

April 25, 2023

The Secretary
National Stock Exchange of India Limited
Capital Market – Listing, Exchange Plaza,
5th Floor, Plot No. C/1, G Block,
Bandra-Kurla Complex, Bandra (E),
Mumbai 400 051

The Secretary
BSE Ltd.
25th Floor, Phiroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai 400 001

NSE SCRIP CODE: CHOLAFIN EQ

BSE SCRIP CODE: 511243

Dear Sir,

Sub: Newspaper Advertisement regarding Tranche-I issue opening and closing of Public issue of debentures

We enclose copies of the newspaper advertisements published in Financial Express – English edition, Jansatta – Hindi edition, Dina Kural – Tamil edition on 24th April, 2023 regarding the 'Issue opening and closing date' for company's maiden public issue of secured, rated, listed redeemable non-convertible debentures of the face value of Rs.1,000 each ("NCDs") with a base Issue size of Rs.500 crores with an option to retain any oversubscription up to Rs.500 crores, aggregating up to Rs.1,000 crores within the shelf limit of Rs.5000 crore ("**Tranche I Issue**").

We request you kindly take the above on record and acknowledge receipt.

Thanking you,

Yours faithfully,
For Cholamandalam Investment & Finance Co. Ltd.

P Sujatha
Company Secretary

Encl.: As above

This is an advertisement issued, pursuant to Regulation 30(1) and Schedule V of the SEBI (Issue and Listing of Non-Convertible Securities) Regulations, 2021, as amended, for information purpose only.



CHOLAMANDALAM INVESTMENT AND FINANCE COMPANY LIMITED

Our Company is a company incorporated in India under the name of Cholamandalam Investment and Finance Company Limited under the Companies Act, 1956...

Registered and Company Officer: Care House, No. 2, N.S.C. Bose Road, Poram, Chennai 600 007, Tamil Nadu, India. Tel: +91 44 4306 7172. Website: www.cholamandalam.com...

THE ISSUE

PUBLIC ISSUE BY OUR COMPANY OF SECURED, RATED, REDEEMABLE NON-CONVERTIBLE DEBENTURES OF FACE VALUE OF ₹ 1 LAKH EACH ("NCDs") FOR AN AGGREGATE UP TO ₹ 100 CRORES ("BASE ISSUE SIZE") WITH AN OPTION TO RETAIN OVERSUBSCRIPTION UP TO ₹ 100 CRORES...

Credit Rating: "ND AA+/Stable" by India Ratings & Research Private Limited and "[ICRA]AA+ (Stable)" by ICRA Limited | Allotment on first come first serve basis

Investors applying for the NCDs should be aware of the risks associated with the issue and the risks associated with the Stock Exchange in general...

TRANCHE I ISSUE OPENS ON APRIL 25, 2023 TRANCHE I ISSUE CLOSES ON MAY 9, 2023

The Tranche I Issue shall remain open for subscription on Working Days from 10:00 a.m. to 5:00 p.m. Indian Standard Time during the period indicated in the Tranche I Prospectus...

OUR PROMOTERS

Our Promoters are Cholamandalam Financial Holdings Limited, Ambadi Investments Limited, M V Subbiah, M A Aigappan, A Velayan, A Venkatchalam, M M Murugappan, M M Venkatchalam, M M Anunachalam, S Velayan, Arun Aigappan, M Venragan, V Narayanan, V Anunachalam, M M Muthiah, M V Muthiah, Arun Venkatchalam, M V Subramanian, M V Murugappan HUF, M V Subbiah HUF, M A Aigappan HUF, A Velayan HUF, A Venkatchalam HUF, M M Murugappan HUF, M M Anunachalam HUF, M M Muthiah HUF, M M Anunachalam HUF, Murugappa & Sons M V Subbiah, M A Aigappan & M M Murugappan hold shares on behalf of the Trustee...

