

January 09, 2025

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalai Street,
Mumbai — 400 001

Script Code-530109
ISIN No: INE069B01023

Dear Sir/Madam,

Subject: Pre Issue Newspaper Advertisement for Rights Issue

With reference to our intimations regarding raising of funds through Rights Issue and opening of issue on 13th January, 2025, please find attached herewith the copy of Pre-Issue Advertisement dated January 08, 2025 published on January 09, 2025 in following newspapers-

1. Business Standard (English All India Editions)
2. Business Standard (Hindi All India Editions)
3. Mumbai Lakshadweep (Marathi Regional Edition in Maharashtra where Company's registered office is situated)

The advertisement discloses the completion date for dispatch of the Abridged Letter of Offer and the Common Application Form to the eligible shareholders along with Issue dates and a concise overview of the subscription procedure for the Issue.

We request you kindly take the same on record.

Thanking you,

For Anupam Finserv Limited

PRAVIN

NANJI

GALA

Pravin Gala

Director

DIN: 00786492

Digitally signed by
PRAVIN NANJI GALA
Date: 2025.01.09
10:13:40 +05'30'

This advertisement is for information purposes only and does not constitute an offer or an invitation or a recommendation to acquire, purchase, subscribe or 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 December 19, 2024 (the "Letter of Offer" or "LOF") filed with the BSE Limited ("BSE"). This Advertisement is not for release, publication or distribution, directly or indirectly, outside India.

ANUPAM FINSERV LIMITED

Our Company was originally incorporated as "Vantage Financial Consultancy Services Private Limited" at Mumbai, on May 16, 1991 as a private limited company, under the Companies Act, 1956 and a Certificate of Incorporation was issued by the Registrar of Companies, Maharashtra at Mumbai (RoC). We were converted into a public limited company consequent to special resolution of the shareholders and the name of our Company was also changed along with the conversion to "Vantage Financial Services Limited" on October 30, 1992 and a fresh Certificate of Incorporation was obtained from the RoC. Our name was once again changed to "Vantage Corporate Services Limited" on January 6, 1999 and a fresh Certificate of Incorporation was obtained from the RoC on January 06, 1999. The name of our Company was changed to its current name on September 27, 2018 and a fresh Certificate of Incorporation was obtained from the RoC on October 10, 2018. Our Registered Office has been shifted from 427/429 SVP Road, K.N. Bhalia Trust Bldg., Opp. New H.N. Hospital, Charni Road, Mumbai 400 004, Maharashtra, India to the current address on June 01, 2017. Our Company is registered under section 45-IA of The Reserve Bank of India Act, 1934 (" **RBI**") and Non-Systemically Important Non-Deposit taking Non-Banking Finance Company (" **NSI-ND-NBFC**"). The registration number is B-13.00707 vide Certificate of Registration dated April 20, 1998. For details of changes in the name and registered office of our Company, refer chapter titled "General Information" on page 36 of the Letter of Offer-X.

Registered Office: 502, Corporate Arena, D.P. Piramal Road, Goregaon (W), Mumbai, Maharashtra, 400104. **Telephone No.:** +91 22 46050267; **Fax: N.A.;** **E-mail ID:** info@anupamfinserv.com; **Contact Person:** Ms Sheetal Dedhia; **Company Secretary and Compliance Officer;** **E-mail ID:** compliance@anupamfinserv.com; **Website:** www.anupamfinserv.com; **Corporate Identification Number:** L74140MH1991PLC06171

ISSUE OF UP TO 115,637,500* FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH OF OUR COMPANY (THE "RIGHTS EQUITY SHARES") FOR CASH AT A PRICE OF ₹ 1.75 PER RIGHTS EQUITY SHARE (INCLUDING A PREMIUM OF ₹ 0.75 PER RIGHTS EQUITY SHARE) AGGREGATING UP TO ₹ 202,365,625 ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 (ONE) RIGHTS EQUITY SHARES FOR EVERY 1 (ONE) FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON FRIDAY, DECEMBER 27, 2024 ("RECORD DATE") (THE "ISSUE"). FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 180 OF THE LETTER OF OFFER.

*Assuming full subscription with respect to Rights Equity Shares

OUR PROMOTER: PRAVIN NANJI GALA

ISSUE PROGRAMME

ISSUE OPENS ON

Monday, January 13, 2025

LAST DATE FOR ON MARKET RENUNCIATION⁽¹⁾

Monday, January 27, 2025

ISSUE CLOSES ON⁽²⁾

Friday, January 31, 2025

(1) Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is to be completed in such a manner that the Rights Entitlements are credited to the demat accounts of the Renounees on or prior to the Issue Closing Date.
(2) ** Our Board or the Rights Issue Committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that this Issue will not remain open in excess of 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 Application- Make use of it!!!

Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. No cheque will be accepted. Investors have to apply through the ASBA process. For further details read section on ASBA below.

In accordance with Regulation 76 of the SEBI ICDR Regulations, the SEBI Rights Issue Circulars 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, please see "Making of an Application through the ASBA Process" on page 182 of the Letter of Offer.

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date i.e. Friday, December 27, 2024 and desirous of subscribing to Rights Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least two clear Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date. They may also communicate with the Registrar with the help of the helpline number (+91 22 4961 4132 / 3199 8810) and their email address (newissue@purnavshare.com)

Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (ii) a demat suspense account (namely, "Anupam Finserv Ltd. - RE Account") opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in the account of the IEPF authority; or (b) the demat accounts of the Eligible Equity Shareholder which are frozen or the Equity Shares which are lying in the unclaimed suspense account (including those pursuant to Regulation 39 of the SEBI Listing Regulations) or details of which are unavailable with our Company or with the Registrar on the Record Date; or (c) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (d) credit of the Rights Entitlements returned/reversed/failed; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings; if any; or (f) non-institutional equity shareholders in the United States.

The Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date and who have not furnished the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date shall not be eligible to make an Application for Rights Equity Shares against their Rights Entitlements with respect to the equity shares held in physical form.

Facility for Application in the Issue

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI ICDR Master Circular and ASBA Circulars, all Investors desiring to make an Application in the Issue are mandatorily required to use the ASBA process. Eligible Equity Shareholders should carefully read the provisions applicable to such Applications before making their Application through ASBA. For details, please see "Making of an Application through the ASBA Process" beginning on page 182 of the Letter of Offer.

Procedure for Application through ASBA Process

An Investor, wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with SCSBs, prior to making the Application. Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form in physical mode to the Designated Branches of the SCSB or online/ electronic Application through the website of the SCSBs (if made available by such SCSB) for authorising such SCSB to block Application Money payable on the Application in their respective ASBA Accounts.

Investors should ensure that they have correctly submitted the Application Form and have provided an authorisation to the SCSB, 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 SCSBs for the ASBA process, please refer https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&ntimId=34.

Application by Eligible Equity Shareholders holding Equity Shares in physical form:

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date and desirous of subscribing to Rights Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least two clear Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date.

Prior to the Issue Opening Date, the Rights Entitlements of those Eligible Equity Shareholders, among others, who hold Equity Shares in physical form, and whose demat account details are not available with our Company or the Registrar, shall be credited in a demat suspense account opened by our Company. Such Eligible Equity Shareholders must check the procedure for Application in "Making of an Application by Eligible Equity Shareholders holding Equity Shares in physical form" beginning on page 185 of the Letter of Offer.

IN ACCORDANCE WITH SEBI CIRCULAR SEBI/HO/CFD/DIL/2/CIR/P/2020/78 DATED MAY 6, 2020 READ WITH SEBI CIRCULAR SEBI/HO/CFD/DIL/1/CIR/P/2020/136 DATED JULY 24, 2020, THE ELIGIBLE EQUITY SHAREHOLDERS, WHO HOLD EQUITY SHARES IN PHYSICAL FORM AS AT RECORD DATE AND WHO HAVE NOT FURNISHED THE DETAILS OF THEIR DEMAT ACCOUNT TO THE REGISTRAR OR OUR COMPANY AT LEAST TWO WORKING DAYS PRIOR TO THE ISSUE CLOSING DATE, WILL NOT BE ABLE TO RENOUNCE THEIR RIGHTS ENTITLEMENTS.

ALLOTMENT OF THE RIGHTS EQUITY SHARES IN DEMATERIALIZED FORM ONLY: Eligible Equity Shareholders may please note that the Rights Equity Shares applied for in the Issue can be allotted only in dematerialized form and to the same depository account in which our Equity Shares are held by such Investor on the Record Date.

DISPATCH OF THE ABRIDGED LETTER OF OFFER ("ALOF") AND COMPOSITE APPLICATION FORM ("CAF") AND RIGHTS ENTITLEMENT LETTER ("REL'S"): The dispatch of the ALOF and REL'S along with CAF for the Issue was completed on Tuesday, January 7, 2025 by the Registrar to the Issue to all the Eligible Equity Shareholders of the Company, whose name appeared in the Register of Members / Beneficial Owners of the Company as on Record Date i.e. Friday, December 27, 2024; in the electronic form through email on Tuesday, January 7, 2025, to the Eligible Equity Shareholders who have registered their email ids and physically through Speed Post / Registered Post on Tuesday, January 7, 2025, to the Eligible Equity Shareholders who have not registered their email ids with the Company or with the Registrar to the Issue.

