

Saffron Capital Advisors Private Limited

605, Sixth Floor, Centre Point, Andheri Kurla Road J.B. Nagar, Andheri (East), Mumbai - 400059 Tel.: +91-22-40820912 | Fax: +91-22-40820999

Email: info@saffronadvisor.com Website: www.saffronadvisor.com CIN No.: U67120MH2007PTC166711

December 28, 2021

| То, | To, |
|------------------------------|--|
| Manager - Listing Operations | Manager - Listing Compliance |
| BSE Limited | National Stock Exchange of India Limited |
| Dalal Street, | 'Exchange Plaza'. C-1, Block G, |
| Mumbai - 400 001 | Bandra Kurla Complex, Bandra (E), |
| | Mumbai - 400 051 |

Dear Sirs.

Sub.: Proposed Rights Issue of Equity Shares of Beardsell Limited (the "Company").

Sub: ISSUE OF UPTO 93,66,336 EQUITY SHARES OF FACE VALUE ₹ 2 EACH ("RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 10 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 8/- PER EQUITY SHARE) (THE "ISSUE PRICE"), AGGREGATING UPTO ₹ 936.63 LAKHS ON A RIGHTS BASIS TO THE EXISTING EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 RIGHTS EQUITY SHARE FOR EVERY 3 FULLY PAID-UP EQUITY SHARES HELD BY THE EXISTING EQUITY SHAREHOLDERS.

Please see enclosed herewith soft copy of Pre-Issue Advertisement dated December 27, 2021 published on December 28, 2021 for the Rights Issue of the Company.

| Financial Express | English (National Daily) | All Editions |
|-------------------|---------------------------|------------------|
| Jansatta | Hindi (National Daily) | All Editions |
| Dinakural | Tamil (Regional Language) | Regional Edition |

In case you require any information or clarification the under-signed may be contacted:

| Contact Person | Telephone | Email |
|-------------------|---------------------|---------------------------------|
| Gaurav Khandelwal | Mobile: 09769340475 | rights.issue@saffronadvisor.com |
| Vice President | | |

Thanking you,

Yours sincerely,

For and on behalf of Saffron Capital Advisors Private Limited

Authorized Signatory Name: Gaurav Khandelwal

Cochebones

Designation: Vice President- ECM

FINANCIAL EXPRESS

PUBLIC ANNOUNCEMENT

(This is a public announcement for information purposes only and not for publication or distribution outside India and is not an Offer Document)



BEARDSELL

BEARDSELL LIMITED

Beardsell Limited (our "Company" or "Issuer") was originally incorporated as "Mettur Industries Limited company under the Company was changed to "Mettur Beardsell Limited and Industries Limited Company" or "Issuer") was originally incorporated as "Mettur Beardsell Limited Company" or "Issuer") was originally incorporated as "Mettur Industries Limited" on November 23, 1936 as a public limited company under the Company under a fresh certificate of incorporation dated November 10, 1969 consequent to such name of our Company was changed to "Beardsell Limited and a fresh certificate of incorporation dated October 1, 1983 consequent to such name change was issued to our Company by the Asst. Registrar of Companies, Tamil Nadu, Madras.

Registered Office: 47, Greames Road, Chennai, 600006, Tamil Nadu India; Telephone: +91 44 2829 3296/28290900; Facsimile: +91 44-28290391; E-mail: km@beardsell.co.in; Website: www.beardsell.co.in; Website: www.beardsell.co.in; Website: www.beardsell.co.in; Contact Person: Krishnamurthy Murali, Company Secretary and Compliance Officer; Corporate Identification Number: L65991TN1936PLC001428 PROMOTER OF OUR COMPANY: AMRITH ANUMOLU, JAYASREE ANUMOLU, BHARAT ANUMOLU, LALITHAMBA PANDA, GUNNAM SUBBA RAO INSULATION PRIVATE LIMITED AND VILLASINI REAL ESTATE PRIVATE LIMITED

NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF BEARDSELL LIMITED (THE "COMPANY")

ISSUE OPENS ON FRIDAY, DECEMBER 31, 2021

LAST DATE FOR ON MARKET RENUNCIATION **MONDAY, JANUARY 10, 2022**

** ISSUE CLOSES ON FRIDAY, JANUARY 14, 2022

Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the Issue Closing Date. *The Board of Directors or a duly authorized committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that the Issue will not remain open in excess of 30 (thirty) days from the Issue Opening Date.