THE FOLLOWING IS A SUMMARY OF THE TERMS AND CONDITIONS OF THE NCDs TO BE ISSUED PURSUANT TO THE TRANCHE I PROSPECTUS

Table with columns: Series, Frequency of Interest Payment, Minimum Application, Multiples of thereafter (x), Face Value Issue Price of NCDs (₹), Tenor, Coupon (% per annum) for NCD Holders in all Categories of Investors, Effective Yield (% per annum) for NCD Holders in all Categories of Investors, Maturity / Redemption Date (from the Deemed Date of Allotment), Put and Call Option

*Our Company shall allot and issue NCDs when the Applicant has not indicated the choice of the relevant NCD Series. With respect to Series where interest is to be paid on an annual basis, interest will not be paid on each anniversary of the Deemed Date of Allotment on the face value of the NCD...

ASBA - Simple, Fast, Smart way of Application!! Mandatory in public issues. No cheque will be accepted.

UPI - Now available in ASBA for Retail Individual Investors. Bidders are required to ensure that the bank account used for bidding is linked to their PAN

NCDs ALLOTMENT WILL BE MADE IN DEMATERIALIZED FORM ONLY. ALLOTMENT IN CONSULTATION WITH THE LEAD MANAGER AND THE DESIGNATED STOCK EXCHANGE SHALL BE MADE ON THE BASIS OF THE DATE OF UPLIFT OF EACH APPLICATION INTO THE ELECTRONIC PLATFORM OF THE STOCK EXCHANGES...

APPROVED BY SEBI: nor does it warrant in any manner, certify or endorse the correctness or completeness of any of the compliance with the statutory and other requirements nor does it take any responsibility for the financial or other soundness of the issuer, its promoters, its management or any scheme or project of the issuer.

DISCLAIMER CLAUSE OF INDIA RATINGS AND RESEARCH PRIVATE LIMITED: All credit ratings assigned by India Ratings and Research Private Limited are subject to certain limitations and disclaimers. Please read these limitations and disclaimers following this link: https://www.indiaratings.com/india-ratings-disclaimers/

DISCLAIMER CLAUSE OF ICRA LIMITED: ICRA ratings should not be treated as a recommendation to buy, sell or hold the rated debt instruments. ICRA ratings are subject to a number of qualifications, which may lead to revision or removal of the rating.

DISCLAIMER CLAUSE OF CHOLAMANDALAM INVESTMENT AND FINANCE COMPANY LIMITED: This offer is made by the issuer and the issuer alone is responsible for the accuracy of the information provided in this prospectus.

DISCLAIMER CLAUSE OF SEBI: It is to be distinctly understood that the permission given by SEBI should not in any way be deemed or construed that the Offer Document has been approved or endorsed by SEBI or that SEBI certifies the correctness or completeness of any of the contents of the Prospectus.

DISCLAIMER CLAUSE OF USE OF BISE ELECTRONIC PLATFORM: It is to be distinctly understood that the permission given by the BISE to use their network and software of the Online system should not in any way be deemed or construed as compliance with any regulatory requirement approved by the Exchange.

DISCLAIMER CLAUSE OF USE OF NSE ELECTRONIC PLATFORM: It is to be distinctly understood that the permission given by the NSE to use their network and software of the Online system should not in any way be deemed or construed as compliance with any regulatory requirement approved by the Exchange.

DISCLAIMER CLAUSE OF USE OF BISE ELECTRONIC PLATFORM: It is to be distinctly understood that the permission given by the Exchange is only to use the software for participating in the online bidding application process.

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DISCLAIMER CLAUSE OF USE OF NSE ELECTRONIC PLATFORM: It is to be distinctly understood that the permission given by the Exchange is only to use the software for participating in the online bidding application process.

This is an advertisement issued pursuant to Regulation 3(1) and Schedule V of the SEBI (Issue and Listing of Non-Convertible Securities) Regulations, 2021, as amended, for information purpose only.



CHOLAMANDALAM INVESTMENT AND FINANCE COMPANY LIMITED

Our Company was originally incorporated as a public limited company under the name of Cholamandalam Investment and Finance Company Limited under the Companies Act, 1956, pursuant to a certificate of incorporation issued by the Registrar of Companies, Tamil Nadu, Chennai ("RoC") on August 17, 1978. It continued to business pursuant to a certificate of incorporation issued on November 22, 1979 issued by the RoC. The name of our Company was changed to "Cholamandalam Investment and Finance Company Limited" pursuant to a certificate of incorporation issued by the RoC on June 2, 2012. The RoC of our Company is 18/07/2012/2012. We have obtained a certificate of registration dated June 3, 2012, bearing number 02/03/2012 issued by the RoC to our company as per the business of non-banking finance institution under Section 45-IA of the RBI Act, 1935 and another certificate of registration dated October 10, 2022, bearing number 04/07/2022, to commence work on the banking business without accepting public deposits. Further, our Company has also obtained an NRI-OCI. For more information about our Company, please see "General Information" on page 18 of the Draft Prospectus and "History and Certain Corporate Matters" on page 19 of the Draft Prospectus.