Eligible Equity Shareholders 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 securities laws) on the websites of: Our Company at www.anupamfinserv.com Registrar to the Issue at www.purnavshare.com; BSE Limited at www.bseindia.com. Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar to the Issue at www.purnavshare.com by entering their DP- ID, Client-ID or Folio Number (in case of Eligible Equity Shareholders holding Equity Shares in physical form) and PAN.

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 Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialised form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and a demat suspense account (namely, "Anupam Finserv Ltd. - RE Account") opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in the account of the IEPF authority; or (b) the demat accounts of the Eligible Equity Shareholder which are frozen or the Equity Shares which are lying in the unclaimed suspense account (including those pursuant to Regulation 39 of the SEBI Listing Regulations) or details of which are unavailable with our Company or with the Registrar on the Record Date; or (c) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (d) credit of the Rights Entitlements returned/reversed/failed; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings; if any; or (f) non-institutional equity shareholders in the United States.

MAKING OF AN APPLICATION BY ELIGIBLE EQUITY SHAREHOLDERS ON PLAIN PAPER UNDER ASBA PROCESS

An Eligible Equity Shareholder in India who is eligible to apply under the ASBA process may make an application to subscribe to this Issue on plain paper in case of non-receipt of Application Form. In such cases of non-receipt of the Application Form through 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 or the Stock Exchange. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSB for authorising such SCSB to block Application Money in the said bank account maintained with the same SCSB. Applications on plain paper will not be accepted from any Eligible Equity Shareholder who has not provided an Indian address. If an Eligible Equity Shareholder makes an Application both in an Application Form as well as on plain paper, both applications are liable to be rejected. Please note that in terms of Regulation 76 of the SEBI ICDR Regulations, the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilise the Application Form for any purpose including renunciation even if it is received subsequently.

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 SCSB before the Issue Closing Date and should contain the following particulars:

- Name of our Company, being Anupam Finserv 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);
- Folio number (in case of Eligible Equity Shareholders who hold Equity Shares in physical form as at Record Date)/DP and Client ID;
- Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the 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 this Issue;
- Number of Equity Shares held as at Record Date;
- Allotment option - only dematerialised form;
- Number of Rights Equity Shares entitled to;
- Number of Rights Equity Shares applied for within the Rights Entitlements;
- Number of Additional Rights Equity Shares applied for, if any (applicable only if entire Rights Entitlements have been applied for);
- Total number of Rights Equity Shares applied for;
- Total amount paid at the rate of ₹ 1.75 per Rights Equity Share;
- Details of the ASBA Account such as the SCSB account number, name, address and branch of the relevant SCSB;
- In case of non-resident Eligible Equity Shareholders making an application with an Indian address, details of the NRE / FCNR/ NRO account such as the account number, name, address and branch of the SCSB with which the account is maintained;
- Authorisation to the Designated Branch of the SCSB 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 SCSB);
- An approval obtained from any regulatory authority, if required, shall be obtained by the Eligible Equity Shareholders and a copy of such approval from any regulatory authority, as may be required, shall be sent to the Registrar to the Issue at newissue@purnavshare.com; and
- All such Eligible Equity Shareholders shall be deemed to have made the representations, warranties and agreements set forth in "Restrictions on Purchases and Resales" on page 207 and shall include the following:

"I/ We hereby make representations, warranties and agreements set forth in "Restrictions on Purchases and Resales" on page 206.

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

In cases where Multiple Application Forms are submitted for Applications pertaining to Rights Entitlements credited to the same demat account or in demat suspense account, as applicable, including cases where an Investor submits Application Forms along with a plain paper Application, such Applications shall be liable to be rejected.

Investors are requested to strictly adhere to these instructions. Failure to do so could result in an Application being rejected, with our Company and the Registrar not having any liability to the Investor. The plain paper Application format will be available on the website of the Registrar at www.purnavshare.com.

Our Company and the Registrar shall not be responsible if the Applications are not uploaded by the SCSB or funds are not blocked in the Investors' ASBA Accounts on or before the Issue Closing Date.

IF AN ELIGIBLE EQUITY SHAREHOLDER MAKES AN APPLICATION BOTH IN AN APPLICATION FORM AS WELL AS ON PLAIN PAPER, BOTH APPLICATIONS ARE LIABLE TO BE REJECTED

LAST DATE FOR APPLICATION:

The last date for submission of the duly filled in the Application Form or a plain paper Application is Friday, January 31, 2025, 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 SCSB, uploaded with the Stock Exchange and the Application Money is not blocked with the SCSB, 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 this 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 Equity Shares hereby offered, as set out in "Terms of the Issue-Basis of Allotment" on page 199.

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.

Please ensure that the Application Form and necessary details are filed in. In place of Application number, Investors can mention the reference number of the e-mail received from Registrar informing about their Rights Entitlement or last eight digits of the demat account. Alternatively, SCSBs may mention their internal reference number in place of application number.

APPLICANTS MAY PLEASE NOTE THAT THE RIGHTS EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGE ONLY IN DEMATERIALIZED FORM.

PROCEDURE FOR RENUNCIATION OF RIGHTS ENTITLEMENTS: The Eligible Equity Shareholders may renounce the Rights Entitlements, credited to their respective demat accounts, either in full or in part (a) by using the secondary market platform of the Stock Exchange (the "On Market Renunciation"); or (b) through an off-market transfer (the "Off Market Renunciation"), during the Renunciation Period. The Investors should have the demat Rights Entitlements credited / lying in his/her own demat account prior to the renunciation. The trades through On Market Renunciation and Off Market Renunciation will be settled by transferring the Rights Entitlements through the depository mechanism.

Please note that the Rights Entitlements which are neither renounced nor subscribed by the Investors on or before the Issue Closing Date shall lapse and shall be extinguished after the Issue Closing Date.

FOR PROCEDURE OF APPLICATION BY SHAREHOLDERS WHO HAVE PURCHASED THE RIGHTS ENTITLEMENT THROUGH ON MARKET RENUNCIATION / OFF MARKET RENUNCIATION, PLEASE REFER TO THE HEADING TITLED "PROCESS OF MAKING AN APPLICATION IN THE ISSUE" BEGINNING ON PAGE 181 OF THE LETTER OF OFFER.

PAYMENT SCHEDULE OF RIGHTS EQUITY SHARES

Cash at a price of ₹ 1.75/- per Equity Share (Including a Share Premium of ₹ 0.75 per Equity Share) shall be payable on Application.

DISCLAIMER CLAUSE OF SEBI

The Draft Letter of Offer has not been filed with SEBI in terms of SEBI ICDR Regulations as the size of the issue is less than Rs. 5,000 lakhs. However, Letter of Offer has been filed with SEBI.

DISCLAIMER CLAUSE OF BSE:

"It is to be distinctly understood that the aforesaid 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 this letter of offer. The investors are advised to refer to page 175 of the Letter of Offer for the full text of the Disclaimer Clause of BSE Limited".

AVAILABILITY OF ISSUE MATERIALS :

Investors can also 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 securities laws) on the websites of:

- Our Company at www.anupamfinserv.com;
- the Registrar to the Issue at www.purnavshare.com;
- the Stock Exchange at www.bseindia.com.

Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar to the Issue at www.purnavshare.com by entering their DP ID and Client ID or Folio Number (in case of Eligible Equity Shareholders holding Equity Shares in physical form) and PAN. The link for the same shall also be available on the website of our Company (i.e., www.anupamfinserv.com).

NOTICE TO OVERSEAS INVESTORS: The notice informs overseas investors that the Rights Entitlements and Rights Equity Shares are primarily available in India and cannot be offered or sold in jurisdictions where such actions would contravene local laws. The materials related to the offering should not be distributed in Restricted Jurisdictions and are provided for informational purposes only in those areas. Additionally, the shares are not registered under the U.S. Securities Act and can only be offered outside the U.S. in compliance with Regulation S. All applicants must provide an Indian address for subscription.

The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the Securities Act or the securities laws of any state of the United States and may not be offered or sold in the United States of America or the territories or possessions thereof ("United States"), except in a transaction not subject to, or exempt from, the registration requirements of the Securities Act and applicable state securities laws. The offering to which this Letter of Offer relates is not, and under no circumstances is to be construed as, an offering of any Rights Equity Shares or Rights Entitlement for sale in the United States or as a solicitation therein of an offer to buy any of the Rights Equity Shares or Rights Entitlement. 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. Accordingly, the Issue Material should not be forwarded to or transmitted in or into the United States at any time. In addition, until the expiry of 40 days after the commencement of the Issue, an offer or sale of Rights Entitlements or Rights Equity Shares within the United States by a dealer (whether or not it is participating in the Issue) may violate the registration requirements of the Securities Act.