ISSUE OF UPTO 93,66,336 EQUITY SHARES OF FACE VALUE ₹ 2 EACH ("RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 10 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 8/- PER EQUITY SHARE) (THE "ISSUE PRICE") AGGREGATING UPTO ₹ 936.63 LAKHS ON A RIGHTS BASIS TO THE EXISTING EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 RIGHTS EQUITY SHARE FOR EVERY 3 FULLY PAID-UP EQUITY SHARES HELD BY THE EXISTING EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON FRIDAY, DECEMBER 17, 2021 (THE "ISSUE PRICE FOR THE RIGHTS EQUITY SHARES IS 5 TIMES THE VALUE OF THE EQUITY SHARES, FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED "TERMS OF THE ISSUE" ON PAGE 164 OF THE LETTER OF OFFER.

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, investors can avail the same. For further details read section on ASBA below

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI circular, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated April 21, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated May 6, 2020, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated May 6, 2020, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated April 21, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated May 6, 2020, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/78 dat SEBI circular bearing reference number SEBI/HO/CFD/DIL1/CIR/P/2020/136 dated July 24, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2021/552 dated April 22, 2021 (Collectively hereafter referred to as "SEBI Rights Issue Circulars") and SEBI circular SEBI/CFD/DIL/ASBA/1/2009/30/12 dated December 30, 2009, SEBI circular CIR/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020 (Collectively hereafter referred to as "ASBA Circulars"), all Investors desiring to make an Application in this Issue are mandatorily required to use either the ASBA process or the optional mechanism instituted only for Resident Individual Investors cannot apply in this Issue using the R-WAP facility, and therefore will have to apply through ASBA mode. Investors should note that the ASBA process involves procedure that are different from the procedure under the R-WAP process. Investors should carefully read the provisions application through the ASBA Process" and "Procedure for Application through R-WAP" on pages 174 and 175, respectively of the Letter of Offer.

Further, in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Equity Shares shall be made in dematerialised form only. Further, in accordance with the SEBI Rights Issue Circulars, 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 i.e. Wednesday, January 12, 2022, 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.

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI circular, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated April 21, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated May 6, 2020, SEBI circular bearing bearing reference number SEBI/HO/CFD/DIL1/CIR/P/2020/136 dated July 24, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2021/552 dated April 22, 2021 (Collectively hereafter referred to as "SEBI Rights Issue Circulars") and SEBI circular SEBI/CFD/DIL/ASBA/1/2009/30/12 dated December 30, 2009, SEBI circular CIR/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020 (Collectively hereafter referred to as "ASBA Circulars"), all Investors desiring to make an Application in this Issue are mandatorily required to use either the ASBA process or the optional mechanism instituted only for Resident Individual Investors in this Issue, i.e., R-WAP. Kindly note that Non-Resident Investors should note that the ASBA process involves procedures that are different from the procedure under the R-WAP process. Investors should carefully read the provisions application through the ASBA Procedure for Application through the R-WAP. For details, see "Procedure for Application through the R-WAP" on pages 174 and 175, respectively of the Letter of Offer. Procedure for Application through ASBA Process

Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSB or online/electronic Application Money payable on the Application in their respective ASBA Accounts. Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorisation to the SCSB, via the electronic mode, for blocking funds in the Application. For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, please refer to https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmld=34. For details on Designated Branches of SCSBs collecting the Application Form, please refer the above-mentioned link. Please note that subject to SCSBs complying with the requirements of SEBI Circular No. CIR/CFD/DIL/13/2012 dated September 25, 2012 within the periods stipulated therein, ASBAApplications may be submitted at the Designated Branches of the SCSBs, in case of Applications made through ASBA facility.