Registered and Corporate Office: One House, No. 2, N.S.C. Road, Parys, Chennai 600 015, Tamil Nadu, India. Tel: +91 44 4860 7172. Website: www.cholamandalam.com. Email: investor@chola.munipg.com
Company Secretary and Compliance Officer: P. Sujatha, Tel: +91 44 4860 7172. Email: sujatha@chola.munipg.com

THE ISSUE

PUBLIC ISSUE BY OUR COMPANY OF SECURED, RATED, LISTED, REDEEMABLE NON-CONVERTIBLE DEBENTURES OF FACE VALUE OF ₹ 1 LAKH EACH ("NCD") FOR AN AMOUNT AGGREGATING UP TO ₹ 186 CRORES ("BASE ISSUE SIZE") WITH AN OPTION TO RETAIN OVERSUBSCRIPTION UP TO ₹ 686 CRORES, AGGREGATING UP TO ₹ 1,552 CRORES (HEREINAFTER REFERRED TO AS THE "FRANCHE ISSUE") WHICH IS WITHIN THE SHIELD LIMIT OF ₹ 1,552 CRORES AND IS BEING OFFERED BY WAY OF THE FRANCHE ISSUE DATED APRIL 19, 2023, CONTAINING INTER ALIA THE TERMS AND CONDITIONS OF FRANCHE ISSUE ("FRANCHE PROSPECTUS"), WHICH SHOULD BE READ TOGETHER WITH THE DRAFT PROSPECTUS DATED APRIL 19, 2023 ("DRAFT PROSPECTUS") FILED WITH THE REGISTRAR OF COMPANIES, TAMIL NADU AT CHENNAI ("R/C"), STOCK EXCHANGE AND SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"), THE DRAFT PROSPECTUS AND THE FRANCHE PROSPECTUS CONSTITUTES THE "PROSPECTUS".

Credit Rating: "IND AA+/Stable" by India Ratings & Research Private Limited and "[ICRA]AA+ (Stable)" by ICRA Limited | Allotment on first come first serve basis

*Investment in the public issue of debt securities shall be made on the basis of a copy of each application in the electronic form of the Stock Exchanges in accordance with the SEBI (Operational Circular) However, from the date of issue subscription and transfer, the allotments will be made on the pro-rata basis. For further details refer section "How to Place Order" in page 38 of the Draft Prospectus.

ISSUE PROGRAMME*

FRANCHE I ISSUE OPENS ON APRIL 25, 2023 FRANCHE I ISSUE CLOSING ON MAY 9, 2023

The Franche Issue shall remain open for subscription on Working Days from 11 a.m. to 5 p.m. (Indian Standard Time) during the period indicated in the Franche Prospectus, except that the Franche Issue may close on such earlier date or extended date as may be decided by the Board of Directors of our Company or Debenture Committee subject to compliance with Regulation 24 of the SEBI (OCI) Regulations. In the event of an early closure of the Franche Issue, our company shall ensure that notice of the same is furnished to the stock exchanges through the prescribed mechanism for advertisement for opening of the Franche Issue. Once the Franche Issue has been given or extended, our company shall ensure that notice of the same is furnished to the stock exchanges through the prescribed mechanism for advertisement for opening of the Franche Issue. On the Franche Issue Closing Date, the application forms will be accepted only between 9 a.m. and 5 p.m. (Indian Standard Time) and extended until 5 p.m. on such date or on such extended date as may be decided by the Board of Directors on Working Days during the Franche Issue Period. On the Franche Issue Closing Date, the application forms will be accepted only between 9 a.m. and 5 p.m. (Indian Standard Time) and extended until 5 p.m. on such date or on such extended date as may be decided by the Board of Directors. Further, pending receipt of bids placed on the day of closing will be validated by 5 p.m. (Indian Standard Time) on Working Day after the Franche Issue Closing Date. For further details please refer to the Chapter "How to Place Order" in page 38 of the Draft Prospectus.