BANKER TO THE ISSUE AND REFUND BANK: ICICI Bank Limited

MONITORING AGENCY: Not Applicable

FOR RISK FACTORS AND OTHER DETAILS, KINDLY REFER TO THE LETTER OF OFFER AND ABRIDGED LETTER OF OFFER. OTHER IMPORTANT LINKS AND HELPLINE:

- Frequently asked questions and online/ electronic dedicated investor helpdesk for guidance on the Application process and resolution of difficulties faced by the Investors: www.purnavshare.com
- Updation of Indian address/ e-mail address/ phone or mobile number in the records maintained by the Registrar or our Company: www.purnavshare.com
- Updation of demat account details by Eligible Equity Shareholders holding shares in physical form: www.purnavshare.com
- Submission of self-attested PAN, client master sheet and demat account details by non- resident Eligible Equity Shareholders by email to support@purnavshare.com

Unless otherwise specified, all capitalized terms used herein shall have the same meaning ascribed to such terms in the Letter of Offer dated December 19, 2024.

Registrar to the Issue

Purva Sharegistry (India) Private Ltd.
Unit No. 9, Ground Floor, Shiv Shakti Industrial Estate, J.R. Boricha Marg, Lower Parel (East), Mumbai, 400011, Maharashtra
Tel No: +91-22-4961 4132/ +91-22-3199 8810
Email: newissue@purnavshare.com;
Website: www.purnavshare.com;
Contact Person: Ms. Deepali Dhuri
SEBI Registration Number: INR000001112

Company Secretary and Compliance Officer

Anupam Finserv Limited

CIN: L74140MH1991PLC061715
502, Corporate Arena, D.P. Piramal Road, Goregaon (W), Mumbai, Maharashtra, 400104;
Tel: +91 22 46050267
E-mail ID: info@anupamfinserv.com, compliance@anupamfinserv.com;
Website: www.anupamfinserv.com
Contact Person: Ms Sheetal Dedhia, Company Secretary and Compliance Officer.

Investors may contact the Registrar to the Issue/Compliance Officer in case of any Pre-Issue/Post Issue related problems such as non-receipt of Allotment advice/demat credit etc.

For ANUPAM FINSERV LIMITED

On behalf of Board of Directors

Sd/-

Pravin Nanji Gala
(Chairman - Whole Time Director & Chief Financial Officer)

Date: January 8, 2025

Place: Mumbai

Disclaimer: Our Company is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to issue Equity Shares on a rights basis and in this regard has filed the Letter of Offer dated December 19, 2024 with BSE Limited and Securities and Exchange Board of India. The Letter of Offer shall be available on the website of the Company at www.anupamfinserv.com and at the website of the Stock Exchange where the Equity Shares are listed i.e. BSE Limited at www.bseindia.com.

Investors should note that investment in equity shares involves high degree of risk and are requested to refer to the Letter of Offer including the section "Risk Factors" beginning on page 20 of the Letter of Offer. This announcement has been prepared for publication in India and may not be released in the United States. The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the Securities Act or the securities laws of any state of the United States and may not be offered or sold in the United States of America or the territories or possessions thereof ("United States"), except in a transaction not subject to, or exempt from, the registration requirements of the Securities Act and applicable state securities laws.

PUBLIC NOTICE

Notice is hereby given that my client MR RAJESH RAGHAVAN, has informed me that the ownership of flat no. 401, measuring 60.10 sq mtrs (Built up) area on 4th floor of building No. A/11, Yashashree Co-op Hsg Society Ltd, Gokuldham, Gen A.K Vaidya Marg, Goregaon East, Mumbai- 400063 was held by MR. KRISHNAN SWAMY RAGHAVAN, who expired on 11/12/2002. After his death the ownership of the said flat was transferred in favour of NIRMALA RAGHAVAN by concerned society who also died on 18/02/2010. After her death, the concerned society transferred the ownership of the said flat in favour of my client MR RAJESH RAGHAVAN by way of mutation, pertaining to said flat and the transfer of the said flat was effected as per A.G.M dated 07/08/2011, vide Sr. No. 28 of share register on share certificate No. 17 for five shares having distinctive Nos. 81 to 85 (both inclusive). Now my client MR RAJESH RAGHAVAN intends to sell the said flat to MR. AMOL RAMESH CHAVAN and MRS OVI AMOL CHAVAN.

Any person/s, firm/party/Bank/Financial Institution having any share, right, title, benefit, interest, claim, objection, and/or demand in respect of said flat No 401 on the 4th floor, building No. A-11 of said society by way of Succession/ Probate, sale, exchange, assignment, mortgage, charge, gift, trust, lien, easement, release, relinquishment or any other method through any agreement, settlement, litigation, decree or court order of any court of law, contracts, /agreements, or encumbrance or otherwise howsoever are hereby requested to make the same known in writing to the undersigned at my address G-28, Gokuldham Shopping Centre, Gokuldham, Goregaon East, Mumbai- 400063 within 15 days from the date of publication of this notice & such claims, if any with all supporting documents, failing which the claim of such person/s shall be treated as waived by him/ her and abandoned and not binding on my client and concerned Financier / Banker will be advised by me to finance on said flat by way of getting mortgage in their favour by above mentioned proposed purchasers of the said aforesaid flat by way of following remaining further due process of law if any.
Date: 09/01/2025
Place: Mumbai Sd/
Ashok Kumar Dubey
Advocate High Court

'FORM 'Z'

(See sub-rule [11(d-1)] of rule 107)

Possession Notice for Immovable Property

Whereas the undersigned being the Recovery officer of the Mumbai District Central Co-operative Bank Ltd. under the Maharashtra Co-operative Societies Rules, 1961 issued a demand notice dated 07/08/2021 calling upon the judgment debtor.

Shri. Sandeep Shivaji Mane to repay the amount mentioned in the notice being Rs.5,90,785/- (Rupees Five Lakhs Ninety Thousand Seven Hundred Eighty Five Only) with date of receipt of the said notice and the judgment debtor having failed to repay the amount, the undersigned has issued a notice for attachment dated 13/02/2020 and attached the property described herein below.

The judgment debtor having failed to repay the amount, notice is hereby given to the judgment debtor and the public in general that the undersigned has taken possession of the property described herein below in exercise of powers conferred on him under rule 107 [11(d-1)] of the Maharashtra Co-operative Societies Rules, 1961 on this 11 Day of Dec of the year 2023.

The judgment debtor in particular and the public in general is hereby cautioned not to deal with the property and any dealings with the property will be subject to the charge of the Mumbai District Central Co-operative Bank Ltd., for an amount Rs.4,51,466/- (Rupees Four Lakhs Fifty one Thousand Four Hundred Sixty six Only) and interest thereon.

Description of the Immovable Property

Swadeshi Mill Compound, Building No.1 'A' wing, 17th Floor, Room No.1702, Mill No.56, Near Reliance Fresh, Chunabhatti, Mumbai - 400022.

All that part and parcel of the property consisting Swadeshi Mill Compound, Building No.1 'A' wing, 17th Floor, Room No.1702, Mill No.56, Near Reliance Fresh, Chunabhatti, Mumbai and District - Mumbai.

Place: Mumbai
Date: 11.12.2023

Sd/-
(T. S. PAWAR)
Special Recovery & Sales Officer,
(U/s 107 of Maharashtra Co. Op. Sdy. Act 1960 & Rules 1961)

'FORM 'Z'

(See sub-rule [11(d-1)] of rule 107)

Possession Notice for Immovable Property

Whereas the undersigned being the Recovery officer of the Mumbai District Central Co-operative Bank Ltd. under the Maharashtra Co-operative Societies Rules, 1961 issued a demand notice dated 16/11/2022 calling upon the judgment debtor.

Smt. Usha Ananda Bansode to repay the amount mentioned in the notice being Rs.5,84,954/- (Rupees Five lakh eighty four thousand nine hundred fifty four only) with date of receipt of the said notice and the judgment debtor having failed to repay the amount, the undersigned has issued a notice for attachment dated 02/02/2024 and attached the property described herein below.

The judgment debtor having failed to repay the amount, notice is hereby given to the judgment debtor and the public in general that the undersigned has taken possession of the property described herein below in exercise of powers conferred on him under rule 107 [11(d-1)] of the Maharashtra Co-operative Societies Rules, 1961 on this 20 Day of Sep of the year 2024.

The judgment debtor in particular and the public in general is hereby cautioned not to deal with the property and any dealings with the property

This advertisement is for information purposes only and does not constitute an offer or an invitation or a recommendation to acquire, purchase, subscribe or 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 December 19, 2024 (the "Letter of Offer" or "LOF") filed with the BSE Limited ("BSE"). This Advertisement is not for release, publication or distribution, directly or indirectly, outside India.

