



April 23, 2021

Shalby/SE/2021-22/5

The Listing Department

National Stock Exchange of India Ltd

Mumbai-400 051

Scrip Code: SHALBY

Through: https://www.connect2nse.com/LISTING/

Corporate Service Department

**BSE Limited** 

Mumbai-400 001

Scrip Code: 540797

Through: http://listing.bseindia.com

Sub: Newspaper publication of Offer for Sale of equity shares of the Company by one of its

Promoters, Shah Family Trust through the Stock Exchange Mechanism.

#### Dear Sir/ Madam,

In terms of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of the newspaper publication of Offer for Sale of shares of the Company by one of its Promoter, Shah Family Trust through the Stock Exchange Mechanism. The same has been published in the following newspapers on April 26, 2021:

1. Financial Express - (English) National daily-All Edition

AHMEDABAD

- 2. Janasatta (Hindi) National Daily -All Editions
- 3. Financial Express (Gujarati) Regional Language Ahmadabad Edition

This is for information and record.

Thanking You,

Yours Sincerely For **Shalby Limited** 

**Tushar Shah** 

**AVP & Company Secretary** 

Mem. No. F7216

Encl.: as above

Regd. Off.: Opp. Karnavati Club, S G Road, Ahmedabad – 380015 (India)

Tel. No.: (079) 40203000 | Fax: (079) 40203109 | www.shalby.org | info@shalby.org

Regd. No.: 061000596 | CIN: L85110GJ2004PLC044667

Vapi - Indore - Jabalpur - Mohali - Naroda (Ahmedabad) Krishna Shalby (Ahmedabad) Surat - Jaipur Upcoming Hospitals: Nashik - Mumbai

FINANCIAL EXPRESS

MONDAY, APRIL 26, 2021

## SHAH FAMILY TRUST

Plot no. 615/2, Nr. B.D. Patel Farm, Mahammadpura Village, Karnavati Club, S.G. Highway, Ahmedabad-380051

Not for Release, Publication or Distribution in and into the United States or Other Jurisdictions (as defined below), See "Important Information" below.

Re: Offer for Sale of Equity Shares of face value of ₹10 each ("Equity Shares") of Shalby Limited (the "Company"), by its Promoter, Shah Family Trust (the "Seller"), through the stock exchange mechanism.

I am directed to refer to Clause 5(b) of the circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular "SEBI OFS Circular") pertaining to comprehensive guidelines on offer for sale of shares by promoters through the stock exchange mechanism, as amended by circular number CIR/MRD/DP/04/2013 dated January 25, 2013, circular number CIR/MRD/DP/12/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/24/2014 dated December 1, 2014, circular number CIR/MRD/DP/24/2015 dated June 26, 2015, circular number CIR/MRD/DP/24/2014 dated December 1, 2014, circular number CIR/MRD/DP/24/2015 dated June 26, 2015, circular number CIR/MRD/DP/24/2015 dated June 26, 2015, circular number CIR/MRD/DP/24/2014 dated December 1, 2014, circular number CIR/MRD/DP/24/2015 dated June 26, 2015, circular number CIR/MRD/DP/24/2015 dated June 26, 2015, circular number CIR/MRD/DP/24/2016 dated June 26, 2015, circular number CIR/MRD/DP/36/2016 dated February 15, 2016, circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular no. SEBI/HO/MRD/DP/CIR/P/117dated October 25,2019issued by SEBI, (together with SEBI OFS Circulars"), read with (a) "Revised Operational Guidelines for Offer for Sale (OFS) Segment" issued by BSE by way of its notice bearing no. 20200701-27 and dated July 01, 2020 and, to the extent applicable, the previous notices issued by BSE in this regard; and (b) "Offer for Sale-Introduction of Interoperability" issued by NSE by way of its circular bearing no. 51/2020 and, to the extent applicable, the previous circulars issued by NSE in this regard.

This advertisement is being issued by the Seller in pursuance of Clause 4 of the SEBI OFS Circular. The Promoter (the "Promoter"). The Promoter of the Company (representing 5.38% of the total issued and paid-up Equity Share capital of the Company). ("Offer Shares"), having a face value of ₹10/- each, on April 26, 2021 ("T+1 day") (for non-Retail Investors only) and on April 27, 2021 ("T+1 day") (for Retail Investors only) and National Stock Exchange of India Limited ("NSE", and together with the BSE, the "Stock Exchanges"), in accordance with the SEBI OFS Circulars and the notices and circulars issued by the BSE and NSE, from time to time, in this regard (such offer for sale hereinafter referred to as the "Offer").

The Offer shall be undertaken exclusively through Seller's Broker named below on a separate window provided by the Stock Exchanges for this purpose. The Offer is being undertaken by the Seller, inter alia, for achieving the minimum public shareholding of the Company as prescribed under Rule 19(2)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations,

2015, as amended, and in one of the permissible methods prescribed by SEBI by way of its circular bearing no. CIR/CFD/CMD/14/2015 and dated November 30, 2015, as amended ("MPS Circular"). The Offer shall be undertaken exclusively through the Seller's Broker (defined below). The details of the Offer, in accordance with the requirements of Clause 5(b) of the SEBI OFS Circular, are set forth below. Other important information in relation to the Offer. The brokers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice").