OUR PROMOTERS

Our Promoters are Cholamandalam Financial Holdings Limited, Anand Investments Limited, M V Subbiah, M.A. Ayyappan, A. Velappan, A. Venkateshwaran, M. M. Murugappan, M. M. Venkateshwaran, S. Velappan, Anan Ayyappan, M V Venappan, V. Narayanasan, V. Anantharaman, M. M. Madhav, M V Madhav, Anan Venkateshwaran, M V Subramanian, M V Murugappan HUF, M V Subbiah HUF, M A Ayyappan HUF, A Velappan HUF, A Venkateshwaran HUF, M M Murugappan HUF, M M Venkateshwaran HUF, M M Venkateshwaran HUF, M M Madhav HUF, M M Anantharaman HUF, Murugappan & Sons M V Subbiah, M A Ayyappan & M M Murugappan HUF (all of them are beneficial owners of the Shares) Suba Investments of India Limited, New Anand Investments Limited, Compendium Investments Limited, Anand Investments Limited, Carborundum Investment Limited, E.S.D. Party (India) Limited, A.A. Ayyappan (India) shares on behalf of Kasturba Endowment, Tel: +91 44 4860 7172. Email: investor@chola.munipg.com. For further details, see "Our Promoters" beginning on page 177 of the Draft Prospectus.

THE FOLLOWING IS A SUMMARY OF THE TERMS AND CONDITIONS OF THE NCDs TO BE ISSUED PURSUANT TO THE FRANCHE I PROSPECTUS

Series	I	II	III	IV	V	VI
Frequency of Interest Payment	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative
Minimum Application			₹ 10,000 (10 NCDs) across all series			
in Multiples of INR/₹			₹ 1,000 (1 NCD)			
Face Value/ Issue Price of NCDs (₹/INR)			₹ 1,000			
Term	22 months	22 months	37 months	37 months	60 months	60 months
Coupon (%) per annum for NCD Holders in All Categories of Investors	8.25%	8.25%	8.25%	NA	8.45%	NA
Effective Yield (%) per annum for NCD Holders in All Categories of Investors	8.25%	8.25%	8.25%	8.30%	8.35%	8.45%
Mode of Interest Payment	Through various modes available					
Redemption Amount (₹/INR) on Maturity for NCD Holders in All Categories of Investors	₹ 1,000	₹ 1,156.64	₹ 1,000	₹ 1,279.15	₹ 1,000	₹ 1,487.40
Maturity / Redemption Date (from the Deemed Date of Admittance)	22 months	22 months	37 months	37 months	60 months	60 months
Put and Call Option	Not Applicable					

*Our Company shall ensure that all Series of NCDs which are not applicable have included the details of the relevant NCD Series. We request to investors to refer to the prospectus for details of the Series of NCDs. The interest payment on annual Series will be made at the time of redemption of the NCDs. Subject to applicable law and other regulatory provisions, any Series of NCDs which are not applicable shall be subject to the same terms and conditions as the Series of NCDs which are applicable. For further details, please see the section entitled "Statement of Possible Tax Benefits Available to Debenture Holders" on page 27 of the Draft Prospectus.

M V Subbiah, M A Ayyappan & M M Murugappan HUF (all of them are beneficial owners of the Shares) Suba Investments of India Limited, New Anand Investments Limited, Compendium Investments Limited, Anand Investments Limited, Carborundum Investment Limited, E.S.D. Party (India) Limited, A.A. Ayyappan (India) shares on behalf of Kasturba Endowment, Tel: +91 44 4860 7172. Email: investor@chola.munipg.com. For further details, see "Our Promoters" beginning on page 177 of the Draft Prospectus.

THE FOLLOWING IS A SUMMARY OF THE TERMS AND CONDITIONS OF THE NCDs TO BE ISSUED PURSUANT TO THE FRANCHE I PROSPECTUS

ASBA* Simple, Safe, Smart way of Application!!!
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