ANUPAM FINSERV LIMITED

Our Company was originally incorporated as "Vantage Financial Consultancy Services Private Limited" at Mumbai. On May 16, 1991 as a private limited company, under the Companies Act, 1956 and a Certificate of Incorporation was issued by the Registrar of Companies, Maharashtra at Mumbai (RoC). We were converted into a public limited company consequent to special resolution of the shareholders and the name of our Company was also changed along with the conversion to "Vantage Financial Services Limited" on October 30, 1992 and a fresh Certificate of Incorporation was obtained from the RoC. Our name was once again changed to "Vantage Corporate Services Limited" on January 6, 1999 and a fresh Certificate of Incorporation was obtained from the RoC on January 06, 1999. The name of our Company was changed to its current name on September 27, 2018 and a fresh Certificate of Incorporation was obtained from the RoC on October 10, 2018. Our Registered Office has been shifted from 427/429 SVP Road, K.N. Bhatia Trust Bldg., Opp. New H.N. Hospital, Charni Road, Mumbai 400 004, Maharashtra, India to the current address on June 01, 2017. Our Company is registered under section 45-IA of The Reserve Bank of India Act, 1934 ("RBI") as Non-Systemically Important Non-Deposit taking Non-Banking Finance Company (NSI-ND-NBFC). The registration number is B-13.00707 vide Certificate of Registration dated April 20, 1998. For details of changes in the name and registered office of our Company, refer chapter titled "General Information" on page 36 of the Letter of Offer.X

Registered Office: 502, Corporate Arena, D.P. Piramal Road, Goregaon (W), Mumbai, Maharashtra, 400104; **Telephone No.:** +91 22 46050267; **Fax:** N.A.; **E-mail ID:** info@anupamfinserv.com; **Contact Person:** Ms Sheetal Dedhia; **Company Secretary and Compliance Officer, E-mail ID:** compliance@anupamfinserv.com; **Website:** www.anupamfinserv.com; **Corporate Identification Number:** L74140MH1991PLC06171

ISSUE OF UP TO 115,637,500* FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH OF OUR COMPANY (THE "RIGHTS EQUITY SHARES") FOR CASH AT A PRICE OF ₹ 1.75 PER RIGHTS EQUITY SHARE (INCLUDING A PREMIUM OF ₹ 0.75 PER RIGHTS EQUITY SHARE) AGGREGATING UP TO ₹ 202,365,625 ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 (ONE) RIGHTS EQUITY SHARES FOR EVERY 1 (ONE) FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON FRIDAY, DECEMBER 27, 2024 ("RECORD DATE") (THE "ISSUE"). FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 180 OF THE LETTER OF OFFER.

*Assuming full subscription with respect to Rights Equity Shares

OUR PROMOTER: PRAVIN NANJI GALA

ISSUE PROGRAMME

ISSUE OPENS ON
Monday, January 13, 2025

LAST DATE FOR ON MARKET RENUNCIATION⁽¹⁾
Monday, January 27, 2025

ISSUE CLOSES ON⁽²⁾
Friday, January 31, 2025

(1) Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is to be completed in such a manner that the Rights Entitlements are credited to the demat accounts of the Renouncers on or prior to the Issue Closing Date.
(2) ** Our Board or the Rights Issue Committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that this Issue will not remain open in excess of 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 Application- Make use of it!!!

Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. No cheque will be accepted. Investors have to apply through the ASBA process. For further details read section on ASBA below.

In accordance with Regulation 76 of the SEBI ICDR Regulations, the SEBI Rights Issue Circulars 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, please see "Making of an Application through the ASBA Process" on page 182 of the Letter of Offer.

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date i.e. Friday, December 27, 2024 and desirous of subscribing to Rights Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least two clear Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date. They may also communicate with the Registrar with the help of the helpline number (+91 22 4961 4132 / 3199 8810) and their email address (newissue@purvashare.com)

Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (ii) a demat suspense account (namely, "Anupam Finserv Ltd - RE Account") opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in the account of the IEPF authority; or (b) the demat accounts of the Eligible Equity Shareholder which are frozen or the Equity Shares which are lying in the unclaimed suspense account (including those pursuant to Regulation 39 of the SEBI Listing Regulations) or details of which are unavailable with our Company or with the Registrar on the Record Date; or (c) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (d) credit of the Rights Entitlements returned/reversed/failed; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings, if any; or (f) non-institutional equity shareholders in the United States.

The Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date and who have not furnished the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date shall not be eligible to make an Application for Rights Equity Shares against their Rights Entitlements with respect to the equity shares held in physical form.

Facility for Application in the Issue

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI ICDR Master Circular and ASBA Circulars, all Investors desiring to make an Application in the Issue are mandatorily required to use the ASBA process. Eligible Equity Shareholders should carefully read the provisions applicable to such Applications before making their Application through ASBA. For details, please see "Making of an Application through the ASBA Process" beginning on page 182 of the Letter of Offer.

Procedure for Application through ASBA Process

An Investor, wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with SCSBs, prior to making the Application. Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form in physical mode to the Designated Branches of the SCSB or online/ electronic Application through the website of the SCSBs (if made available by such SCSB) for authorising such SCSB to block Application Money payable on the Application in their respective ASBA Accounts.

Investors should ensure that they have correctly submitted the Application Form and have provided an authorisation to the SCSB, 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 SCSBs for the ASBA process, please refer <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmid=34>.

Application by Eligible Equity Shareholders holding Equity Shares in physical form:

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date and desirous of subscribing to Rights Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least two clear Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date.

Prior to the Issue Opening Date, the Rights Entitlements of those Eligible Equity Shareholders, among others, who hold Equity Shares in physical form, and whose demat account details are not available with our Company or the Registrar, shall be credited in a demat suspense account opened by our Company. Such Eligible Equity Shareholders must check the procedure for Application in "Making of an Application by Eligible Equity Shareholders holding Equity Shares in physical form" beginning on page 185 of the Letter of Offer.

IN ACCORDANCE WITH SEBI CIRCULAR SEBI/HO/CFD/DIL2/CIR/P/2020/78 DATED MAY 6, 2020 READ WITH SEBI CIRCULAR SEBI/HO/CFD/DIL1/CIR/P/2020/136 DATED JULY 24, 2020, THE ELIGIBLE EQUITY SHAREHOLDERS, WHO HOLD EQUITY SHARES IN PHYSICAL FORM AS AT RECORD DATE AND WHO HAVE NOT FURNISHED THE DETAILS OF THEIR DEMAT ACCOUNT TO THE REGISTRAR OR OUR COMPANY AT LEAST TWO WORKING DAYS PRIOR TO THE ISSUE CLOSING DATE, WILL NOT BE ABLE TO RENOUNCE THEIR RIGHTS ENTITLEMENTS.

ALLOTMENT OF THE RIGHTS EQUITY SHARES IN DEMATERIALIZED FORM ONLY: Eligible Equity Shareholders may please note that the Rights Equity Shares applied for in the Issue can be allotted only in dematerialized form and to the same depository account in which our Equity Shares are held by such Investor on the Record Date.

DISPATCH OF THE ABRIDGED LETTER OF OFFER ("ALOF") AND COMPOSITE APPLICATION FORM ("CAF") AND RIGHTS ENTITLEMENT LETTER ("REL's"): The dispatch of the ALOF and REL's along with CAF for the Issue was completed on Tuesday, January 7, 2025 by the Registrar to the Issue to all the Eligible Equity Shareholders of the Company, whose name appeared in the Register of Members / Beneficial Owners of the Company as on Record Date i.e. Friday, December 27, 2024; in the electronic form through email on Tuesday, January 7, 2025, to the Eligible Equity Shareholders who have registered their email ids and physically through Speed Post / Registered Post on Tuesday, January 7, 2025, to the Eligible Equity Shareholders who have not registered their email ids with the Company or with the Registrar to the Issue.

Eligible Equity Shareholders 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 securities laws) on the websites of: Our Company at www.anupamfinserv.com Registrar to the Issue at www.purvashare.com; BSE Limited at www.bseindia.com. Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar to the Issue at www.purvashare.com by entering their DP- ID, Client-ID or Folio Number (in case of Eligible Equity Shareholders holding Equity Shares in physical form) and PAN.

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 Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialised form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and a demat suspense account (namely, "Anupam Finserv Ltd- RE Account") opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in the account of the IEPF authority; or (b) the demat accounts of the Eligible Equity Shareholder which are frozen or the Equity Shares which are lying in the unclaimed suspense account (including those pursuant to Regulation 39 of the SEBI Listing Regulations) or details of which are unavailable with our Company or with the Registrar on the Record Date; or (c) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (d) credit of the Rights Entitlements returned/reversed/failed; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings, if any; or (f) non-institutional equity shareholders in the United States.

MAKING OF AN APPLICATION BY ELIGIBLE EQUITY SHAREHOLDERS ON PLAIN PAPER UNDER ASBA PROCESS

An Eligible Equity Shareholder in India who is eligible to apply under the ASBA process may make an application to subscribe to this Issue on plain paper in case of non-receipt of Application Form. In such cases of non-receipt of the Application Form through 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 or the Stock Exchange. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSB for authorising such SCSB to block Application Money in the said bank account maintained with the same SCSB. Applications on plain paper will not be accepted from any Eligible Equity Shareholder who has not provided an Indian address. If an Eligible Equity Shareholder makes an Application both in an Application Form as well as on plain paper, both applications are liable to be rejected. Please note that in terms of Regulation 78 of the SEBI ICDR Regulations, the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilise the Application Form for any purpose including renunciation even if it is received subsequently.