Sr. No. Details required to be mentioned in the Notice Particulars of the Offer Shah Family Trust ("Promoter"). Name of the Seller (Promoter / Promoter Group) Name of the company whose shares are proposed to be sold and ISIN Name: Shalby Limited ISIN: INE597J01018 BSE and NSE Name of the stock exchange where orders shall be placed Name of the designated stock exchange BSE Name of the designated clearing corporation NSE Clearing Limited Dates and time of the opening and closing of the Offer The Offer shall take place over two trading days, as provided below: For non-Retail Investors: April 26, 2021 ("T day") Only non-Retail Investors shall be allowed to place their bids on T day, i.e., April 26, 2021. The Offer shall take place during trading hours on a separate window of the Stock Exchanges on T day, i.e., April 26, 2021 commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time. Those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars. For Retail Investors and un-allotted non-Retail Investors who choose to carry forward their bids: April 27, 2021 ("T+1 day") The Offer shall continue to take place during trading hours on a separate window of the Stock Exchanges on T+1 day, i.e., April 27, 2021, commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time on the same date. Only Retail Investors (defined below) shall be allowed to place their bids on T+1 day, i.e., April 27, 2021. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars. (T day and T+1 day, collectively referred to as "Offer Dates") Allocation methodology The allocation shall be on the proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars. No single bidder other than mutual funds registered with SEBI under the SEBI (Mutual Funds) Regulations, 1996, as amended ("Mutual Funds") and insurance companies registered with the Insurance Regulatory and Development Authority under the Insurance Regulatory and Development Authority Act, 1999 as amended ("Insurance Companies") shall be allocated more than 25% of the Offer Shares. Non-Retail Category Allocation Methodology The non-Retail Investors shall have an option to carry forward their un-allotted bids from T day to T+1 day provided they indicate their willingness to carry forward their bids. Further, such Investors can also revise their bids on T+1 day in accordance with A minimum of 25% of the Offer Shares shall be reserved for Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance Companies, the unsubscribed portion shall be available to other bidders in the non-Retail Category. Retail Category Allocation Methodology For the purpose of this Notice, Retail Investor shall mean an individual investor who places bids for Offer Shares of total value of not more than₹2,00,000/- (Rupees Two Lakhs) aggregated across Stock Exchanges ("Retail Investor"). 10% of the Offer Shares shall be reserved for allocation to Retail Investors ("Retail Portion"). The Stock Exchanges will decide the quantity of Offer Shares eligible to be considered in the Retail Portion, based on the Floor Price (defined below) declared Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price. "Cut-Off Price" means the lowest price, as shall be determined, at which the Offer Shares are sold in the non-Retail Category, based on all valid bids received on T day. Any unsubscribed portion of the Retail Category, after allotment to Retail Investors, shall be eligible for allocation to non-Retail Investors who have not been allotted Offer Shares on T day and have chosen to carry forward their bids to T+1 day. The non-Retail Investors are required to indicate their willingness to carry forward their bid on T day. Total number of Equity Shares being offered in the Offer Up to 58,10,000 Equity Shares of the Company of face value of ₹10/- each, representing 5.38% of the total paid up equity share capital of the Companyas on March 31, 2021 (the "Offer Size"). Elara Securities (India) Private Limited (BSE:3241 and NSE: 12898) will be acting as the Settlement Broker on behalf of the Seller's Broker. Name of the broker on behalf of the Seller (the "Seller's Broker") Floor Price The floor price of the Offer shall be ₹111.00(Rupees One Hundred and Eleven only) per Equity Share of the Company. The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market. Conditions for withdrawal of the Offer The Seller reserves the right to not proceed with the Offer at any time prior to the time of opening of the Offer onT day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale through Stock Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal. In the event (i) the aggregate number of orders received from non-Retail Investors in the Offer at or above the Floor Price on T day is not sufficient, the Seller reserves the right to cancel the Offer, post bidding, in full (both non-retail and retail categories) Conditions for cancellation of the Offer and not proceed with the Offer on T+1 day (for Retail Investors); or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer to the extent of valid bids or cancel the Offer in full. In such cases, the decision to either conclude or cancel the Offer shall be at the sole discretion of the Seller. Cancellation request for bidding from Seller will be accepted up to 5:00 p.m. on T day by the Stock Exchanges. In the event that valid orders are not placed for the entire number of Offer Shares at or above the Floor Price or in case of defaults in settlement obligation, the Seller reserves the right to either conclude the Offer to the extent of orders placed or cancel the Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller. Conditions for participating in the Offer Non-institutional investors (including retail category) shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids for the Offer. Institutional investors have an option of placing bids without any upfront payment. In case of institutional investors who place bids with 100% of the bid value deposited upfront, custodian confirmation shall be provided within trading hours. In case of institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and SEBI OFS Circulars. In respect of bids in the Retail Category, margin for bids placed at the Cut-Off Price, shall be at the Floor Price and for price bids at the value of the bid. Clearing corporation shall collect margin to the extent of 100% of order value in cash or cash equivalents at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions. Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price. The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments. Individual Investors shall have the option to bid in the Retail Category and/ or the non-Retail Category. However, if the cumulative bid value by retail individual investor across both categories exceeds ₹2,00,000/- (Rupees Two Lakhs), the bids in the Retail Category will become ineligible. Further, if the cumulative bid value by an individual investor in the Retail Category across BSE and NSE exceeds ₹ 2,00,000/- (Rupees Two Lakh only), such bids shall be rejected. Modification or cancellation of orders Orders placed by Retail Investors ((with 100% of the bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day. Orders placed by institutional investors and by non-institutional investors, with 100% of the bid value deposited upfront: Such orders can be modified or cancelled any time during the trading hours on T day, and in respect of any un-allotted bids which they have indicated to be carried forward to T+1 day, orders can be modified on T+1 day in accordance with the SEBI OFS Circulars Orders placed by institutional investors without depositing 100% of the bid value upfront: Such orders cannot be modified or cancelled by the investors or stock-brokers, except for making upward revision in the price or quantity. Bids carried forward by non-Retail Investors to T+1 day may be revised in accordance with the SEBI OFS Circulars. In case of any permitted modification or cancellation of the bid, the funds shall be released / collected on a real-time basis by the clearing corporation. Bidder shall also be liable to pay any other fees, as may be levied by the Stock Exchanges, including securities transaction tax. Multiple orders from a single bidder shall be permitted. 10. In case of default in pay-in by any bidder, an amount aggregating to 10% of the order value shall be charged as penalty from the investor and collected from the broker. This amount shall be credited to the Investor Protection Fund of the Stock 11. The Equity Shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to incidence of breach of "Market wide index-based circuit filter", the Offer shall also be halted. Settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors and institutional investors who place orders with 100% of the order value deposited upfront, settlement shall take Settlement place on T+1 day, in accordance with the SEBI OFS Circulars. In the case of institutional investors who place bids without depositing 100% of the order value upfront, settlement shall be as per the existing rules for secondary market transactions (i.e., on

## IMPORTANT INFORMATION

The Offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each a "Bidder") and neither the Offer nor this advertisement constitutes an offer to sell or invitation or solicitation of an offer to buy, to the public, or to any other person or class of persons requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India.

In case of non-institutional investors and institutional investors bidding with 100% margin upfront who chose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

For the bids received on T+1 day, from the Retail Category and from the un-allotted institutional Investors who choose to carry forward their bid on T+1 day without depositing 100% of the order value upfront, the settlement shall take place on T+3 day.

The Offer is being made in reliance on the SEBI OFS Circulars, read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation – circular for Stock Exchanges. There will be no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013, and the rules and clarifications by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications issued thereunder, without reference to its provisions that have ceased to have effect, (the "Companies Act") or in any other jurisdiction. Accordingly, no documents have been or will be prepared, registered or submitted for approval as "prospectus" or an offer document with the Registrar of Companies in India and/or SEBI and/or the Stock Exchanges or any other statutory/regulatory/listing authority in India or abroad under the applicable laws in India including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and no such document will be circulated or distributed to any person in any jurisdiction, including in India. Each Bidder shall be deemed to acknowledge and agree that any buy order or bid shall be made solely on the Dasis of publicly available information available with SEBI or the Stock Exchanges, on the Company's website or otherwise in the public domain, together with the information contained in this advertisement. The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders.

This advertisement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer, solicitation or sale is or may be unlawful whether prior to registration or qualification under the securities laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication or distribution, directly or indirectly, in or to persons in any Other Jurisdictions unless permitted pursuant to an exemption under the relevant local law/s or regulation/s in any such jurisdiction. Prospective purchasers should seek appropriate legal advice prior to participating in the Offer. The Offer Shares have not been and will not be registered underany securities law of any Other Jurisdictions.

This advertisement and the Notice are not for release, publication or distribution, in whole or in part, in the United States of America, or the District of Columbia (together, the "United States"), and is neither an offer to sell nor a solicitation of an offer to buy within the United States any securities of the Company. The Offer Shares have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"), or under the securities and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from the issuer or the selling security holder and that will contain detailed information about the company and management, as well as financial statements. The Offer Shares are being offered and sold (a) within the United States only to "qualified institutional buyers" (as defined in Rule 144A under the Securities Act, or pursuant to another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S under the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S. from the provisions of Section 5 of the Securities Act. The purchasers of Offer Shares are hereby advised that any resale of Offer Shares must be made in accordance with the registration requirements.