Please note that subject to SCSBs complying with the requirements of SEBI Circular No. CIR/CFD/DIL/13/2012 dated September 25, 2012 within the periods stipulated therein, Applications may be submitted at Designated Branches of the SCSBs. Further, in terms of the SEBI Circular CIR/CFD/DIL/1/2013 dated January 2, 2013, it is clarified that for making Applications by SCSBs on their own account using ASBA facility, SCSBs should have a separate account in the Issue and clear demarcated funds should be available in such account for Applications. SCSBs applying in the Issue shall be responsible for ensuring that they have a separate account in their own name with any other SCSB having clear demarcated funds for applying in the Issue and that such separate account for the Application, for ensuring compliance with the applicable regulations. Registrar's Web-based Application Platform (R-WAP)

In accordance with SEBI circular SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated May 6, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL1/CIR/P/2021/13 dated January 19, 2021 and SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/136 dated April 22, 2021, a separate web based application platform, i.e., the R-WAP facility (accessible at https://rights.cameoindia.com/beardsell), has been instituted for making an Application in this Issue by Resident Individual Investors. Further, R-WAP is only an additional option and not a replacement of the ASBA process. At the R-WAP, Resident Individual Investors can access and submit the online Application Form in electronic mode using the R-WAP and make online payment using their internet banking or UPI facility of their respective bank accounts and such Investors should ensure that the respective bank accounts have sufficient funds. For risks associated with the R-WAP process, see "Risk Factor No. 45 - The R-WAP payment mechanism facility proposed to be used for this issue may be exposed to risks, including risks associated with payment gateways" on page 43 of the Letter of Offer.

08559 / 93420 72988. For details, see "Procedure for Application through R-WAP" on page 175. 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 Equity Shares in physical form as on Record Date and desirous of subscribing to

For guidance on the Application process through R-WAP and resolution of difficulties faced by the Investors, the Investors are advised to carefully read the frequently asked questions, visit the online/electronic dedicated investors are advised to carefully read the frequently asked questions, visit the online/electronic dedicated investors are advised to carefully read the frequently asked questions, visit the online/electronic dedicated investors, the Investors are advised to carefully read the frequently asked questions, visit the online/electronic dedicated investors are advised to carefully read the frequently asked questions, visit the online/electronic dedicated investors are advised to carefully read the frequently asked questions.

Rights Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least one day before the Issue Closing Date. Such resident Eligible Equity Shareholders must check the procedure for Application in "Procedure for Application by Resident Eligible Equity Shareholders holding Equity Shares in physical form" on page 181 of the Letter of Offer. PLEASE NOTE THAT THE ELIGIBLE EQUITY SHAREHOLDERS, WHO HOLD EQUITY SHARES IN PHYSICAL FORM AS ON RECORD DATE AND WHO HAVE FURNISHED THE DETAILS OF THEIR RESPECTIVE DEMAT ACCOUNTS 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 ALLOTMENT IN DEMATERIALIZED FORM ONLY: Investors may please note that the Rights Equity Shares in the Issue can be allotted only in dematerialized form and to the same depository account in which the Rights Issue Circulars, 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 Period. Such Eligible Equity Shareholders

must check the procedure for Application in "Procedure for Application by Resident Eligible Equity Shareholders holding Equity Shares in physical form" on page 181 of the Letter of Offer. DISPATCH OF THE ABRIDGED LETTER OF OFFER ("ALOF") AND APPLICATION FORM: The dispatch of the ALOF and Application Form for the Issue was completed on December 24, 2021 by Registrar to the Issue was completed on Decemb Members/Beneficial Owners of the Company, on the Record date, i.e., Friday, December 17, 2021 through electronic dispatch to the shareholders who have registered their email ids.