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 SCSB before the Issue Closing Date and should contain the following particulars:

- Name of our Company, being Anupam Finserv 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);
- Folio number (in case of Eligible Equity Shareholders who hold Equity Shares in physical form as at Record Date)/DP and Client ID;
- Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the 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 this Issue;
- Number of Equity Shares held as at Record Date;
- Allotment option - only dematerialised form;
- Number of Rights Equity Shares entitled to;
- Number of Rights Equity Shares applied for within the Rights Entitlements;
- Number of Additional Rights Equity Shares applied for, if any (applicable only if entire Rights Entitlements have been applied for);
- Total number of Rights Equity Shares applied for;
- Total amount paid at the rate of ₹1.75 per Rights Equity Share;
- Details of the ASBA Account such as the SCSB account number, name, address and branch of the relevant SCSB;
- In case of non-resident Eligible Equity Shareholders making an application with an Indian address, details of the NRE / FCNRI / NRO account such as the account number, name, address and branch of the SCSB with which the account is maintained;
- Authorisation to the Designated Branch of the SCSB 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 SCSB);
- An approval obtained from any regulatory authority, if required, shall be obtained by the Eligible Equity Shareholders and a copy of such approval from any regulatory authority, as may be required, shall be sent to the Registrar to the Issue at newissue@purvashare.com; and
- All such Eligible Equity Shareholders shall be deemed to have made the representations, warranties and agreements set forth in "Restrictions on Purchases and Resales" on page 207 and shall include the following:

"I/ We hereby make representations, warranties and agreements set forth in "Restrictions on Purchases and Resales" on page 206.

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

In cases where Multiple Application Forms are submitted for Applications pertaining to Rights Entitlements credited to the same demat account or in demat suspense account, as applicable, including cases where an Investor submits Application Forms along with a plain paper Application, such Applications shall be liable to be rejected.

Investors are requested to strictly adhere to these instructions. Failure to do so could result in an Application being rejected, with our Company and the Registrar not having any liability to the Investor. The plain paper Application format will be available on the website of the Registrar at www.purvashare.com.

Our Company and the Registrar shall not be responsible if the Applications are not uploaded by the SCSB or funds are not blocked in the Investors' ASBA Accounts on or before the Issue Closing Date.

IF AN ELIGIBLE EQUITY SHAREHOLDER MAKES AN APPLICATION BOTH IN AN APPLICATION FORM AS WELL AS ON PLAIN PAPER, BOTH APPLICATIONS ARE LIABLE TO BE REJECTED

LAST DATE FOR APPLICATION:

The last date for submission of the duly filled in the Application Form or a plain paper Application is Friday, January 31, 2025, 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 SCSB, uploaded with the Stock Exchange and the Application Money is not blocked with the SCSB, 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 this 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 Equity Shares hereby offered, as set out in "Terms of the Issue-Basis of Allotment" on page 199.

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.

Please ensure that the Application Form and necessary details are filed in. In place of Application number, Investors can mention the reference number of the e-mail received from Registrar informing about their Rights Entitlement or last eight digits of the demat account. Alternatively, SCSBs may mention their internal reference number in place of application number.

APPLICANTS MAY PLEASE NOTE THAT THE RIGHTS EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGE ONLY IN DEMATERIALIZED FORM.

PROCEDURE FOR RENUNCIATION OF RIGHTS ENTITLEMENTS: The Eligible Equity Shareholders may renounce the Rights Entitlements, credited to their respective demat accounts, either in full or in part (a) by using the secondary market platform of the Stock Exchange (the "On Market Renunciation"); or (b) through an off-market transfer (the "Off Market Renunciation"), during the Renunciation Period. The Investors should have the demat Rights Entitlements credited / lying in his/her own demat account prior to the renunciation. The trades through On Market Renunciation and Off Market Renunciation will be settled by transferring the Rights Entitlements through the depository mechanism.

Please note that the Rights Entitlements which are neither renounced nor subscribed by the Investors on or before the Issue Closing Date shall lapse and shall be extinguished after the Issue Closing Date.

FOR PROCEDURE OF APPLICATION BY SHAREHOLDERS WHO HAVE PURCHASED THE RIGHTS ENTITLEMENT THROUGH ON MARKET RENUNCIATION / OFF MARKET RENUNCIATION, PLEASE REFER TO THE HEADING TITLED "PROCESS OF MAKING AN APPLICATION IN THE ISSUE" BEGINNING ON PAGE 181 OF THE LETTER OF OFFER.

PAYMENT SCHEDULE OF RIGHTS EQUITY SHARES

Cash at a price of ₹ 1.75/- per Equity Share (Including a Share Premium of ₹.075 per Equity Share) shall be payable on Application.

DISCLAIMER CLAUSE OF SEBI

The Draft Letter of Offer has not been filed with SEBI in terms of SEBI ICDR Regulations as the size of the issue is less than Rs. 5,000 lakhs. However, Letter of Offer has been filed with SEBI.

DISCLAIMER CLAUSE OF BSE:

"It is to be distinctly understood that the aforesaid 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 this letter of offer. The investors are advised to refer to page 175 of the Letter of Offer for the full text of the Disclaimer Clause of BSE Limited".

AVAILABILITY OF ISSUE MATERIALS :

Investors can also 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 securities laws) on the websites of:

- Our Company at www.anupamfinserv.com;
- the Registrar to the Issue at www.purvashare.com;
- the Stock Exchange at www.bseindia.com.

Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar to the Issue at www.purvashare.com by entering their DP ID and Client ID or Folio Number (in case of Eligible Equity Shareholders holding Equity Shares in physical form) and PAN. The link for the same shall also be available on the website of our Company (i.e., www.anupamfinserv.com).

NOTICE TO OVERSEAS INVESTORS: The notice informs overseas investors that the Rights Entitlements and Rights Equity Shares are primarily available in India and cannot be offered or sold in jurisdictions where such actions would contravene local laws. The materials related to the offering should not be distributed in Restricted Jurisdictions and are provided for informational purposes only in those areas. Additionally, the shares are not registered under the U.S. Securities Act and can only be offered outside the U.S. in compliance with Regulation S. All applicants must provide an Indian address for subscription.

The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the Securities Act or the securities laws of any state of the United States and may not be offered or sold in the United States of America or the territories or possessions thereof ("United States"), except in a transaction not subject to, or exempt from, the registration requirements of the Securities Act and applicable state securities laws. The offering to which this Letter of Offer relates is not, and under no circumstances is to be construed as, an offering of any Rights Equity Shares or Rights Entitlement for sale in the United States or as a solicitation therein of an offer to buy any of the Rights Equity Shares or Rights Entitlement. 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. Accordingly, the Issue Material should not be forwarded to or transmitted in or into the United States at any time. In addition, until the expiry of 40 days after the commencement of the Issue, an offer or sale of Rights Entitlements or Rights Equity Shares within the United States by a dealer (whether or not it is participating in the Issue) may violate the registration requirements of the Securities Act.

BANKER TO THE ISSUE AND REFUND BANK: ICICI Bank Limited

MONITORING AGENCY: Not Applicable

FOR RISK FACTORS AND OTHER DETAILS, KINDLY REFER TO THE LETTER OF OFFER AND ABRIDGED LETTER OF OFFER. OTHER IMPORTANT LINKS AND HELPLINE:

- Frequently asked questions and online/ electronic dedicated investor helpdesk for guidance on the Application process and resolution of difficulties faced by the Investors: www.purvashare.com
- Updation of Indian address/ e-mail address/ phone or mobile number in the records maintained by the Registrar or our Company: www.purvashare.com
- Updation of demat account details by Eligible Equity Shareholders holding shares in physical form: www.purvashare.com
- Submission of self-attested PAN, client master sheet and demat account details by non- resident Eligible Equity Shareholders by email to support@purvashare.com

Unless otherwise specified, all capitalized terms used herein shall have the same meaning ascribed to such terms in the Letter of Offer dated December 19, 2024.

Registrar to the Issue



Purva Share Registry (India) Private Ltd.
Unit No. 9, Ground Floor, Shiv Shakti Industrial Estate, J.R. Boricha Marg, Lower Parel (East), Mumbai, 400011, Maharashtra
Tel No: +91-22-4961 4132/ +91-22-3199 8810
Email: newissue@purvashare.com;
Website: www.purvashare.com;
Contact Person: Ms. Deepali Dhuri
SEBI Registration Number: INR000001112

Company Secretary and Compliance Officer



Anupam Finserv Limited
CIN: L74140MH1991PLC061715
502, Corporate Arena, D.P. Piramal Road, Goregaon (W), Mumbai, Maharashtra, 400104;
Tel: +91 22 46050267
E-mail ID: info@anupamfinserv.com, compliance@anupamfinserv.com;
Website: www.anupamfinserv.com
Contact Person: Ms Sheetal Dedhia, Company Secretary and Compliance Officer.

Investors may contact the Registrar to the Issue/Compliance Officer in case of any Pre-Issue/Post Issue related problems such as non-receipt of Allotment advice/demat credit etc.

For ANUPAM FINSERV LIMITED
On behalf of Board of Directors

Date: January 8, 2025

Place: Mumbai

Sd/-
Pravin Nanji Gala
(Chairman - Whole Time Director & Chief Financial Officer)

Disclaimer: Our Company is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to issue Equity Shares on a rights basis and in this regard has filed the Letter of Offer dated December 19, 2024 with BSE Limited and Securities and Exchange Board of India. The Letter of Offer shall be available on the website of the Company at www.anupamfinserv.com and at the website of the Stock Exchange where the Equity Shares are listed i.e. BSE Limited at www.bseindia.com.