No determination has been made as to whether the Company has been, is, or will become a passive foreign investment company ("PFIC") within the meaning of Section 1297 of the United States Internal Revenue Code of 1986, as amended, for U.S. federal income tax purposes. No analysis has been undertaken to determine if the Company is a PFIC, and if the Company has been, is, or will be treated as a PFIC in any taxable year U.S. taxpayers that hold the Offer Shares (directly and, in certain cases, indirectly) may be subject to significant adverse tax consequences. The PFIC rules are complex. Prospective purchasers should consult their own tax advisors regarding the U.S. federal, state and

By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice in its entirety and accepted and complied with the terms and conditions. that none of it, its affiliates (as defined in Rule 405 under the Securities Act) or any person acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S) in connection with the offer or sale of the Offer Shares, (b) engaged or will engage in any form of "general solicitation" or "general s advertising" (each, within the meaning of Regulation D under the Securities Act) or (c) offered or will offer and sell the Offer Shares except outside the United States in reliance upon Regulation S or within the United States in reliance upon Regu

Except for the Seller's Broker, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States. By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood the Notice, and (c) made the representations, warranties, agreements and acknowledgements set out in (i) or (ii)

immediately below, as appropriate: (i) Persons Outside the United States

- . It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the Securities Act; . (i) It was outside the United States (within the meaning of Regulation S) at the time the offer Shares was originated and (ii) If it is a broker-dealer outside the United States acting on behalf of its customers, each of its customers has
- confirmed to it that such customer was outside the United States at the time the offer Shares was originated; It did not submit a bid for and will not be acquiring the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S);

It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of

Regulation S or pursuant to another available exemption from the registration requirements under the Securities Act and in accordance with all applicable securities laws of the United States and any other jurisdiction, including India; It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;

. The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it places such orders to purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it places such orders to purchase of the Offer Shares and resultant purchase of the Offer Shares and resultant purchase of the jurisdictions in which it is resident, and it is resident, an

- . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorized in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts;
- regulations and guidelines, including the OFS Guidelines; It will not hold or seek to hold the Seller or the Seller or the Seller or any publicly available information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares; It agrees to indemnify and hold the Seller and the Seller and the Seller and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- the Offer Shares; and
- It acknowledges that the Seller and the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will

(ii) Persons in the United States

Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.

- It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities Act or under the securities and that the offer Shares to it is being made in reliance on Rule 144A or another available exemption from the registration requirements of the Securities Act and in accordance with any applicable state securities laws;
- . (i) It is a QIB and is purchasing Offer Shares are being sold to it in reliance on the exemption from registration provided by Rule 144A under the Securities Act or pursuant to another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act;
- It did not submit a bid for and will not be acquiring the Offer Shares as a result of any general solicitation or general advertising (within the meaning of Rule 502(c) under the Securities Act);
- . It represents and warrants that it is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer such Offer Shares (a) in the United States (i) to a person who the seller reasonably believes is a QIB in a transaction meeting the requirements of Rule 144A, (ii) pursuant to an exemption from the registration under the Securities Act provided by Rule 144A, (ii) pursuant to another available exemption from the registration under the Securities Act, or (iv) pursuant to an effective registration statement under the Securities Act, or (b) outside the United States in an offshore transaction complying with Rule 903 or Rule 904 of Regulation S, as applicable, in each case in accordance with all applicable securities laws of the States and any other jurisdiction, including India. Except for sales made in accordance with Rule 903 or 904 of Regulation S, it will, and each subsequent purchaser is required to, notify any subsequent purchaser from it of the resale restrictions referred to in (a) above;
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;
- It represents that prior to acquiring the Offer Shares, it has all the information relating to the Company and the Offer Shares which it believes is necessary for the purpose of making its investment decision; . It understands that Offer Shares purchased pursuant to Rule 144 A or another available exemption under the Securities Act and it agrees that for so long as they remain restricted securities, it shall not deposit such Offer Shares into any unrestricted depository facility established or maintained by any depository bank;
- . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it is resident, and in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable Indian laws, regulations and guidelines, including the OFS Guidelines;
- . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorised in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts;
- . It will not hold or seek to hold the Seller or the Seller's Broker or any publicly available information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares;
- . It agrees to indemnify and hold the Seller and the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein;

This advertisement and the Notice are not for publication or distribution, in whole or in part, in the United States, except that the Seller's Broker may send copies of this Notice to persons in the United States who they reasonably believe to be QIBs.

. It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will

Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.

Yours faithfully On behalf of Shah Family Trust Dr. Vikram Shah Trustee of Shah Family Trust

Date: April 23, 2021

Place : Ahmedabad





Thanking You,

FINANCIAL EXPRESS

## SHAH FAMILY TRUST

Plot no. 615/2, Nr. B.D. Patel Farm, Mahammadpura Village, Karnavati Club, S.G. Highway, Ahmedabad-380051

Not for Release, Publication or Distribution in and into the United States or Other Jurisdictions (as defined below). See "Important Information" below.

Re: Offer for Sale of Equity Shares of face value of ₹10 each ("Equity Shares") of Shalby Limited (the "Company"), by its Promoter, Shah Family Trust (the "Seller"), through the stock exchange mechanism.

I am directed to refer to Clause 5(b) of the circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular "SEBI OFS Circular") pertaining to comprehensive guidelines on offer for sale of shares by promoters through the stock exchange mechanism, as amended by circular number CIR/MRD/DP/04/2013 dated January 25, 2013, circular number CIR/MRD/DP/17/2013 dated May 30, 2013, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/36/2016 dated February 15, 2016, circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular no. SEBI/HO/MRD/DP/CIR/P/117dated October 25,2019issued by SEBI, (together with SEBI OFS Circular, the "SEBI OFS Circulars"), read with (a) "Revised Operational Guidelines for Offer for Sale (OFS) Segment" issued by BSE by way of its notice bearing no. 20200701-27 and dated July 01, 2020 and, to the extent applicable, the previous notices issued by BSE in this regard; and (b) "Offer for Sale-Introduction of Interoperability" issued by NSE by way of its circular bearing no. 51/2020 and dated June 30, 2020 and, to the extent applicable, the previous circulars issued by NSE in this regard. This advertisement is being issued by the Seller in pursuance of Clause 4 of the SEBI OFS Circular. The Seller is one of the Company (the "Promoter"). The Promoter of the Company (representing 5.38% of the total issued and paid-up Equity Share capital of the Company).

India Limited ("NSE", and together with the BSE, the "Stock Exchanges"), in accordance with the SEBI OFS Circulars and the notices and circulars issued by the BSE and NSE, from time to time, in this regard (such offer for sale hereinafter referred to as the "Offer"). The Offer shall be undertaken exclusively through Seller's Broker named below on a separate window provided by the Stock Exchanges for this purpose.

("Offer Shares"), having a face value of ₹10/- each, on April 26, 2021 ("T+1 day") (for non-Retail Investors only) and on April 27, 2021 ("T+1 day") (for Retail Investors who choose to carry forward their un-allotted bids) through a separate, designated window of BSE Limited (the "BSE") and National Stock Exchange of

The Offer is being undertaken by the Seller, inter alia, for achieving the minimum public shareholding of the Company as prescribed under Rule 19(2)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, and in one of the permissible methods prescribed by SEBI by way of its circular bearing no. CIR/CFD/CMD/14/2015 and dated November 30, 2015, as amended ("MPS Circular"). The Offer shall be undertaken exclusively through the Seller's Broker (defined below).