AVAILABILITY OF APPLICATION FORM: The Registrar has electronically dispatched an Application Form to all Eligible Equity Shareholders were not available with our Company/ Depositories or the Eligible Shareholders have not provided valid e-mail addresses to our Company/ Depositories, our Company has dispatched the Application Form and other applicable laws to those Eligible Equity Shareholders who have provided their Indian address. The Renouncees and Eligible Equity Shareholders who have not received the Application Form can download the same from the websites of the Registrar (https://rights.cameoindia.com/beardsell), the Company (www.beardsell.co.in), the Lead Manager (www.bardsell) and the Stock Exchange (www.bseindia.com/beardsell).

through the R-WAP can access and submit the online Application Form in electronic mode using the R-WAP at https://rights.cameoindia.com/beardsell. CREDIT OF RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNTS: Pursuant to provisions of the Eligible Equity Shareholders have been credited in their respective demat account under the ISIN - INE520H20014 on Friday, December 24, 2021.

Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar (i.e., https://rights.cameoindia.com/beardsell) by entering their DP ID and Client ID or Folio Number (in case of Eligible Equity Shareholders holding Equit

Company (i.e., www.beardsell.co.in). APPLICATION ON PLAIN PAPER UNDER ASBA PROCESS: 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 address outside India. Alternatively, Eligible Equity Shareholders may also use the Application Form available online on the websites of our Company, the Registrar to the Issue, the Stock Exchange, the Lead Manager or the R-WAP to provide requisite details.

Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilize the Application Form for any purpose including renunciation even if it is received subsequently. PLEASE NOTE THAT APPLICATION ON PLAIN PAPER CANNOT BE SUBMITTED THROUGH R-WAP

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 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 Issuer, being Beardsell Limited: Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository); • Registered Folio Number of Rights Equity Shares entitled to; • Number of Rights Equity Shares entitled to; Shares applied for; • Number of Additional Rights Equity Shares applied for, if any; • Total number of Rights Equity Shares applied for within the Right Entitlements; • Total amount paid at the rate of ₹ 10/- per Rights Equity Shares applied for within the Right Entitlements; • Total amount paid at the rate of ₹ 10/- per Rights Equity Shares applied for within the Right Entitlements; • Total amount paid at the rate of ₹ 10/- per Rights Equity Shares applied for within the Right Entitlements; • Total amount paid at the rate of ₹ 10/- per Rights Equity Shares applied for within the Right Entitlements; • Total amount paid at the rate of ₹ 10/- per Rights Equity Shares applied for within the Right Entitlements; • Total amount paid at the rate of ₹ 10/- per Rights Equity Shares applied for within the Right Entitlements; • Total amount paid at the rate of ₹ 10/- per Rights Equity Shares applied for within the Right Entitlements; • Total amount paid at the rate of ₹ 10/- per Rights Equity Shares applied for within the Right Entitlements; • Total amount paid at the rate of ₹ 10/- per Rights Equity Shares applied for within the Right Entitlements; • Total amount paid at the rate of ₹ 10/- per Rights Equity Shares applied for within the Right Entitlements applied for within the R 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; • Except for Applications on behalf of the Central or State Government, the residents of Sikkim and officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to the 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);
Additionally, all such Applicants are deemed to have accepted the following: States Securities Act of 1933, as amended ("US Securities Act") or any United States or to the territories or possessions thereof ("United States") or to, or for the account or benefit of a United States person as defined in the Regulation S of the US Securities Act ("Regulation S"). I/ we understand the Rights Equity Shares referred to in this application are being offered in India but not in the United States. I/ we understand the 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 said Rights Equity Shares or Rights Entitlement in the United States at any time. If we are not in the United States and understand that neither us, nor the Registrar, the Lead Manager or any other person acting on behalf of us will accept subscriptions from any person, or the agent of any person, who appears to be, or who we, the Registrar, the Lead Manager or any other person acting on behalf of us have reason to believe is a resident of the United States "U.S. Person" (as defined in Regulation S) or is ineligible to participate in the Issue under the securities laws of their jurisdiction. "I/ We will not offer, sell or otherwise transfer any of the Equity Shares which may be acquired by us in any jurisdiction or under circumstances that will result in compliance with any applicable laws or regulations. We satisfy, and each account for which we are acting satisfies, all suitability standards for investments of the type subscribed for herein imposed by the jurisdiction of our residence. I/ We understand and agree that the Rights Equity Shares may not be reoffered, resold, pledged or otherwise transferred except in an offshore transaction in compliance with Regulation S, or otherwise pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the US Securities Act. I/We (i) am/are, and the person, if any, for whose account I/we am/are acquiring such Rights Entitlement, and/or the Equity Shares, is/are outside the United States or a Qualified Institutional Buyer (as defined in the US Securities Act), and (ii) is/are acquiring the Rights Entitlement and/or the Equity Shares in an offshore transaction meeting the requirements of the US Securities Act. I/We acknowledge that the Company, the Lead Manager, their affiliates and others will rely upon the truth and accuracy of the foregoing representations and agreements."