Investors should note that investment in equity shares involves high degree of risk and are requested to refer to the Letter of Offer including the section "Risk Factors" beginning on page 20 of the Letter of Offer. This announcement has been prepared for publication in India and may not be released in the United States. The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the Securities Act or the securities laws of any state of the United States and may not be offered or sold in the United States of America or the territories or possessions thereof ("United States"), except in a transaction not subject to, or exempt from, the registration requirements of the Securities Act and applicable state securities laws.

Companies,
Insight Out

Companies,
Monday to Saturday
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email order@bsmail.in

जाहीर सूचना

येथे अधोस्वाक्षरीकव्यती जनेतेला सूचना दिली आहे की, माझे अशिल स्टेट बँक ऑफ इंडिया, होम लोन सेंटर, जोहोसा हाऊस, ५-१ला मजला, जयदिव सिनिमाबवळ डॉ. भीमराव रामजी आंबेडकर रोड, बिचपोकडो, ४०००३३, खालीलप्रमाणे जाहीर सूचना जारी करत आहे: श्री. शैलेंद्र ज्ञानदेव वाघमारे व विद्या शैलेंद्र वाघमारे

यांनी माझ्या अशिलानकडून गुहनिर्माण करून घेतले आहे की, माझे अशिल स्टेट बँक ऑफ इंडिया, होम लोन सेंटर, जोहोसा हाऊस, ५-१ला मजला, जयदिव सिनिमाबवळ डॉ. भीमराव रामजी आंबेडकर रोड, बिचपोकडो, ४०००३३, खालीलप्रमाणे जाहीर सूचना जारी करत आहे: श्री. शैलेंद्र ज्ञानदेव वाघमारे व विद्या शैलेंद्र वाघमारे असेल असेल आणता मेला, दि. २०.०४.२००५ रोजी अनुक्रमांक: केएलआर-३/३२४१/२००५ अंतर्गत नोंदीकरण, कुला-३ येथे एसआरओ सह सद्य सनदिना ताण देण्याच्या उद्देशाने मूळ नोंदीची पावतीसह.

सद्य सनदिनेच माझ्या अशिलानाच्या आरखीपीसी मध्ये संग्रहित करण्यासाठी नोंदवला मेला आणि ०१.०३.२००५ च्या विक्रीसाठीचा मूळ करार २०.०४.२००५ च्या मूळ नोंदीची पावतीसह होवला किंवा गहाळ झाला आणि परिश्रमपूर्वक सद्य घेतल्यानेतरी ते सापडत नाही.

जर कोणतीही व्यक्ती, संस्था, व्यक्ती, बँक किंवा कोणतीही वित्तीय संस्था सद्य मालमतेच्या संदर्भात किंवा विक्रय किंवा संघर्षित किंवा स्पष्ट करण्यासंबंधीत वित्ती, भांड्येदी, धारणाधिका, गहाळकार, गुलक, भात, भेटवस्तू, आराम, देखभाल, वारसा, गुलक किंवा अन्यथा किंवा त्यांच्या ताब्यात कोणतीही वित्ती असणे, सद्य मालमतेची संघर्षित कायदेच किंवा शीक करार याद्वारे कोणताही दावा आणि / किंवा अर्ध असल्यास त्यांनी ही सूचना प्रकाशित झाल्यास १४ दिवसांच्या आत माझ्या पत्त्यावर आसोपासरी करणाऱ्याला किंवा स्टेट बँक ऑफ इंडियाला, बिचपोकडो रॉड नं० ३-१ होम आरडी एर sbi.17689@sbi.co.in ती माहिती कागदपत्री पुराव्यासह पाठवावी, असे न केल्यास, असा व्यक्तीचे सर्व दावे माफ केले गेले आहेत किंवा सोडले गेले आहेत असे मानले जाईल आणि माझ्या अशिलाला ऊक्त मालमतेनेतील गृह करजाच्या अनुषंगाने विद्योय ताण हक्क आहेत.

दिनांक: ०९.०१.२०२५

सही /
राखन व्ही पिड्डे

वकिल

कार्यालय क्र.१०१, पहिला मजला, सॉई सदन,
७६/७८ मोदी स्ट्रीट, हॅटेल मॉडर्न समोर,
फोर्ट, मुंबई - ४०० ००१.
rajan.adv@gmail.com
०२२-२७७७९७९१, ०२२-४०१३५७२१
०२६९२७४६३२६, ०२६८७७१४६३६

सूचना

दावा मागविणे

सर्वसामान्य जनतेस येथे सूचना देण्यात येत आहे की, श्रीमती पुरीबेन वल्लभभाई बरवालिया यांचे २० ऑक्टोबर, २००८ रोजी अचानक निधन झाल्याने त्यांच्या पत्त्यात कायदेशीर वारसदार १) श्रीमती कानुबेन कानजीभाई देसाई (मुलगी), २) त्यांचा स्वर्गीय मुलगा श्री. घोडा वल्लभभाई बरवालिया यांची पत्नी व मुले नामे- भानुबेन घोडामाई बरवालिया (सून), रेखा अशोक चव्ढारीया (नात), दिव्याबेन सुरेशभाई भट्टानी (नात), अनुजबेन सुरेशभाई चौधरीया (नात), नयना सुर्वकतेन थुमार (नात), शिखा घोडामाई बरवालिया (नात), रमेरा घोडामाई बरवालिया (नात), ३) स्वर्गीय मुलगी श्रीमती शालाबेन मधुभाई वधासिया ऊर्फ पटेल यांचे मुले नामे- श्री. मनसुख मधुभाई वधासिया ऊर्फ पटेल (पुतण्या), श्री. वजुभाई मधुभाई वधासिया (पुतण्या), श्री. भगत मधुभाई पटेल (पुतण्या), श्रीमती विलासबेन नागजीभाई पटानी (भाची), ४) त्यांची स्वर्गीय मुलगी श्रीमती संतोक्तेन तुलसीभाई रमानी ऊर्फ पटेल यांची मुले नामे- श्रीमती किर्तीबेन किशोर पटेल (भाची), श्रीमती रेखाबेन मुकेशभाई फिनागिया (भाची), श्रीमती सुनिताबेन तनुसुखभाई भटानी (भाची), श्री. मुकेशभाई तुलसीभाई रमानी ऊर्फ पटेल (पुतण्या), श्रीमती विलासबेन विदेशभाई सबलपारा (भाची) हे हिंदू वारसा कायदा १९५६ नुसार आहेत.

श्रीमती पुरीबेन वल्लभभाई बरवालिया या दोन मालमता अर्थात गाळा क्र.११५ व गाळा क्र.११७, १ला मजला, श्रीजी डायमण्ड इंड. इस्टेट, एस.एन. दूबे रोड, दहिसर (पूर्व), मुंबई-४०००६८ या जागेचे मालक/सह-मालक आहेत, यांचे निधनाच्या वेळी सद्य मालमतेमध्ये १/३रे अधिकार, हक्क व हित आहेत.

आता उपरोक्त कायदेशीर वारसदारांनी याद्वारे सद्य मालमतेमधील आक्षेप, दावा, हित, विवाद असल्यास असा व्यक्तींनी खालील स्वाक्षरीकर्ता वकिलाकडे शोध दस्तावेजी पुराव्यांसह सद्य सूचना ताखेपासून १५ (पंधरा) दिवसात संपर्क करावा. जर विहित कालावधीत दस्तावेजी पुराव्यांसह दावा प्राप्त न झाल्यास सद्य मालमता ही मर्यातेचे उपरोक्त कायदेशीर वारसदारांच्या संयुक्त मालकीची असल्याचे समजले जाईल.

दावा/आक्षेप असल्यास कृपया खालील पत्त्यावर कळवावे:
वकील करण भन्साळी
(भन्साळी व पालेकर)
०९-नटमजला, सुर्यकिरण अपार्ट.,
अवचलुत नगर, दहिसर (पूर्व), मुंबई-४०००६८,
महाराष्ट्र, भारत. मोबा.९८९११६३२१
kbhansaliconsultancy@gmail.com

सूचना

दावा मागविणे

सर्वसामान्य जनतेस येथे सूचना देण्यात येत आहे की, श्री. वल्लभभाई विराभाई बरवालिया यांचे ०७ मे, २००२ रोजी अचानक निधन झाल्याने त्यांच्या पत्त्यात कायदेशीर वारसदार १) श्रीमती कानुबेन कानजीभाई देसाई (मुलगी), २) त्यांचा स्वर्गीय मुलगा श्री. घोडा वल्लभभाई बरवालिया यांची पत्नी व मुले नामे- भानुबेन घोडामाई बरवालिया (सून), रेखा अशोक चव्ढारीया (नात), दिव्याबेन सुरेशभाई भट्टानी (नात), अनुजबेन सुरेशभाई चौधरीया (नात), नयना सुर्वकतेन थुमार (नात), शिखा घोडामाई बरवालिया (नात), रमेरा घोडामाई बरवालिया (नात), ३) स्वर्गीय मुलगी श्रीमती शालाबेन मधुभाई वधासिया ऊर्फ पटेल यांचे मुले नामे- श्री. मनसुख मधुभाई वधासिया ऊर्फ पटेल (पुतण्या), श्री. वजुभाई मधुभाई वधासिया (पुतण्या), श्री. भगत मधुभाई पटेल (पुतण्या), श्रीमती विलासबेन नागजीभाई पटानी (भाची), ४) त्यांची स्वर्गीय मुलगी श्रीमती संतोक्तेन तुलसीभाई रमानी ऊर्फ पटेल यांची मुले नामे- श्रीमती किर्तीबेन किशोर पटेल (भाची), श्रीमती रेखाबेन मुकेशभाई फिनागिया (भाची), श्रीमती सुनिताबेन तनुसुखभाई भटानी (भाची), श्री. मुकेशभाई तुलसीभाई रमानी ऊर्फ पटेल (पुतण्या), श्रीमती विलासबेन विदेशभाई सबलपारा (भाची) हे हिंदू वारसा कायदा १९५६ नुसार आहेत.