The details of the Offer, in accordance with the requirements of Clause 5(b) of the SEBI OFS Circular, are set forth below. Other important Information in relation to the Offer is set out below under the heading "Important Information in relation to the Offer is set out below under the heading of the Offer. The brokers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice"). Sr. No. Details required to be mentioned in the Notice Particulars of the Offer

1	Name of the Seller (Promoter / Promoter Group)	Shah Family Trust ("Promoter").
2.		
2.	Name of the company whose shares are proposed to be sold and ISIN	Name: Shalby Limited
		ISIN: INE597J01018
5.	Name of the stock exchange where orders shall be placed	BSE and NSE
4.	Name of the designated stock exchange	NSE Classical insited
5.	Name of the designated clearing corporation	NSE Clearing Limited
6.	Dates and time of the opening and closing of the Offer	The Offer shall take place over two trading days, as provided below:
		For non-Retail Investors: April 26, 2021 ("T day")
		Only non-Retail Investors shall be allowed to place their bids on T day, i.e., April 26, 2021.
		The Offer shall take place during trading hours on a separate window of the Stock Exchanges on T day, i.e., April 26, 2021 commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time.
		Those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.
		For Retail Investors and un-allotted non-Retail Investors who choose to carry forward their bids: April 27, 2021 ("T+1 day")
		The Offer shall continue to take place during trading hours on a separate window of the Stock Exchanges on T+1 day, i.e., April 27, 2021, commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time on the same date.
		Only Retail Investors (defined below) shall be allowed to place their bids on T+1 day, i.e., April 27, 2021. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall be
		allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.
		(T day and T+1 day, collectively referred to as "Offer Dates")
2	Allosotion mathedaloss	
I.	Allocation methodology	The allocation shall be on the proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars.
		No single bidder other than mutual funds registered with SEBI under the SEBI (Mutual Funds) Regulations, 1996, as amended ("Mutual Funds") and insurance companies registered with the Insurance Regulatory and Development Authority Act, 1999 as amended ("Insurance Companies") shall be allocated more than 25% of the Offer Shares.
		Non-Retail Category Allocation Methodology
		The non-Retail Investors shall have an option to carry forward their un-allotted bids from T day to T+1 day provided they indicate their willingness to carry forward their bids. Further, such Investors can also revise their bids on T+1 day in accordance with
		the SEBI OFS Circulars.
		A minimum of 25% of the Offer Shares shall be reserved for Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance
		Companies, the unsubscribed portion shall be available to other biddersin the non-Retail Category.
		Retail Category Allocation Methodology
		For the purpose of this Notice, Retail Investor shall mean an individual investor who places bids for Offer Shares of total value of not more than₹2,00,000/- (Rupees Two Lakhs) aggregated across Stock Exchanges ("Retail Investor").
		10% of the Offer Shares shall be reserved for allocation to Retail Investors ("Retail Portion"). The Stock Exchanges will decide the quantity of Offer Shares eligible to be considered in the Retail Portion, based on the Floor Price (defined below) declared
		by the Seller.
		Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price" means the lowest price, as shall be determined, at which the Offer Shares are sold in the non-Retail Category, based on all valid bids received on T day. Any
		unsubscribed portion of the Retail Category, after allotment to Retail Investors, shall be eligible for allocation to non-Retail Investors who have not been allotted Offer Shares on T day and have chosen to carry forward their bids to T+1 day. The non-Retail
		Investors are required to indicate their willingness to carry forward their bid on T day.
8.	Total number of Equity Shares being offered in the Offer	Up to 58,10,000 Equity Shares of the Company of face value of ₹10/- each, representing 5.38% of the total paid up equity share capital of the Companyas on March 31, 2021 (the "Offer Size").
9.	Name of the broker on behalf of the Seller (the "Seller's Broker")	Elara Securities (India) Private Limited (BSE:3241 and NSE: 12898) will be acting as the Settlement Broker on behalf of the Seller's Broker.
10.	Floor Price	The floor price of the Offer shall be ₹111.00(Rupees One Hundred and Eleven only) per Equity Share of the Company.
		The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market.
11.	Conditions for withdrawal of the Offer	The Seller reserves the right to not proceed with the Offer at any time prior to the time of opening of the Offer onT day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale through
115	Conditions for withdrawar of the Offer	Stock Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal.
12.	Conditions for cancellation of the Offer	In the event (i) the aggregate number of orders received from non-Retail Investors in the Offer at or above the Floor Price on T day is not sufficient, the Seller reserves the right to cancel the Offer, post bidding, in full (both non-retail and retail categories)
3253	Conditions for concentration of the other	and not proceed with the Offer on T+1 day (for Retail Investors); or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer in full. In such cases, the decision to either
		conclude or cancel the Offer shall be at the sole discretion of the Seller.
		Cancellation request for bidding from Seller will be accepted up to 5:00 p.m. on T day by the Stock Exchanges.
		In the event that valid orders are not placed for the entire number of Offer Shares at or above the Floor Price or in case of defaults in settlement obligation, the Seller reserves the right to either conclude the Offer to the extent of orders placed or cancel the
		Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller.
13.	Conditions for participating in the Offer	1. Non-institutional investors (including retail category) shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids for the Offer.
6576	r and r	2. Institutional investors have an option of placing bids without any upfront payment. In case of institutional investors who place bids with 100% of the bid value deposited upfront, custodian confirmation shall be provided within trading hours. In case of
		institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and SEBI OFS Circulars.
		3. In respect of bids in the Retail Category, margin for bids placed at the Cut-Off Price, shall be at the Floor Price and for price bids at the value of the bid. Clearing corporation shall collect margin to the extent of 100% of order value in cash or cash
		equivalents at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions.
		Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price.
		5. The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments.
		6. Individual Investors shall have the option to bid in the Retail Category and/ or the non-Retail Category. However, if the cumulative bid value by retail individual investor across both categories exceeds ₹2,00,000/- (Rupees Two Lakhs), the bids in the
		Retail Category will become ineligible. Further, if the cumulative bid value by an individual investor in the Retail Category across BSE and NSE exceeds ₹ 2,00,000/- (Rupees Two Lakh only), such bids shall be rejected.
		7. Modification or cancellation of orders
		(a) Orders placed by Retail Investors ((with 100% of the bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day.
		(b) Orders placed by institutional investors and by non-institutional investors, with 100% of the bid value deposited upfront: Such orders can be modified or cancelled any time during the trading hours on T day, and in respect of any un-allotted
		bids which they have indicated to be carried forward to T+1 day, orders can be modified on T+1 day in accordance with the SEBI OFS Circulars
		(c) Orders placed by institutional investors without depositing 100% of the bid value upfront: Such orders cannot be modified or cancelled by the investors or stock-brokers, except for making upward revision in the price or quantity.
		(d) Bids carried forward by non-Retail Investors to T+1 day may be revised in accordance with the SEBI OFS Circulars.
		In case of any permitted modification or cancellation of the bid, the funds shall be released / collected on a real-time basis by the clearing corporation.
		8. Bidder shall also be liable to pay any other fees, as may be levied by the Stock Exchanges, including securities transaction tax.
		<ol> <li>Multiple orders from a single bidder shall be permitted.</li> </ol>
		10. In case of default in pay-in by any bidder, an amount aggregating to 10% of the order value shall be charged as penalty from the investor and collected from the broker. This amount shall be credited to the Investor Protection Fund of the Stock
		Exchange.
		11. The Equity Shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to incidence of breach of "Market wide index-based circuit filter", the Offer shall also be halted.
14.	Settlement	Settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors and institutional investors who place orders with 100% of the order value deposited upfront, settlement shall take place on T+1 day, in accordance with the SEBI OFS Circulars. In the case of institutional investors who place bids without depositing 100% of the order value upfront, settlement shall be as per the existing rules for secondary market transactions (i.e., on
136368		TO A CONTROL OF THE PROPERTY O

## IMPORTANT INFORMATION

The Offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each a "Bidder") and neither the Offer nor this advertisement constitutes an offer to sell or invitation or solicitation of an offer to buy, to the public, or to any other person or class of persons requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India.

In case of non-institutional investors and institutional investors bidding with 100% margin upfront who chose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

For the bids received on T+1 day, from the Retail Category and from the un-allotted institutional Investors who choose to carry forward their bid on T+1 day without depositing 100% of the order value upfront, the settlement shall take place on T+3 day.

