Post on August 23, 2024 by the Company.

- Banker to the Issue: State Bank of India
- Monitoring Agency: Acute Ratings & Research Limited
- Investors can access the Letter of Offer, the Abridged Letter of Offer and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe for the Rights Equity Shares under applicable laws) on the websites of:
 - (i) the Company at www.jaykayenterprises.com;
 - (ii) the Registrar at <http://www.rights.sebi.in/>;
 - (iii) the lead manager at www.corporateprofessionals.com;
 - (iv) the Stock Exchange at www.bseindia.com.

- The Investors can visit following links for the below-mentioned purposes:
 - Frequently asked questions and/or online/ electronic dedicated Shareholders helpdesk for guidance on the Application process and resolution of difficulties faced by the Shareholders: <http://www.rights.sebi.in/> and www.jaykayenterprises.com
 - Updation of Indian address/ email address/ mobile number in the records maintained by the Registrar or our Company: <http://www.rights.sebi.in/>
 - Submission of self-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders: <http://www.rights.sebi.in/>

The LOF is available on the website of SEBI at www.sebi.gov.in.

 <p style="font-size: x-small;">Corporate Professionals D-2B, South Extension, Part I, New Delhi -110049, India Tel: +91 011 4082 2230; E-mail: mb@indiacap.com Investor Grievance ID: mb@indiacap.com Website: www.corporateprofessionals.com Contact Person: Ms. Anjali Aggarwal SEBI Registration No.: INM00011435</p>	<p style="font-size: x-small;">REGISTRAR OF THE ISSUE</p>  <p style="font-size: x-small;">Alankit Assignments Limited Alankit House, 4E2, Jhandewalan Extension, New Delhi-110056, India Tel: +91 11 4254 1989; Fax: +91 11 2355 2001; E-mail: investor@alankit.com Investor Grievance ID: investor@alankit.com Website: http://www.rights.sebi.in/ Contact Person: Ms. Shilpa Sharma SEBI Registration No.: INF000002532</p>
<p style="font-size: x-small;">COMPANY SECRETARY AND COMPLIANCE OFFICER</p>  <p style="font-size: x-small;">Jaykay Enterprises Limited Kamla Tower, Kanpur - 208001, Uttar Pradesh - India Telephone: +91512-2371478 E-mail id: cs@jaykayenterprises.com Website: www.jaykayenterprises.com Corporate Identification Number: L55101UP1961PLC001817</p>	

Investors may contact the Registrar to the issue or our Company Secretary and Compliance Officer for any pre-issue or post-issue related matters. All grievances relating to the ASBA process may be addressed to the Registrar to the issue, with a copy to the SCSS, giving full details such as name, address of the Applicant, contact number(s), E-mail address of the said first holder, folio number or demat account, number of Rights Equity Shares applied for, amount blocked, ASBA Account number and the Designated Branch of the SCSS where the Application Form, or the plain paper application, as the case may be, was submitted by the investors along with a photocopy of the acknowledgment slip.

For Jaykay Enterprises Limited
 On behalf of the Board of Directors
 Sd/-
 Mr. Yogesh Sharma
 Company Secretary and Compliance Officer
 Date: August 23, 2024
 Place: New Delhi

This advertisement is for information purposes only and does not constitute an offer or an invitation or a recommendation to purchase, to hold or sell securities. This is not an announcement for the offer document. All capitalized terms used herein and not defined herein shall have the meaning assigned to them in the Letter of Offer dated August 17, 2024, the "Letter of Offer" or ("LOF") filed with the BSE Limited ("BSE" or "Stock Exchange"), and the Securities and the Exchange Board of India ("SEBI").



JAYKAY ENTERPRISES LIMITED

Jaykay Enterprises Limited (our "Company" or the "Issuer") was originally incorporated as "J.K. Investment Trust Limited" on May 17, 1943, as a public company under the provisions of the Indian Companies Act, VII of 1913 with a certificate of incorporation issued by the Registrar of Joint Stock Companies, United Provinces of Agra and Oudh on May 17, 1943. Subsequently, the name of our Company was changed to "J.K. Synthetics Limited", and a fresh certificate of incorporation consequent to the change of name was issued by the Registrar of Companies, Uttar Pradesh, Kanpur on May 9, 1961, under the provisions of the Companies Act, 1956. Further, the name of our Company was changed to "Jaykay Enterprises Limited" and a fresh certificate of incorporation consequent to the change of name was issued by the Registrar of Companies, Uttar Pradesh and Uttaranchal on October 15, 2010. For further details, please see "General Information" on page 76.