श्री. वल्लभभाई विराभाई बरवालिया हे गाळा क्र.११६, १ला मजला, श्रीजी डायमण्ड इंड. इस्टेट, एस.एन. दूबे रोड, दहिसर (पूर्व), मुंबई-४०००६८ या जागेचे मालक/सह-मालक आहेत, यांचे निधनाच्या वेळी सद्य मालमतेमध्ये १/३रे अधिकार, हक्क व हित आहेत.

आता उपरोक्त कायदेशीर वारसदारांनी याद्वारे सद्य मालमतेमधील आक्षेप, दावा, हित, विवाद असल्यास असा व्यक्तींनी खालील स्वाक्षरीकर्ता वकिलाकडे शोध दस्तावेजी पुराव्यांसह सद्य सूचना ताखेपासून १५ (पंधरा) दिवसात संपर्क करावा. जर विहित कालावधीत दस्तावेजी पुराव्यांसह दावा प्राप्त न झाल्यास सद्य मालमता ही मर्यातेचे उपरोक्त कायदेशीर वारसदारांच्या संयुक्त मालकीची असल्याचे समजले जाईल.

दावा/आक्षेप असल्यास कृपया खालील पत्त्यावर कळवावे:
वकील करण भन्साळी
(भन्साळी व पालेकर)
०९-नटमजला, सुर्यकिरण अपार्ट.,
अवचलुत नगर, दहिसर (पूर्व), मुंबई-४०००६८,
महाराष्ट्र, भारत. मोबा.९८९११६३२१
kbhansaliconsultancy@gmail.com

This advertisement is for information purposes only and does not constitute an offer or an invitation or a recommendation to acquire, purchase, subscribe or 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 December 19, 2024 (the "Letter of Offer" or "LOF") filed with the BSE Limited ("BSE"). This Advertisement is not for release, publication or distribution, directly or indirectly, outside India.

ANUPAM FINSERV LIMITED

Our Company was originally incorporated as "Vantage Financial Consultancy Services Private Limited" at Mumbai, on May 16, 1991 as a private limited company, under the Companies Act, 1956 and a Certificate of Incorporation was issued by the Registrar of Companies, Maharashtra at Mumbai (RoC). We were converted into a public limited company consequent to special resolution of the shareholders and the name of our Company was also changed along with the conversion to "Vantage Financial Services Limited" on October 30, 1992 and a fresh Certificate of Incorporation was obtained from the RoC. Our name was once again changed to "Vantage Corporate Services Limited" on January 6, 1999 and a fresh Certificate of Incorporation was obtained from the RoC on January 06, 1999. The name of our Company was changed to its current name on September 27, 2018 and a fresh Certificate of Incorporation was obtained from the RoC on October 10, 2018. Our Registered Office has been shifted from 427/429 SVP Road, K.N. Bhatia Trust Bldg., Opp. New H.N. Hospital, Charni Road, Mumbai 400 004, Maharashtra, India to the current address on June 01, 2017. Our Company is registered under section 45-IA of The Reserve Bank of India Act, 1934 ("RBI") as Non-Systemically Important Non-Deposit taking Non-Banking Financial Company (NSI-ND-NBFC). The registration number is B-13.00707 vide Certificate of Registration dated April 20, 1998. For details of changes in the name and registered office of our Company, refer chapter titled "General Information" on page 36 of the Letter of Offer.

Registered Office: 502, Corporate Arena, D.P. Piramal Road, Goregaon (W), Mumbai, Maharashtra, 400104; **Telephone No.:** +91 22 46050267; **Fax:** N.A.; **E-mail ID:** info@anupamfinserv.com; **Contact Person:** Ms Sheetal Dedhia; **Company Secretary and Compliance Officer:** E-mail ID: compliance@anupamfinserv.com; **Website:** www.anupamfinserv.com; **Corporate Identification Number:** L74140MH1991PLC06171

ISSUE OF UP TO 115,637,500* FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH OF OUR COMPANY (THE "RIGHTS EQUITY SHARES") FOR CASH AT A PRICE OF ₹ 1.75 PER RIGHTS EQUITY SHARE (INCLUDING A PREMIUM OF ₹ 0.75 PER RIGHTS EQUITY SHARE) AGGREGATING UP TO ₹ 202,365,625 ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 (ONE) RIGHTS EQUITY SHARES FOR EVERY 1 (ONE) FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON FRIDAY, DECEMBER 27, 2024 ("RECORD DATE") (THE "ISSUE"). FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 180 OF THE LETTER OF OFFER.

*Assuming full subscription with respect to Rights Equity Shares

OUR PROMOTER: PRAVIN NANJI GALA

ISSUE PROGRAMME

ISSUE OPENS ON
Monday, January 13, 2025

LAST DATE FOR ON MARKET RENUNCIATION⁽¹⁾
Monday, January 27, 2025

ISSUE CLOSES ON⁽²⁾
Friday, January 31, 2025

(1) Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is to be completed in such a manner that the Rights Entitlements are credited to the demat accounts of the Renounees on or prior to the Issue Closing Date.
(2) ** Our Board or the Rights Issue Committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that this Issue will not remain open in excess of 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 Application- Make use of it!!!

Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. No cheque will be accepted. Investors have to apply through the ASBA process. For further details read section on ASBA below.

In accordance with Regulation 76 of the SEBI/ICDR Regulations, the SEBI Rights Issue Circulars 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, please see "Making of an Application through the ASBA Process" on page 182 of the Letter of Offer.

Please note that in accordance with Regulation 77A of the SEBI/ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date i.e. Friday, December 27, 2024 and desirous of subscribing to Rights Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least two clear Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date. They may also communicate with the Registrar with the help of the helpline number (+91 22 4961 4132 / 3199 8810) and their email address (newissue@purvashare.com)

Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (ii) a demat suspense account (namely, "Anupam Finserv Ltd - RE Account") opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in the account of the IEPF authority; or (b) the demat accounts of the Eligible Equity Shareholder which are frozen or the Equity Shares which are lying in the unclaimed suspense account (including those pursuant to Regulation 39 of the SEBI Listing Regulations) or details of which are unavailable with our Company or with the Registrar on the Record Date; or (c) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (d) credit of the Rights Entitlements returned/reversed/failed; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings, if any; or (f) non-institutional equity shareholders in the United States.

The Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date and who have not furnished the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date shall not be eligible to make an Application for Rights Equity Shares against their Rights Entitlements with respect to the Equity Shares held in physical form.

Facility for Application in the Issue

In accordance with Regulation 76 of the SEBI/ICDR Regulations, SEBI/ICDR Master Circular and ASBA Circulars, all Investors desiring to make an Application in the Issue are mandatorily required to use the ASBA process. Eligible Equity Shareholders should carefully read the provisions applicable to such Applications before making their Application through ASBA. For details, please see "Making of an Application through the ASBA Process" beginning on page 182 of the Letter of Offer.

Procedure for Application through ASBA Process

An investor, wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with SCBSB, prior to making the Application. Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form in physical mode to the Designated Branches of the SCBSB or online/electronic Application through the website of the SCBSBs (if made available by such SCBSB) for authorising such SCBSB to block Application Money payable on the Application in their respective ASBA Accounts.

Investors should ensure that they have correctly submitted the Application Form and have provided an authorisation to the SCBSB, 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 SCBSBs for the ASBA process, please refer <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised&pi=yes&intmid=34>.

Application by Eligible Equity Shareholders holding Equity Shares in physical form:

Please note that in accordance with Regulation 77A of the SEBI/ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date and desirous of subscribing to Rights Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least two clear Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date.

Prior to the Issue Opening Date, the Rights Entitlements of those Eligible Equity Shareholders, among others, who hold Equity Shares in physical form, and whose demat account details are not available with our Company or the Registrar, shall be credited in a demat suspense account opened by our Company. Such Eligible Equity Shareholders must check the procedure for Application in "Making of an Application by Eligible Equity Shareholders holding Equity Shares in physical form" beginning on page 185 of the Letter of Offer.