The Offer is being made in reliance on the SEBI OFS Circulars, read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular stock Exchange and Clear stock Exchange and Clear stock Exchange and Clear stock Excha no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013, and the rules and clarifications issued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications issued thereunder, without reference to its provisions that have ceased to have effect, (the "Companies Act") or in any other jurisdiction. Accordingly, no documents have been or will be prepared, registered or submitted for approval as "prospectus" or an offer document with the Registrar of Companies in India and/or SEBI and/or the Stock Exchanges or any other statutory/regulatory/listing authority in India or abroad under the applicable laws in India including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and no such document will be circulated or distributed to any person in any jurisdiction, including in India. Each Bidder shall be deemed to acknowledge and agree that any buy order or bid shall be made solely on the basis of publicly available information and any information The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders.

This advertisement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, in in any jurisdiction (collectively, "Other Jurisdictions") in which such offer, solicitation or sale is or may be unlawful whether prior to registration or qualification under the securities laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication under the relevant local law/s or regulation/s in any such jurisdiction. Prospective purchasers should seek appropriate legal advice prior to participating in the Offer. The Offer Shares have not been and will not be registered underany securities law of any Other Jurisdictions.

This advertisement and the Notice are not for release, publication or distribution, in whole or in part, in the United States of America, or the District of Columbia (together, the "United States"), and is neither an offer to sell nor a solicitation of an offer to buy within the United States any securities of the Company. The Offer Shares have not been and will not be registered under the United States and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. Any public offering of security holder and that will contain detailed information about the company and management, as well as financial statements. The Offer Shares are being offered and sold (a) within the United States only to "qualified institutional buyers" (as defined in Rule 144A under the Securities Act, or pursuant to another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S"). Prospective purchasers in the United States are hereby notified that the Seller may be relying on the exemption from the provisions of Section 5 of the Securities Act. The purchasers of Offer Shares are hereby advised that any resale of Offer Shares must be made in accordance with the registration requirements.

No determination has been made as to whether the Company has been, is, or will become a passive foreign investment company ("PFIC") within the meaning of Section 1297 of the United States Internal Revenue Code of 1986, as amended, for U.S. federal income tax purposes. No analysis has been undertaken to determine if the Company is a PFIC, and if the Company has been, is, or will be treated as a PFIC in any taxable year U.S. taxpayers that hold the Offer Shares (directly and, in certain cases, indirectly) may be subject to significant adverse tax consequences. The PFIC rules are complex. Prospective purchasers should consult their own tax advisors regarding the U.S. federal, state and local tax implications to them of acquiring the Offer Shares.

By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice. In addition, each broker, except for the Seller's Broker, will be deemed to have represented that it is located outside the United States and that none of it, its affiliates (as defined in Rule 405 under the Securities Act) or any person acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S) in connection with the offer or sale of the Offer Shares, (b) engaged or will engage in any form of "general solicitation" or "general advertising" (each, within the meaning of Regulation D under the Securities Act) or (c) offered or will offer and sell the Offer Shares except outside the United States to persons reasonably believed to be QIBs in transactions exempt from the registration requirements of the Securities Act. Except for the Seller's Broker, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States.

By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood the Notice in its entirety, (b) accepted and complied with the terms and conditions set out in (i) or (ii) immediately below, as appropriate: (i) Persons Outside the United States

- . It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the Securities Act; . (i) It was outside the United States (within the meaning of Regulation S) at the time the offer Shares was made to it and it was outside the United States acting on behalf of its customers, each of its customers has confirmed to it that such customer was outside the United States at the time the offer Shares was originated;
- . It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, resell, pledge or otherwise transfer the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of Regulation S or pursuant to another available exemption from the registration requirements under the Securities laws of the states of the United States and any other jurisdiction, including India;
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company; . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorized in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts;
- . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it is resident, and in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable regulations and guidelines, including the OFS Guidelines;
- . It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares;
- . It agrees to indemnify and hold the Seller and the Seller and the Seller and the Seller and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of the Offer Shares; and
- It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will promptly notify the Seller.

(ii) Persons in the United States It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities Act or under the securities and that the Offer Shares to it is being made in reliance on Rule 144A or another available exemption from the registration requirements of the Securities Act and in

Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.

It did not submit a bid for and will not be acquiring the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S);

T+2 day).

- accordance with any applicable state securities laws; . (i) It is a QIB and is purchasing Offer Shares for its own account or for the account of another QIB and (ii) is aware that the Offer Shares are being sold to it in reliance on the exemption from registration
- requirements of the Securities Act; It did not submit a bid for and will not be acquiring the Offer Shares as a result of any general solicitation or general advertising (within the meaning of Rule 502(c) under the Securities Act);
- . It represents and warrants that it is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer such Offer Shares (a) in the United States (i) to a person
- who the seller reasonably believes is a QIB in a transaction meeting the requirements of Rule 144A, (ii) pursuant to another available exemption from the registration requirements of the Securities Act, or (iv) pursuant to an effective registration statement under the Securities Act, or (b) outside the United States in an offshore transaction complying with Rule 903 or Rule 904 of Regulation S, as applicable, in each case in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India. Except for sales made in accordance with Rule 903 or 904 of Regulation S, it will, and each subsequent purchaser is required to, notify any subsequent purchaser from it of the resale restrictions referred to in (a) above;
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company; . It represents that prior to acquiring the Offer Shares, it has all the information relating to the Company and the Offer Shares which it believes is necessary for the purpose of making its investment decision;
- It understands that Offer Shares purchased pursuant to Rule 144A or another available exemption under the Securities Act and it agrees that for so long as they remain restricted securities, it shall not deposit such Offer Shares into any unrestricted depository facility established or maintained by any depository bank;
- . The placing of orders for the purchase of the Offer Shares and resultant purchase of the Jurisdictions in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable Indian laws, regulations and guidelines, including the OFS Guidelines;
- . Where it is submitting a bid as fiduciary or agent for one or more investor or managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts;
- . It will not hold or seek to hold the Seller or the Selle
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares; . It agrees to indemnify and hold the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein; . It acknowledges that the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will

Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.

This advertisement and the Notice are not for publication or distribution, in whole or in part, in the United States, except that the Seller's Broker may send copies of this Notice to persons in the United States who they reasonably believe to be QIBs.

Yours faithfully On behalf of Shah Family Trust Dr. Vikram Shah

Thanking You,

financialexp.ep. in

Date : April 23, 2021 Place : Ahmedabad

Trustee of Shah Family Trust

BENGALURU

FINANCIAL EXPRESS

#### WWW.FINANCIALEXPRESS.COM

## SHAH FAMILY TRUST

Plot no. 615/2, Nr. B.D. Patel Farm, Mahammadpura Village, Karnavati Club, S.G. Highway, Ahmedabad-380051

Not for Release, Publication or Distribution in and into the United States or Other Jurisdictions (as defined below). See "Important Information" below.

Re: Offer for Sale of Equity Shares of face value of ₹10 each ("Equity Shares") of Shalby Limited (the "Company"), by its Promoter, Shah Family Trust (the "Seller"), through the stock exchange mechanism. I am directed to refer to Clause 5(b) of the circular "SEBI OFS Circular") pertaining to comprehensive guidelines on offer for sale of shares by promoters through the stock exchange mechanism, as amended by circular number CIR/MRD/DP/04/2013 dated January 25, 2013, circular number CIR/MRD/DP/17/2013 dated May 30, 2013, circular number CIR/MRD/DP/24/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/36/2016 dated February 15, 2016, circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular no. SEBI/HO/MRD/DP/CIR/P/117dated October 25,2019issued by SEBI, (together with SEBI OFS Circulars"), read with (a) "Revised Operational Guidelines for Offer for Sale (OFS) Segment" issued by BSE by way of its notice bearing no. 20200701-27 and dated July 01, 2020 and, to the extent applicable, the previous notices issued by BSE in this regard; and (b) "Offer for Sale-Introduction of Interoperability" issued by NSE by way of its circular bearing no. 51/2020 and dated June 30, 2020 and, to the extent applicable, the previous circulars issued by NSE in this regard.