Registered Office: Kamla Tower, Kanpur-208001, Uttar Pradesh, India
 Contact Person: Mr. Yogesh Sharma, Company Secretary and Compliance Officer
 Telephone: +91512-2371478 | E-mail Id: cs@jaykayenterprises.com | Website: www.jaykayenterprises.com
 Corporate Identification Number: L55101UP1961PLC001187

PROMOTER OF OUR COMPANY: MR. ABHISHEK SINGHANIA

FOR PRIVATE CIRCULATION TO THE ELIGIBLE EQUITY SHAREHOLDERS OF JAYKAY ENTERPRISES LIMITED ONLY
 ISSUE OF UP TO 5,84,57,688 FULLY PAID UP EQUITY SHARES OF FACE VALUE OF ₹ 1/- EACH OF OUR COMPANY (THE "RIGHTS EQUITY SHARES") FOR CASH AT A PRICE OF ₹ 25/- PER EQUITY SHARE (INCLUDING A PREMIUM OF ₹ 24/- PER EQUITY SHARE) AGGREGATING UP TO ₹ 14,61,44,20,000 ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 RIGHTS EQUITY SHARE FOR EVERY 1 FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS, ON JULY 19, 2024 (THE "ISSUE"). FOR FURTHER DETAILS, PLEASE REFER TO "TERMS OF THE ISSUE" BEGINNING ON PAGE 207. #Assuming full subscription.

NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY

ISSUE OPENS ON	LAST DATE FOR ON MARKET RENUNCIATIONS*	ISSUE CLOSES ON*
Tuesday, August 27, 2024	Thursday, August 29, 2024	Wednesday, September 04, 2024

*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncee(s) on or prior to the Issue Closing Date.
 If our Board or a duly authorized Right Issue Committee thereof will have the right to extend the Issue Period as it may determine from time to time but not exceeding 30 (thirty) days from the Issue Opening Date (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.

ASBA*	Simple, Safe, Smart Way of making an 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. For further details, check section on ASBA below.
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Facilities for Application in this Issue

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI Rights Issue Circular and the ASBA Circular, all Investors desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA. For details, refer "Procedures for Application through the ASBA Process" on page 216.

Please note that subject to SCSEBs compliance with the requirements of SEBI Circular CIR/CFD/DIL/13/2012 dated September 25, 2012, within the periods stipulated therein, Applications may be submitted at the Designated Branches of the SCSEBs. Further, in terms of the SEBI Circular CIR/CFD/DIL/12/2013 dated January 02, 2013, it is clarified that for making Applications by SCSEBs on their own account using ASBA facility, each such SCSEB should have a separate account in its own name with any other SEBI registered SCSEB(s). Such account shall be used solely for the purpose of making an Application in this Issue and cleared demerit funds should be available in such account for such an Application.

CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS

In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI ICDR Master Circular, the credit of Rights Entitlements and Allocation of Rights Equity Shares shall be made in dematerialized form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the JAYKAY ENTERPRISES LIMITED- RIGHTS ESCROW DEMAT ACCOUNT; and (ii) a demat suspense escrow account (namely, "JAYKAY ENTERPRISES LIMITED- RIGHTS ESCROW DEMAT ACCOUNT") opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in a demat suspense account pursuant to Regulation 39 of the SEBI Listing Regulations; or (b) Equity Shares held in the account of IEPF authority; or (c) the demat accounts of the Resident Eligible Equity Shareholder which are frozen or details of which are unavailable with our Company or with the Registrar on the Record Date; or (d) credit of the Rights Entitlements returned/overseas/deferred; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings; or (f) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form, as applicable, as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (g) non-institutional equity shareholders in the United States.

