

11.10.2024

To,  
The Manager,  
Listing Department,  
National Stock Exchange of India Limited,  
'Exchange Plaza', C-1, Block – G,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai – 400 051  
Ph. No. 022-26598100  
Scrip Code : GEOJITFSL - EQ

To,  
The Manager,  
Listing Department,  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001.  
Ph. No.022 22721233  
Scrip Code : 532285

Dear Sir/Madam,

**Sub: Newspaper Advertisements dated 11.10.2024 - Disclosure under Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")**

Pursuant to Regulation 47 of SEBI Listing Regulations, we hereby enclose the copies of newspaper advertisements published in Financial Express (English), Mangalam (Malayalam) and Jansatta (Hindi) in relation to the upcoming rights issue of the Company.

This is for your information and records.

Thanking You,  
For Geojit Financial Services Limited



Liju K Johnson  
Company Secretary







This is only an advertisement for information purposes and not for publication, distribution or release directly or indirectly outside India. This is not an announcement for the offer document. All capitalized terms used and not defined herein shall have the meaning assigned to them in the letter of offer dated September 30, 2024 (the "Letter of Offer" or "LOF") filed with the Stock Exchanges, namely BSE Limited and National Stock Exchange of India Limited ("NSE", "Stock Exchanges") and the Securities and Exchange Board of India ("SEBI").



Please scan the QR Code to view the Letter of Offer

# PEOPLE YOU PROSPER WITH GEJFIT FINANCIAL SERVICES LIMITED

Our Company was incorporated as a public limited company under the name and style of Geojit Financial Services Limited under the Companies Act, 1956 on November 24, 1994 and a certificate of commencement of business was granted dated January 25, 1995 by the Registrar of Companies, Kerala. Subsequently, our Company acquired the assets and liabilities of the business of the predecessor firm, "Geojit & Company" on February 19, 1995. The firm, Geojit & Company initially began as C. George & Co. on January 1, 1987, founded by C. George. On November 4, 1988, Ranjan/Kanjilal joined C. George to form a partnership firm "Geojit & Company", operating as stock and sharebrokers with membership in the Cochin Stock Exchange. The partnership was dissolved on February 15, 1994, and the firm became a sole proprietorship, continuing its brokerage business under the name Geojit & Company.

**OUR PROMOTERS: CHENAYAPILLIL JOHN GEORGE, KERALA STATE INDUSTRIAL DEVELOPMENT CORPORATION AND BNP PARIBAS SA**

**FOR PRIVATE CIRCULATION TO THE ELIGIBLE EQUITY SHAREHOLDERS OF GEJFIT FINANCIAL SERVICES LIMITED ("THE COMPANY") ONLY**  
**ISSUE OF UP TO 3,98,57,413 FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH OF OUR COMPANY (THE "RIGHTS EQUITY SHARES") FOR CASH AT A PRICE OF ₹50 PER RIGHTS EQUITY SHARE (INCLUDING A PREMIUM OF ₹ 40 PER RIGHTS EQUITY SHARE) ("ISSUE PRICE") AGGREGATING UP TO ₹ 19,928.71 LAKHS) ON A RIGHTS BASIS TO THE HOLDERS OF THE EQUITY SHARES OF OUR COMPANY AS ON THE RECORD DATE ("ELIGIBLE EQUITY SHAREHOLDERS") IN THE RATIO OF 1 RIGHTS EQUITY SHARE FOR EVERY SIX FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE. THAT IS, ON OCTOBER 2, 2024 ("RECORD DATE") (THE "ISSUE"). FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 267 OF THE LETTER OF OFFER.**

\*Assuming full subscription in the Issue. Subject to finalisation of Basis of Allotment.

ISSUE OPENS ON OCTOBER 15, 2024	LAST DATE FOR ON MARKET RENUNCIATION* OCTOBER 17, 2024	ISSUE PROGRAMME	ISSUE CLOSES ON OCTOBER 23, 2024
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\*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 Renouncer(s) on or prior to the Issue Closing Date.  
\*Our Board or Rights Issue Committee 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 invest by simply blocking the fund in the bank account. For further details, check section on ASBA below.