In case an Investor makes an Application as well as on plain paper, his application is liable to be rejected.

LAST DATE FOR APPLICATION: The last date for submission of the duly filled in Application Form is the Issue Closing Date i.e., Friday, January 14, 2022. 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 provisions of the Articles of Association, and subject to the Issue Period not exceeding 30 days from the Issue Opening Date i.e. Friday, December 31, 2021. If the Application together with the amount payable is either (i) not blocked with an SCSB; or (ii) not received by the Bankers to the Issue or the Registrar on or before the close of banking hours on the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Equity Shares hereby offered, as provided under "Terms of the Issue - Basis of Allotment" on page 189 of the Letter of Offer. APPLICANTS MAY PLEASE NOTE THAT THE RIGHTS EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGE ONLY IN DEMATERIALISED FORM.

LISTING: The existing Equity Shares of our Company are listed on BSE and NSE ("Stock Exchanges"). Our Company has received 'in-principle' approval from the BSE and October 29, 2021, respectively. For the purpose of this Issue, the Designated DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The

investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer Clause of BSE" on page 159 of the Letter of Offer. AVAILABILITY OF THE LETTER OF OFFER: A copy of the Letter of Offer can be downloaded from the website of a) our Company at www.beardsell.co.in; b) the Registrar to the Issue at https://rights.cameoindia.com/beardsell.co.in; b) the Registrar to the Issue at https://rights.cameoindia.com www.nseindia.com and e) the Registrar's web-based application platform R-WAP.

NOTICE TO OVERSEAS SHAREHOLDERS: No action has been or will be taken to permit the Issue in any jurisdiction where action would be required for that purpose, except in India. Accordingly, the Rights Entitlements or Rights Entitle advertisements in connection with the Issue may not be distributed, in whole or in part, in any jurisdiction, except in accordance with legal requirements applicable in such jurisdictions in which it would be illegal to make such an offer ("Restricted Jurisdictions") and, in those circumstances, the Letter of Offer and the Abridged Letter of Offer must be treated as sent for information purposes only and should not be acted upon for subscription to the Rights Equity Shares and should not be copied or redistributed. Accordingly, persons receiving a copy of the Letter of Offer or the Abridged Letter of Offer or Application Form should not, in connection with the issue of the Rights Equity Shares or the Rights Entitlements, distribute or send the Letter of Offer or the Abridged Letter of Offer or th Jurisdiction, or by their agent or nominee, they must not seek to subscribe to the Rights Equity Shares or the Rights Equity Shares must provide an Indian address. For more details, see "Other Regulatory and Statutory Disclosures - Selling Restrictions" on page 160 of the Letter of Offer.