Additionally, our Company has submitted the details of the total Rights Entitlements credited to the demat accounts of the Eligible Equity Shareholders and the demat suspense escrow account to the Stock Exchange after completing the corporate action. The details of the Rights Entitlements with respect to each Eligible Equity Shareholder can be accessed by such respective Eligible Equity Shareholders on the website of the Registrar, i.e., www.sebiindia.com after keying in their respective details along with other security control measures implemented thereat. Rights Entitlements shall be credited to the respective demat accounts of Eligible Equity Shareholders before the Issue Opening Date (i.e., Tuesday, August 27, 2024) only in dematerialized form. Further, if no Application is made by the Eligible Equity Shareholders of Rights Entitlements on or before Issue Closing Date (i.e., Wednesday, September 04, 2024), such Rights Entitlements shall lapse and shall be extinguished after the Issue Closing Date. No Rights Equity Shares for such lapsed Rights Entitlements will be credited, even if such Rights Entitlements were purchased from market and purchaser will lose the premium paid to acquire the Rights Entitlements. Persons who are credited the Rights Entitlements are required to make an application to apply for Rights Equity Shares offered under Issue for subscribing to the Rights Securities offered under Issue. PLEASE NOTE THAT CREDIT OF THE RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNT DOES NOT, PER SE, ENTITLE THE INVESTORS TO THE RIGHTS EQUITY SHARES AND THE INVESTORS HAVE TO SUBMIT APPLICATION FOR THE RIGHTS EQUITY SHARES ON OR BEFORE THE ISSUE CLOSING DATE AND MAKE PAYMENT OF THE APPLICATION MONEY, FOR FURTHER DETAILS, PLEASE SEE "TERMS OF ISSUE- PROCEDURE FOR APPLICATION" ON PAGE 210 OF THE LETTER OF OFFER.

Making of an Application through the ASBA process - Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSEB or online/electronic Application through the website of the SCSEBs (if made available by such SCSEB) for authorizing such SCSEB to block Application Money payable on the Application in their respective ASBA Accounts. Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorization to the SCSEB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application. For the list of banks which have been notified by SEBI to act as SCSEBs for the ASBA process, please refer to <https://www.sebi.gov.in/web/other/other/OtherAction.do?doRecordedForView&id=34>. For further details, please see "Terms of Issue" on page 207 of the Letter of Offer.

APPLICATION ON PLAIN PAPER:

An Eligible Equity Shareholder who has neither received the Application Form nor is in a position to obtain the Application Form either from our Company, Registrar to the Issue or from the website of the Registrar, can make an application to subscribe to the Issue on plain paper through ASBA process. Eligible Equity Shareholders shall submit the plain paper application to the Designated Branch of the SCSEB for authorizing such SCSEB to block an amount equivalent to the amount payable on the application in the said bank account maintained with the same SCSEB. Applications on plain paper will not be accepted from any address outside India.

Additionally, in terms of Regulation 78 of the SEBI ICDR Regulations, Investors may choose to accept the offer to participate in this Issue by making plain paper Applications. Please note that Eligible Equity Shareholders making an application in this Issue by way of plain paper applications shall not be permitted to renounce any portion of their Rights Entitlements.

The Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his/her bank, must reach the office of the Designated Branch of the SCSEB before the Issue Closing Date and should contain the following particulars:

- Name of our Issuer, being Jaykay Enterprises Limited; Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository); Registered Folio Number/ DP and Client ID No.; Number of Equity Shares held as on Record Date; Allotment option preferred - only Demat form; Number of Rights Equity Shares entitled to; Number of Rights Equity Shares applied for; Number of Additional Rights Equity Shares applied for, if any; Total number of Rights Equity Shares applied for within the Rights Entitlements; Total amount paid at the rate of ₹ 25 per Rights Equity Share; Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSEB; In case of NR Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FNPNRRO Account such as the account number, name, address and branch of the SCSEB with which the account is maintained; Except for Applications on behalf of the Central or State Government, the residents of Sikkim and officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to the issue. Documentary evidence for exemption to be provided by the applicant; Authorization to the Designated Branch of the SCSEB to block an amount equivalent to the Application Money in the ASBA Account; Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSEB); Additionally, all such Applicants are deemed to have accepted the following:

"We acknowledge that the Company, the Lead Manager, its affiliates and others will rely upon the truth and accuracy of the foregoing representations, warranties and agreements set forth therein."