This advertisement is being issued by the Seller in pursuance of Clause 4 of the SEBI OFS Circular. The Promoter (the "Promoter"). The Promoter of the Company (representing 5.38% of the total issued and paid-up Equity Share capital of the Company) ("Offer Shares"), having a face value of ₹10/- each, on April 26, 2021 ("T+1 day") (for non-Retail Investors only) and on April 27, 2021 ("T+1 day") (for Retail Investors only) and National Stock Exchange of India Limited ("NSE", and together with the BSE, the "Stock Exchanges"), in accordance with the SEBI OFS Circulars and the notices and circulars issued by the BSE and NSE, from time to time, in this regard (such offer for sale hereinafter referred to as the "Offer").

The Offer shall be undertaken exclusively through Seller's Broker named below on a separate window provided by the Stock Exchanges for this purpose.

The Offer is being undertaken by the Seller, inter alia, for achieving the minimum public shareholding of the Company as prescribed under Rule 19(2)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, and in one of the permissible methods prescribed by SEBI by way of its circular bearing no. CIR/CFD/CMD/14/2015 and dated November 30, 2015, as amended ("MPS Circular"). The Offer shall be undertaken exclusively through the Seller's Broker (defined below).

The details of the Offer, in accordance with the requirements of Clause 5(b) of the SEBI OFS Circular, are set forth below. Other important information in relation to the Offer is set out below under the heading "Important information in relation to the Offer is set out below under the heading of the Offer. The brokers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice").

A CARDON	Name of the Seller (Promoter / Promoter Group)	Particulars of the Offer Shah Family Trust ("Promoter").
	Name of the company whose shares are proposed to be sold and ISIN	
,	Plante of the company wasses and pro-passes and pro	ISIN: INE597J01018
	Name of the stock exchange where orders shall be placed	BSE and NSE
	Name of the designated stock exchange	BSE
_	Name of the designated clearing corporation	NSE Clearing Limited
	Dates and time of the opening and closing of the Offer	The Offer shall take place over two trading days, as provided below:  For non-Retail Investors: April 26, 2021 ("T day")  Only non-Retail Investors shall be allowed to place their bids on T day, i.e., April 26, 2021.  The Offer shall take place during trading hours on a separate window of the Stock Exchanges on T day, i.e., April 26, 2021 commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time.  Those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars,  For Retail Investorsand un-allotted non-Retail Investors who choose to carry forward their bids: April 27, 2021 ("T+1 day")  The Offer shall continue to take place during trading hours on a separate window of the Stock Exchanges on T+1 day, i.e., April 27, 2021, commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time on the same date.  Only Retail Investors (defined below) shall be allowed to place their bids on T+1 day, i.e., April 27, 2021. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.  (T day and T+1 day, collectively referred to as "Offer Dates")
	Allocation methodology  Total number of Equity Sharer being offered in the Ofference	The allocation shall be on the proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars.  No single bidder other than mutual funds registered with SEBI under the SEBI (Mutual Funds) Regulations, 1996, as amended ("Mutual Funds") and insurance companies registered with the Insurance Regulatory and Development Authority and Development A
	Total number of Equity Shares being offered in the Offer	Up to 58,10,000 Equity Shares of the Company of face value of ₹10/- each, representing 5.38% of the total paid up equity share capital of the Companyas on March 31, 2021 (the "Offer Size").
	Name of the broker on behalf of the Seller (the "Seller's Broker")	Elara Securities (India) Private Limited (BSE:3241 and NSE: 12898) will be acting as the Settlement Broker on behalf of the Seller's Broker.
8	Floor Price	The floor price of the Offer shall be ₹111.00(Rupees One Hundred and Eleven only) per Equity Share of the Company.
		The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market.
#	Conditions for withdrawal of the Offer	The Seller reserves the right to not proceed with the Offer at any time prior to the time of opening of the Offer on T day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale throughout Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal.
2.	Conditions for cancellation of the Offer	In the event (i) the aggregate number of orders received from non-Retail Investors in the Offer at or above the Floor Price on T day is not sufficient, the Seller reserves the right to cancel the Offer, post bidding, in full (both non-retail and retail categoria and not proceed with the Offer on T+1 day (for Retail Investors); or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer to the extent of valid bids or cancel the Offer in full. In such cases, the decision to eit conclude or cancel the Offer shall be at the sole discretion of the Seller.  Cancellation request for bidding from Seller will be accepted up to 5:00 p.m. on T day by the Stock Exchanges.  In the event that valid orders are not placed for the entire number of Offer Shares at or above the Floor Price or in case of defaults in settlement obligation, the Seller reserves the right to either conclude the Offer to the extent of orders placed or cancel Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller.
3.	Conditions for participating in the Offer	1. Non-institutional investors (including retail category) shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids for the Offer.
		2. Institutional investors have an option of placing bids without any upfront payment. In case of institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and SEBI OFS Circulars.  3. In respect of bids in the Retail Category, margin for bids placed at the Cut-Off Price, shall be at the Floor Price bids at the value of the bid. Clearing corporation shall collect margin to the extent of 100% of order value in cash or cequivalents at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions.  4. Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price.  5. The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments.  6. Individual Investors shall have the option to bid in the Retail Category and/ or the non-Retail Category. However, if the cumulative bid value by retail individual investor across both categories exceeds ₹2,00,000/- (Rupees Two Lakhs), the bids in Retail Category will become ineligible. Further, if the cumulative bid value by an individual investor in the Retail Category across BSE and NSE exceeds ₹2,00,000/- (Rupees Two Lakh only), such bids shall be rejected.  7. Modification or cancellation of orders  (a) Orders placed by Retail Investors ((with 100% of the bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+l day.  (b) Orders placed by institutional investors and by non-institutional investors, with 100% of the bid value deposited upfront: Such orders can be modified or cancelled any time during the trading hours on T day, and in respect of any un-allo bids which they have indicated to be carried forward to T+l day, orders can be modified on T+l day in accordance with the SEBI OFS Circulars.  (c) Orders placed by institutional investors without depositing 100%
,		Exchange.
		11. The Equity Shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to incidence of breach of "Market wide index-based circuit filter", the Offer shall also be halted.
14.	Settlement	Settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors and institutional investors who place orders with 100% of the order value deposited upfront, settlement shall be as per the existing rules for secondary market transactions of the order value upfront, settlement shall be as per the existing rules for secondary market transactions of the bids received on T+1 day, from the Retail Category and from the un-allotted institutional Investors who choose to carry forward their bid on T+1 day without depositing 100% of the order value upfront, the settlement shall take place on T+3 day.  In case of non-institutional investors and institutional investors bidding with 100% margin unfront who choose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

#### IMPORTANT INFORMATION The Offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each a "Bidder") and neither the Offer nor this advertisement constitutes an offer to sell or invitation or solicitation of an offer to buy, to the public, or to any other person or class of persons

requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India. The Offer is being made in reliance on the SEBI OFS Circulars, read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular stock of the Stock Exchanges. There will be no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013, and the rules and clarifications issued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications issued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications is sued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs. issued thereunder, without reference to its provisions that have ceased to have effect, (the "Companies Act") or in any other jurisdiction. Accordingly, no document with the Registrar of Companies in India and/or SEBI and/or the Stock

In case of non-institutional investors and institutional investors bidding with 100% margin upfront who chose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