The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the Securities Act"), or the securities and may not be offered or sold in the United States of America, its territories and possessions, any State of the United States, and the District of Columbia ("United States"), except in a transaction not subject to, or exempt from, the registration requirements of the Securities and applicable state securities and applicable state securities and Rights Entitlements 144A under the Securities Act ("U.S. QIBs") pursuant to Section 4(a)(2) of the Securities Act and (b) to persons outside the United States by a dealer (whether or not it is participating in the Issue) may violate the registration requirements of the Securities Act. The Rights Equity Shares are transferable only in accordance with the restrictions described in "Other Regulatory and Statutory" Disclosures - Selling Restrictions" on page 160 of the Letter of Offer.

The Application Form along with the Abridged Letter of Offer and the Rights Entitlement Letter has been sent through email to email address to our Company or who are located in jurisdictions where the offer and sale of the Rights Equity Shares is permitted under laws of such jurisdictions. BANKER TO THE ISSUE AND REFUND BANK: HDFC Bank Limited MONITORING AGENCY: NA

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

- a) Frequently asked guestions and online/electronic dedicated investor helpdesk for guidance on the Application process and resolution of difficulties faced by the Investors: https://rights.cameoindia.com/beardsell b) Updation of email address/mobile number in the records maintained by the Registrar or our Company: https://rights.cameoindia.com/beardsell
- Updation of demat account details by Eligible Equity Shareholders holding shares in physical form: https://rights.cameoindia.com/beardsell
- d) Updation of Indian address can be done by way of an email to priya@cameoindia.com.

Unless otherwise specified, all capitalised terms used herein shall have the same meaning ascribed to such terms in the Letter of Offer. LEAD MANAGER TO THE ISSUE

SAFFRON

e energising ideas

SAFFRON CAPITAL ADVISORS PRIVATE LIMITED 605, Center Point, 6th floor, Andheri Kurla Road, J. B. Nagar, Andheri (East), Mumbai - 400 059, Maharashtra, India. Telephone: +91 22 4082 0914/915; Facsimile: +91 22 4082 0999

E-mail: rights.issue@saffronadvisor.com; Website: www.saffronadvisor.com

Investor grievance: investorgrievance@saffronadvisor.com; Contact Person: Amit Wagle / Gaurav Khandelwal SEBI Registration Number: INM 000011211; Validity of Registration: Permanent

REGISTRAR TO THE ISSUE

CAMEO CORPORATE SERVICES LIMITED Subramanian Building, No. 01, Club House Road, Chennai- 600 002, Tamil Nadu, India.

Telephone: +91044 4002 0700/ 0710/ 2846 0390; Facsimile: N.A.

Email: cameo@cameoindia.com / priya@cameoindia.com; Website: www.cameoindia.com Investor grievance e-mail: investor@cameoindia.com; Contact Person: Sreepriya K. SEBI Registration No.: INR000003753: Validity of Registration: Permanent

BEARDSELL

BEARDSELL LIMITED Krishnamurthy Murali, 47, Greames Road, Chennai, 600006, Tamil Nadu India Tel: +91 44 2829 3296/28290900 E-mail: km@beardsell.co.in;

COMPANY SECRETARY AND COMPLIANCE OFFICER

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

> For Beardsell Limited Krishnamurthy Murali

Date: December 27, 2021 Place: Chennai

Company Secretary & Compliance 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 has filed a Letter of Offer with the Stock Exchange. The Letter of Offer shall be available on the website of SEBI at www.sebi.gov.in and the Stock Exchanges where the Equity Shares are listed i.e. BSE and NSE at www.bseindia.com, www.nseindia.com, www.nseindia.com and the website of the Lead Manager at www.saffronadvisor.com. Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the Letter of Offer including the section "Risk Factors" beginning on page 27 of the Letter of Offer. This announcement has been prepared for publication in India and may not be released in the United States, and any Equity Shares described in this announcement may not be offered or sold in the United States absent registration under the US Securities Act of 1933, as amended, or an exemption from registration. There will be no public offering of Equity Shares in the United States.

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