PAYMENT SCHEDULE FOR THE RIGHTS EQUITY SHARES			
Amount Payable per Rights Equity Share on Application	Face Value (₹)	Premium (₹)	Total (₹)
Total	1	49	50

\*Further details on Payment Schedule, see "The Issue - Terms of Payment" on page 41 of the Letter of Offer.

**Facilities for Application in this Issue**  
In accordance with Regulation 78 of the SEBI (ICDR) Regulations, the ASBA Circulars, and 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 Applications before making their Application through ASBA. For details, see "Terms of the Issue - Making an Application through the ASBA process" on page 271 of the Letter of Offer.

**ASBA facility:** An investor wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with SCSSB, prior to making the Application. Investors desiring to make an Application in this Issue through the ASBA facility, may submit the Application Form in physical mode to the Designated Branch of the SCSSB or online/electronic mode through the website of the SCSSB (if made available by such SCSSB) or to the ASBA Application Form, as the case may be, at the time of submission of the Application. For details on Designated Branches/SCSSBs collecting the Application Form, please refer the above-mentioned link.

**CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS:** Pursuant to provisions of the SEBI (ICDR) Regulations and the SEBI (ICDR) Master Circular and the terms of the Letter of Offer, the Rights Entitlements of the Eligible Equity Shareholders will be credited in their respective demat accounts and shall be admitted for trading on the Stock Exchange of India on or after the Record Date. For details on the "Terms of the Issue - Credit of Rights Entitlements" on page 267 of the Letter of Offer.

**ELIGIBLE EQUITY SHAREHOLDERS UNDER THE ASBA PROCESS MAY PLEASE NOTE THAT THE EQUITY SHARES UNDER THE ASBA PROCESS CAN BE ALLOTTED ONLY IN DEMATERIALIZED FORM AND TO THE SAME DEPOSITORY ACCOUNT IN WHICH THE EQUITY SHARES ARE HELD BY SUCH APPLICANT ON THE RECORD DATE.**

**INVESTORS MUST ENSURE THAT THEIR PAN IS LINKED WITH AADHAAR AND THAT THEY ARE IN COMPLIANCE WITH CBDT NOTIFICATION DATED FEBRUARY 13, 2020, PRESS RELEASE DATED JUNE 25, 2021 AND SEPTEMBER 17, 2021, CBDT CIRCULAR NO. 7 OF 2022, DATED MARCH 30, 2022, READ WITH PRESS RELEASE DATED MARCH 28, 2022, READ WITH SUBSEQUENT CIRCULARS ISSUED IN RELATION THERETO.**

**APPLICATION ON A PHYSICAL PAPER:** An investor wishing to apply under the ASBA process may make an Application to subscribe to this Issue on plain paper, in accordance with Regulation 78 of the SEBI (ICDR) Regulations in case of non-acceptance of Application as detailed above. In such cases of non-acceptance of the Application Form through a mail or physical delivery (where applicable) and the Eligible Equity Shareholder not being in a position to obtain it from any other source may make an Application to subscribe to this Issue on plain paper with the same details as per the Application Form that is available on the website of the Registrar, Stock Exchanges and the Lead Applicant. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSSB for uploading such SCSSB in the said bank account maintained with the same SCSSB. Applications on plain paper will not be accepted from any address outside India.

**PLEASE NOTE THAT IN TERMS OF REGULATION 78 OF THE SEBI (ICDR) REGULATIONS, THE ELIGIBLE EQUITY SHAREHOLDERS WHO ARE MAKING THE APPLICATION ON A PHYSICAL PAPER SHALL NOT BE ENTITLED TO RECEIVE THEIR RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS. THE RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF SUCH APPLICANTS WILL BE CREDITED TO THEIR DEMAT ACCOUNTS MAINTAINED WITH THE SAME SCSSB. APPLICATIONS ON A PHYSICAL PAPER WILL NOT BE ACCEPTED FROM ANY ADDRESS OUTSIDE INDIA.**

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