Exchanges or any other statutory/regulatory/listing authority in India or abroad under the applicable laws in India including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and no such document will be circulated or distributed to any person in any jurisdiction, including in India. Each Bidder shall be deemed to acknowledge and agree that any buy order or bid shall be made solely on the basis of publicly available information and any information The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders. This advertisement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, in in any jurisdiction (collectively, "Other Jurisdictions") in which such offer, solicitation or sale is or may be unlawful whether prior to registration or

qualification under the securities laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication or distribution, directly or indirectly, in or to persons in any Such jurisdiction. Prospective purchasers should seek appropriate legal advice prior to participating in the Offer Shares have not been and will not be registered underany securities law of any Other Jurisdictions. This advertisement and the Notice are not for release, publication or distribution, in whole or in part, in the United States of America, or the District of Columbia (together, the "United States"), and is neither an offer to sell nor a solicitation of an offer to buy within the United States any securities of the Company, The Offer Shares have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"), or under the securities laws of any state of the United States and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. Any public offering of securities laws described in the United States will be made by means of a prospectus that may be obtained from the issuer or the selling security holder and that will contain detailed information about the company and management, as well as financial statements. The Offer Shares are being offered and sold (a) within the United States only to "qualified institutional buyers" (as defined in Rule 144A under the Securities Act, or pursuant to another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S'). Prospective purchasers in the United States are hereby notified that the Seller may be relying on the exemption

from the provisions of Section 5 of the Securities Act. The purchasers of Offer Shares are hereby advised that any resale of Offer Shares must be made in accordance with the registration requirements. No determination has been made as to whether the Company has been, is, or will become a passive foreign investment company ("PFIC") within the meaning of Section 1297 of the United States Internal Revenue Code of 1986, as amended, for U.S. federal income tax purposes. No analysis has been undertaken to determine if the Company is a PFIC, and if the Company has been, is, or will be treated as a PFIC in any taxable year U.S. taxpayers that hold the Offer Shares (directly and, in certain cases, indirectly) may be subject to significant adverse tax consequences. The PFIC rules are complex. Prospective purchasers should consult their own tax advisors regarding the U.S. federal, state and local tax implications to them of acquiring the Offer Shares.

By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice. In addition, each broker, will be deemed to have represented that it is located outside the United States and that none of it, its affiliates (as defined in Rule 405 under the Securities Act) or any person acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S) in connection with the offer or sale of the Offer Shares, (b) engaged or will engage in any form of "general solicitation" or "general s advertising" (each, within the meaning of Regulation D under the Securities Act) or (c) offered or will offer and sell the Offer Shares except outside the United States to persons reasonably believed to be QIBs in transactions exempt from the registration requirements of the Securities Act. Except for the Seller's Broker, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States.

By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood the Notice; and (c) made the representations, warranties, agreements and acknowledgements set out in (i) or (ii) immediately below, as appropriate:

# (i) Persons Outside the United States

- . It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the Securities Act; . (i) It was outside the United States (within the meaning of Regulation S) at the time the offer of the Offer Shares was originated and (ii) If it is a broker-dealer outside the United States acting on behalf of its customers, each of its customers has confirmed to it that such customer was outside the United States at the time the offer of the Offer Shares was originated;
- It did not submit a bid for and will not be acquiring the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S); . It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, resell, pledge or otherwise transfer the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of
- Regulation S or pursuant to another available exemption from the registration requirements under the Securities Act and in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India; It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;
- Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorized in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and
- acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts; . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it places such orders to purchase of the Offer Shares is consummated, including under all applicable Indian laws regulations and guidelines, including the OFS Guidelines;
- . It will not hold or seek to hold the Seller or the Selle with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares;
- . It agrees to indemnify and hold the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will promptly notify the Seller.

Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company. (ii) Persons in the United States

#### . It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities and that the offer shares to it is being made in reliance on Rule 144A or another available exemption from the registration requirements of the Securities Act and in accordance with any applicable state securities laws;

- . (i) It is a QIB and is purchasing Offer Shares for its own account or for the account of another QIB and (ii) is aware that the Offer Shares are being sold to it in reliance on the exemption from, or in a transaction not subject to, the registration requirements of the Securities Act:
- It did not submit a bid for and will not be acquiring the Offer Shares as a result of any general solicitation or general advertising (within the meaning of Rule 502(c) under the Securities Act); . It represents and warrants that it is buving the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer any of the Offer Shares (a) in the United States (i) to a person
- who the seller reasonably believes is a QIB in a transaction meeting the requirements of Rule 144A, (ii) pursuant to another available exemption from the registration requirements of the Securities Act (if available), (iii) pursuant to another available exemption from the registration requirements of the Securities Act, or (iv) pursuant to an effective registration statement under the Securities Act, or (b) outside the United States in an offshore transaction complying with Rule 903 or Rule 904 of Regulation S, as applicable, in each case in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India. Except for sales made in accordance with Rule 903 or 904 of Regulation S, it will, and each subsequent purchaser is required to, notify any subsequent purchaser from it of the resale restrictions referred to in (a) above;
- . It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company; It represents that prior to acquiring the Offer Shares, it has all the information relating to the Company and the Offer Shares which it believes is necessary for the purpose of making its investment decision;
- It understands that Offer Shares purchased pursuant to Rule 144A or another available exemption under the Securities Act will be "restricted securities" within the meaning of Rule 144A or another available exemption under the Securities. facility established or maintained by any depository bank;
- . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it is resident, and in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable Indian laws, regulations and guidelines, including the OFS Guidelines;
- Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorised in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts;
- . It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable for any misstatements in or omissions from any publicly available information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares;
- . It agrees to indemnify and hold the Seller and the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein;
- . It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements and acknowledgements and acknowledgements and acknowledgements and acknowledgements and acknowledgements.
- Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company. This advertisement and the Notice are not for publication or distribution, in whole or in part, in the United States, except that the Seller's Broker may send copies of this Notice to persons in the United States who they reasonably believe to be QIBs.

Thanking You, Yours faithfully On behalf of Shah Family Trust Dr. Vikram Shah Trustee of Shah Family Trust











MONDAY, APRIL 26, 2021 WWW.FINANCIALEXPRESS.COM FINANCIAL EXPRESS

## SHAH FAMILY TRUST

Plot no. 615/2, Nr. B.D. Patel Farm, Mahammadpura Village, Karnavati Club, S.G. Highway, Ahmedabad-380051

Not for Release, Publication or Distribution in and into the United States or Other Jurisdictions (as defined below). See "Important Information" below.

Re: Offer for Sale of Equity Shares of face value of ₹10 each ("Equity Shares") of Shalby Limited (the "Company"), by its Promoter, Shah Family Trust (the "Seller"), through the stock exchange mechanism.

I am directed to refer to Clause 5(b) of the circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular "SEBI OFS Circular") pertaining to comprehensive guidelines on offer for sale of shares by promoters through the stock exchange mechanism, as amended by circular number CIR/MRD/DP/04/2013 dated January 25, 2013, circular number CIR/MRD/DP/17/2013 dated May 30, 2013, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/36/2016 dated February 15, 2016, circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular no. SEBI/HO/MRD/DP/CIR/P/117dated October 25,2019issued by SEBI, (together with SEBI OFS Circular, the "SEBI OFS Circulars"), read with (a) "Revised Operational Guidelines for Offer for Sale (OFS) Segment" issued by BSE by way of its notice bearing no. 20200701-27 and dated July 01, 2020 and, to the extent applicable, the previous notices issued by BSE in this regard; and (b) "Offer for Sale-Introduction of Interoperability" issued by NSE by way of its circular bearing no. 51/2020 and dated June 30, 2020 and, to the extent applicable, the previous circulars issued by NSE in this regard.