OVERSEAS SHAREHOLDERS: The distribution of the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter, any other offering material and the Issue of Rights Entitlements and the Rights Securities on a rights basis to persons in certain jurisdictions outside India is restricted by legal requirements prevailing in those jurisdictions. Persons in whose possession the Letter of Offer, the Abridged Letter of Offer, the Application Form, or the Rights Entitlement Letter may come, are required to inform themselves about the restrictions and observe such restrictions.

Our Company is making this Issue on a rights basis to the Eligible Equity Shareholders and will dispatch the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material only to small addresses of Eligible Equity Shareholders who have provided an Indian address to our Company and who are located in jurisdictions where the offer and sale of the Rights Entitlement or Rights Securities is permitted under laws of such jurisdictions and does not result in and may not be construed as, a public offering in such jurisdictions. In case the Eligible Equity Shareholders have provided their valid e-mail address, the issue material will be sent only to their valid e-mail address and in case the Eligible Equity Shareholders have not provided their e-mail address, then the issue material will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them. Investors can also access the Letter of Offer, the Abridged Letter of Offer and the Application Form from the website of the Registrar, our Company, SEBI, and the Stock Exchange.

NO OFFER IN THE UNITED STATES: THE RIGHTS ENTITLEMENTS AND THE RIGHTS EQUITY SHARES HAVE NOT BEEN AND WILL NOT BE REGISTERED UNDER THE UNITED STATES SECURITIES ACT, 1933, AS AMENDED ("SECURITIES ACT"), OR ANY U.S. STATE SECURITIES LAWS AND MAY NOT BE OFFERED, SOLD, RESOLD OR OTHERWISE TRANSFERRED WITHIN THE UNITED STATES OF AMERICA OR THE TERRITORIES OR POSSESSIONS THEREOF ("UNITED STATES" OR "U.S.") (REG. TO, OR FOR, THE ACCOUNT OR BENEFIT OF, "U.S. PERSONS" (AS DEFINED IN REGULATION S UNDER THE SECURITIES ACT ("REGULATION S"), EXCEPT IN A

TRANSACTION EXEMPT FROM THE REGISTRATION REQUIREMENTS OF THE SECURITIES ACT. THE RIGHTS ENTITLEMENTS AND RIGHTS EQUITY SHARES REFERRED TO IN THIS LETTER OF OFFER ARE BEING OFFERED IN INDIA AND IN JURISDICTIONS WHERE SUCH OFFER AND SALE OF THE RIGHTS EQUITY SHARES AND/OR RIGHTS ENTITLEMENTS ARE PERMITTED UNDER LAWS OF SUCH JURISDICTIONS, BUT NOT IN THE UNITED STATES. THE OFFERING TO WHICH THIS LETTER OF OFFER AND ABRIDGED LETTER OF OFFER RELATES IS NOT, AND UNDER NO CIRCUMSTANCES IS TO BE CONSTRUED AS, AN OFFERING OF ANY SECURITIES OR RIGHTS FOR SALE IN THE UNITED STATES OR SOLICITATION THEREIN OF AN OFFER TO BUY ANY OF THE SAID SECURITIES OR RIGHTS. THERE IS NO INTENTION TO REGISTER ANY PORTION OF THE ISSUE OR ANY OF THE SECURITIES DESCRIBED HEREIN IN THE UNITED STATES OR TO CONDUCT A PUBLIC OFFERING OF SECURITIES IN THE UNITED STATES.

LAST DATE FOR APPLICATION: The last date for submission of the file filed in the Application Form or a plain paper Application is Wednesday, September 04, 2024, i.e., Issue Closing Date. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the issue Period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date).

If the Application Form is not submitted with a SCSEB, uploaded with the Stock Exchange and the Application Money is not blocked with the SCSEB, on or before the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Rights Equity Shares hereby offered, as provided under the heading, "Basis of Allotment" on page 238 of the Letter of Offer. Please note that on the issue Closing Date, Applications through ASBA process will be uploaded until 5:00 p.m. (Indian Standard Time) or such extended time as permitted by the Stock Exchange.

LISTING: The existing Equity Shares are listed on BSE Limited ("BSE"). Our Company has received "in-principle" approval from BSE for listing the Rights Equity Shares to be allotted pursuant to this issue vide its letter dated June 13, 2024. Our Company will also make applications to the Stock Exchange to obtain its trading approval for the Rights Entitlements as required under ICDR Master Circular. For the purposes of this Issue, the Designated Stock Exchange is BSE Limited.