IN ACCORDANCE WITH SEBI CIRCULAR SEBI/HO/CFD/DL2/CIR/P/2020/78 DATED MAY 6, 2020 READ WITH SEBI CIRCULAR SEBI/HO/CFD/DIL1/CIR/P/2020/136 DATED JULY 24, 2020, THE ELIGIBLE EQUITY SHAREHOLDERS, WHO HOLD EQUITY SHARES IN PHYSICAL FORM AS AT RECORD DATE AND WHO HAVE NOT FURNISHED THE DETAILS OF THEIR DEMAT ACCOUNT TO THE REGISTRAR OR OUR COMPANY AT LEAST TWO WORKING DAYS PRIOR TO THE ISSUE CLOSING DATE, WILL NOT BE ABLE TO RENOUNCE THEIR RIGHTS ENTITLEMENTS.

ALLOTMENT OF THE RIGHTS EQUITY SHARES IN DEMATERIALIZED FORM ONLY: Eligible Equity Shareholders may please note that the Rights Equity Shares applied for in the Issue can be allotted only in dematerialized form and to the same depository account in which our Equity Shares are held by such Investor on the Record Date.

DISPATCH OF THE ABRIDGED LETTER OF OFFER ("ALOF") AND COMPOSITE APPLICATION FORM ("CAF") AND RIGHTS ENTITLEMENT LETTER ("REL's"): The dispatch of the ALOF and REL's along with CAF for the Issue was completed on Tuesday, January 7, 2025 by the Registrar to the Issue to all the Eligible Equity Shareholders of the Company, whose name appeared in the Register of Members / Beneficial Owners of the Company as on Record Date i.e. Friday, December 27, 2024; in the electronic form through email on Tuesday, January 7, 2025, to the Eligible Equity Shareholders who have registered their email ids and physically through Speed Post / Registered Post on Tuesday, January 7, 2025, to the Eligible Equity Shareholders who have not registered their email ids with the Company or with the Registrar to the Issue.

Eligible Equity Shareholders 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 securities laws) on the websites of: Our Company at www.anupamfinserv.com Registrar to the Issue at www.purvashare.com; BSE Limited at www.bseindia.com. Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar to the Issue at www.purvashare.com by entering their DP-ID, Client-ID or Folio Number (in case of Eligible Equity Shareholders holding Equity Shares in physical form) and PAN.

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 Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialised form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and a demat suspense account (namely, "Anupam Finserv Ltd- RE Account") opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in the account of the IEPF authority; or (b) the demat accounts of the Eligible Equity Shareholder which are frozen or the Equity Shares which are lying in the unclaimed suspense account (including those pursuant to Regulation 39 of the SEBI Listing Regulations) or details of which are unavailable with our Company or with the Registrar on the Record Date; or (c) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (d) credit of the Rights Entitlements returned/reversed/failed; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings, if any; or (f) non-institutional equity shareholders in the United States.

MAKING OF AN APPLICATION BY ELIGIBLE EQUITY SHAREHOLDERS ON PLAIN PAPER UNDER ASBA PROCESS

An Eligible Equity Shareholder in India who is eligible to apply under the ASBA process may make an application to subscribe to this Issue on plain paper in case of non-receipt of Application Form. In such cases of non-receipt of the Application Form through 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 or the Stock Exchange. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCBSB for authorising such SCBSB to block Application Money in the said bank account maintained with the same SCBSB. Applications on plain paper will not be accepted from any Eligible Equity Shareholder who has not provided an Indian address. If an Eligible Equity Shareholder makes an Application both in an Application Form as well as on plain paper, both applications are liable to be rejected. Please note that in terms of Regulation 78 of the SEBI/ICDR Regulations, the Eligible Equity Shareholders, who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilise the Application Form for any purpose including renunciation even if it is received subsequently.

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 SCBSB before the Issue Closing Date through the following particulars:

- Name of our Company, being Anupam Finserv 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);
- Folio number (in case of Eligible Equity Shareholders who hold Equity Shares in physical form as at Record Date)/DP and Client ID;
- Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the 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 this Issue;
- Number of Equity Shares held as at Record Date;
- Allotment option - only dematerialised form;
- Number of Rights Equity Shares entitled to;
- Number of Rights Equity Shares applied for within the Rights Entitlements;
- Number of Additional Rights Equity Shares applied for, if any (applicable only if entire Rights Entitlements have been applied for);
- Total number of Rights Equity Shares applied for;
- Total amount paid at the rate of ₹ 1.75 per Rights Equity Share;
- Details of the ASBA Account such as the SCBSB account number, name, address and branch of the relevant SCBSB;
- In case of non-resident Eligible Equity Shareholders making an application with an Indian address, details of the NRE / FCNR / NRO account such as the account number, name, address and branch of the SCBSB with which the account is maintained;
- Authorisation to the Designated Branch of the SCBSB 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 SCBSB);
- An approval obtained from any regulatory authority, if required, shall be obtained by the Eligible Equity Shareholders and a copy of such approval from any regulatory authority, as may be required, shall be sent to the Registrar to the Issue at newissue@purvashare.com; and
- All such Eligible Equity Shareholders shall be deemed to have made the representations, warranties and agreements set forth in "Restrictions on Purchases and Resales" on page 207 and shall include the following:

"I/ We hereby make representations, warranties and agreements set forth in "Restrictions on Purchases and Resales" on page 206.

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

In cases where Multiple Application Forms are submitted for Applications pertaining to Rights Entitlements credited to the same demat account or in demat suspense account, as applicable, including cases where an Investor submits Application Forms along with a plain paper Application, such Applications shall be liable to be rejected.

Investors are requested to strictly adhere to these instructions. Failure to do so could result in an Application being rejected, with our Company and the Registrar not having any liability to the Investor. The plain paper Application format will be available on the website of the Registrar at www.purvashare.com.

Our Company and the Registrar shall not be responsible if the Applications are not uploaded by the SCBSB or funds are not blocked in the Investors' ASBA Accounts on or before the Issue Closing Date.

IF AN ELIGIBLE EQUITY SHAREHOLDER MAKES AN APPLICATION BOTH IN AN APPLICATION FORM AS WELL AS ON PLAIN PAPER, BOTH APPLICATIONS ARE LIABLE TO BE REJECTED

LAST DATE FOR APPLICATION:

The last date for submission of the duly filled in the Application Form or a plain paper Application is Friday, January 31, 2025, 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 SCBSB, uploaded with the Stock Exchange and the Application Money is not blocked with the SCBSB, 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 this 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 Equity Shares hereby offered, as set out in "Terms of the Issue-Basis of Allotment" on page 199.

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.

Please ensure that the Application Form and necessary details are filled in. In place of Application number, Investors can mention the reference number of the e-mail received from Registrar informing about their Rights Entitlement or last eight digits of the demat account. Alternatively, SCBSBs may mention their internal reference number in place of application number.

APPLICANTS MAY PLEASE NOTE THAT THE RIGHTS EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGE ONLY IN DEMATERIALIZED FORM.

PROCEDURE FOR RENUNCIATION OF RIGHTS ENTITLEMENTS: The Eligible Equity Shareholders may renounce the Rights Entitlements, credited to their respective demat accounts, either in full or in part (a) by using the secondary market platform of the Stock Exchange (the "On Market Renunciation"); or (b) through an off-market transfer (the "Off Market Renunciation"), during the Renunciation Period. The Investors should have the demat Rights Entitlements credited / lying in his/her own demat account prior to the renunciation. The trades through On Market Renunciation and Off Market Renunciation will be settled by transferring the Rights Entitlements through the depository mechanism.

Please note that the Rights Entitlements which are neither renounced nor subscribed by the Investors on or before the Issue Closing Date shall lapse and shall be extinguished after the Issue Closing Date.

FOR PROCEDURE OF APPLICATION BY SHAREHOLDERS WHO HAVE PURCHASED THE RIGHTS ENTITLEMENT THROUGH OFF MARKET RENUNCIATION / OFF MARKET RENUNCIATION, PLEASE REFER TO THE HEADING TITLED "PROCESS OF MAKING AN APPLICATION IN THE ISSUE" BEGINNING ON PAGE 181 OF THE LETTER OF OFFER.

PAYMENT SCHEDULE OF RIGHTS EQUITY SHARES

Cash at a price of ₹ 1.75/- per Equity Share (Including a Share Premium of ₹ 0.75 per Equity Share) shall be payable on Application.

DISCLAIMER CLAUSE OF SEBI

The Draft Letter of Offer has not been filed with SEBI in terms of SEBI/ICDR Regulations as the size of the issue is less than Rs. 5,000 lakhs. However, Letter of Offer has been filed with SEBI.

DISCLAIMER CLAUSE OF BSE:

"It is to be distinctly understood that the aforesaid 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 this letter of offer. The investors are advised to refer to page 175 of the Letter of Offer for the full text of the Disclaimer Clause of BSE Limited".

AVAILABILITY OF ISSUE MATERIALS :

Investors can also 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 securities laws) on the websites of:

- Our Company at www.anupamfinserv.com;
- the Registrar to the Issue at www.purvashare.com;
- the Stock Exchange at www.bseindia.com;

Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar to the Issue at www.purvashare.com by entering their DP ID and Client ID or Folio Number (in case of Eligible Equity Shareholders holding Equity Shares in physical form) and PAN. The link for the same shall also be available on the website of our Company (i.e., www.anupamfinserv.com).

NOTICE TO OVERSEAS INVESTORS:</