DISCLAIMER CLAUSE OF BSE: It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The Investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer clause of the BSE Limited" on page 202 of the LOF.

DISPATCH AND AVAILABILITY OF ISSUE MATERIALS: In accordance with the SEBI ICDR Regulations and SEBI Rights Issue Circular, the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be sent/ dispatched only to the Eligible Equity Shareholders who have provided their Indian address to our Company and who are located in jurisdictions where the offer and sale of the Rights Entitlement or Rights Equity Shares is permitted under laws of such jurisdiction and does not result in and may not be construed as, a public offering in such jurisdictions. In case such Eligible Equity Shareholders have provided their valid e-mail address, the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other issue material will be physically dispatched, on a reasonable effort basis, to the Indian addresses provided by them.

In accordance with the above the dispatch of the Abridged Letter of Offer, the Rights Entitlement Letter along with the Application Form has been completed in electronic form through email on August 22, 2024 by Registrar to the Issue and by Registered Post on August 23, 2024 by the Company.

Banker to the Issue: State Bank of India

Monitoring Agency: Acute Ratings & Research Limited

Investors can access the Letter of Offer, the Abridged Letter of Offer and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe for the Rights Equity Shares under applicable laws) on the websites at:

- (i) The Company at www.jaykayenterprises.com;
- (ii) The Registrar at www.rights.sebiindia.com/;
- (iii) The lead manager at www.corporateprofessionals.com;
- (iv) The Stock Exchange at www.bseindia.com.

The Investors may visit following links for the below-mentioned purposes:

- Frequently asked questions and online/ electronic dedicated Shareholders helpdesk for guidance on the Application process and resolution of difficulties faced by the Shareholders: <http://www.rights.sebiindia.com/> and www.jaykayenterprises.com
- Update of Indian address/ email address/ mobile number in the records maintained by the Registrar or our Company: <http://www.rights.sebiindia.com/>
- Submission of soft-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders: <http://www.rights.sebiindia.com/>

The LOF is available on the website of SEBI at www.sebi.gov.in.

LEAD MANAGER OF THE ISSUE	
	Corporate Professionals Capital Private Limited D-28, South Extension, Part I, New Delhi - 110049, India Tel: +91 011 4082 2230; E-mail: mb@ndicorp.com Investor Grievance ID: mb@ndicorp.com Website: www.corporateprofessionals.com Contact Person: Ms. Anjali Aggarwal SEBI Registration No.: INM00011435
REGISTRAR OF THE ISSUE	
	Alankit Assignments Limited Alankit House, 4E2, Jhandewalan Extension, New Delhi-110058, India Tel: +91 11 4254 1986; Fax: +91 11 2355 2001; E-mail: jaykayrights@alankitassignments.com Investor Grievance ID: jaykayrights@alankitassignments.com Website: http://www.rights.sebiindia.com/ Contact Person: Ms. Shilpa Sharma SEBI Registration No.: INR00029232
COMPANY SECRETARY AND COMPLIANCE OFFICER	
	Jaykay Enterprises Limited Mr. Yogesh Sharma Kamla Tower, Kanpur - 208001, Uttar Pradesh - India Telephone: +91512-2371478 E-mail Id: cs@jaykayenterprises.com Website: www.jaykayenterprises.com Corporate Identification Number: L55101UP1961PLC001187

Investors may contact the Registrar to the Issue or our Company Secretary and Compliance Officer for any pre-issue or post-issue related matters. All grievances relating to the ASBA process may be addressed to the Registrar to the Issue, with a copy to the SCSEB, giving full details such as name, address of the Applicant, contact number(s), E-mail address of the sole/ first holder, folio number or demat account, number of Rights Equity Shares applied for, amount blocked, ASBA Account number and the Designated Branch of the SCSEB where the Application Form, or the plain paper application, as the case may be, was submitted by the Investors along with a photocopy of the acknowledgment slip.

For Jaykay Enterprises Limited
On behalf of the Board of Directors

Date: August 23, 2024
Place: New Delhi

Mr. Yogesh Sharma
Company Secretary and Compliance Officer