("Offer Shares"), having a face value of ₹10/- each, on April 26, 2021 ("T+1 day") (for non-Retail Investors only) and on April 27, 2021 ("T+1 day") (for Retail Investors who choose to carry forward their un-allotted bids) through a separate, designated window of BSE Limited (the "BSE") and National Stock Exchange of India Limited ("NSE", and together with the BSE, the "Stock Exchanges"), in accordance with the SEBI OFS Circulars and the notices and circulars issued by the BSE and NSE, from time to time, in this regard (such offer for sale hereinafter referred to as the "Offer"). The Offer shall be undertaken exclusively through Seller's Broker named below on a separate window provided by the Stock Exchanges for this purpose.

This advertisement is being issued by the Seller in pursuance of Clause 4 of the SEBI OFS Circular. The Seller is one of the Company (the "Promoter"). The Promoter of the Company (representing 5.38% of the total issued and paid-up Equity Share capital of the Company).

The Offer is being undertaken by the Seller, inter alia, for achieving the minimum public shareholding of the Company as prescribed under Rule 19(2)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, and in one of the permissible methods prescribed by SEBI by way of its circular bearing no. CIR/CFD/CMD/14/2015 and dated November 30, 2015, as amended ("MPS Circular"). The Offer shall be undertaken exclusively through the Seller's Broker (defined below).

The details of the Offer, in accordance with the requirements of Clause 5(b) of the SEBI OFS Circular, are set forth below. Other important Information in relation to the Offer is set out below under the heading "Important Information in relation to the Offer is set out below under the heading of the Offer. The brokers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice"). Sr. No. Details required to be mentioned in the Notice Particulars of the Offer

Sr. No.	Details required to be mentioned in the Notice	Particulars of the Offer
1	Name of the Seller (Promoter / Promoter Group)	Shah Family Trust ("Promoter").
2.	Name of the company whose shares are proposed to be sold and ISIN	Name: Shalby Limited
		ISIN: INE597J01018
3.	Name of the stock exchange where orders shall be placed	BSE and NSE
4.	Name of the designated stock exchange	BSE NOT CLASS A STATE OF THE PARTY OF THE PA
5.	Name of the designated clearing corporation	NSE Clearing Limited
6.	Dates and time of the opening and closing of the Offer	The Offer shall take place over two trading days, as provided below:  For non-Retail Investors: April 26, 2021 ("T day")
		Only non-Retail Investors shall be allowed to place their bids on T day, i.e., April 26, 2021.  The Offer shall take place during trading hours on a separate window of the Stock Exchanges on T day, i.e., April 26, 2021 commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time.  Those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.  For Retail Investors and un-allotted non-Retail Investors who choose to carry forward their bids: April 27, 2021 ("T+1 day")  The Offer shall continue to take place during trading hours on a separate window of the Stock Exchanges on T+1 day, i.e., April 27, 2021, commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time on the same date.  Only Retail Investors (defined below) shall be allowed to place their bids on T+1 day, i.e., April 27, 2021. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.
		(T day and T+1 day, collectively referred to as "Offer Dates")
7.	Allocation methodology	The allocation shall be on the proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars.  No single bidder other than mutual funds registered with SEBI under the SEBI (Mutual Funds) Regulations, 1996, as amended ("Mutual Funds") and insurance companies registered with the Insurance Regulatory and Development Authority under the Insurance Regulatory and Development Authority Act, 1999 as amended ("Insurance Companies") shall be allocated more than 25% of the Offer Shares.  Non-Retail Category Allocation Methodology  The non-Retail Investors shall have an option to carry forward their un-allotted bids from T day to T+1 day provided they indicate their willingness to carry forward their bids. Further, such Investors can also revise their bids on T+1 day in accordance with the SEBI OFS Circulars.
		A minimum of 25% of the Offer Shares shall be reserved for Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance Companies, the unsubscribed portion shall be available to other bidders in the non-Retail Category.  Retail Category Allocation Methodology  For the purpose of this Notice, Retail Investor shall mean an individual investor who places bids for Offer Shares of total value of not more than₹2,00,000/- (Rupees Two Lakhs) aggregated across Stock Exchanges ("Retail Investor").  10% of the Offer Shares shall be reserved for allocation to Retail Investors ("Retail Portion"). The Stock Exchanges will decide the quantity of Offer Shares eligible to be considered in the Retail Portion, based on the Floor Price (defined below) declared by the Seller.  Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price. "Cut-Off Price" means the lowest price, as shall be determined, at which the Offer Shares are sold in the non-Retail Category, based on all valid bids received on T day. Any
		unsubscribed portion of the Retail Category, after allotment to Retail Investors, shall be eligible for allocation to non-Retail Investors who have not been allotted Offer Shares on T day and have chosen to carry forward their bids to T+1 day. The non-Retail Investors are required to indicate their willingness to carry forward their bid on T day.
8.	Total number of Equity Shares being offered in the Offer	Up to 58,10,000 Equity Shares of the Company of face value of ₹10/- each, representing 5.38% of the total paid up equity share capital of the Companyas on March 31, 2021 (the "Offer Size").
9.	Name of the broker on behalf of the Seller (the "Seller's Broker")	Elara Securities (India) Private Limited (BSE:3241 and NSE: 12898) will be acting as the Settlement Broker on behalf of the Seller's Broker.
10.	Floor Price	The floor price of the Offer shall be ₹111.00(Rupees One Hundred and Eleven only) per Equity Share of the Company.  The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market.
11.	Conditions for withdrawal of the Offer	The Seller reserves the right to not proceed with the Offer at any time prior to the time of opening of the Offer on T day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale through Stock Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal.
12.	Conditions for cancellation of the Offer	In the event (i) the aggregate number of orders received from non-Retail Investors in the Offer at or above the Floor Price on T day is not sufficient, the Seller reserves the right to cancel the Offer, post bidding, in full (both non-retail and retail categories and not proceed with the Offer on T+1 day (for Retail Investors); or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer to the extent of valid bids or cancel the Offer in full. In such cases, the decision to either conclude or cancel the Offer shall be at the sole discretion of the Seller.  Cancellation request for bidding from Seller will be accepted up to 5:00 p.m. on T day by the Stock Exchanges.  In the event that valid orders are not placed for the entire number of Offer Shares at or above the Floor Price or in case of defaults in settlement obligation, the Seller reserves the right to either conclude the Offer to the extent of orders placed or cancel the
12		Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller.
13.	Conditions for participating in the Offer	<ol> <li>Non-institutional investors (including retail category) shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids for the Offer.</li> <li>Institutional investors have an option of placing bids without any upfront payment. In case of institutional investors who place bids without deposited upfront, custodian confirmation shall be provided within trading hours. In case of institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and SEBI OFS Circulars.</li> <li>In respect of bids in the Retail Category, margin for bids placed at the Cut-Off Price, shall be at the Floor Price and for price bids at the value of the bid. Clearing corporation shall collect margin to the extent of 100% of order value in cash or cast equivalents at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions.</li> <li>Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price.</li> <li>The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments.</li> <li>Individual Investors shall have the option to bid in the Retail Category and/ or the non-Retail Category. However, if the cumulative bid value by retail individual investor across both categories exceeds ₹2,00,000/- (Rupees Two Lakhs), the bids in the Retail Category will become ineligible. Further, if the cumulative bid value by an individual investor in the Retail Category across BSE and NSE exceeds ₹2,00,000/- (Rupees Two Lakh only), such bids shall be rejected.</li> </ol>
		<ol> <li>Modification or cancellation of orders</li> <li>(a) Orders placed by Retail Investors ((with 100% of the bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day.</li> <li>(b) Orders placed by institutional investors and by non-institutional investors, with 100% of the bid value deposited upfront: Such orders can be modified or cancelled any time during the trading hours on T day, and in respect of any un-allotte bids which they have indicated to be carried forward to T+1 day, orders can be modified on T+1 day in accordance with the SEBI OFS Circulars</li> <li>(c) Orders placed by institutional investors without depositing 100% of the bid value upfront: Such orders cannot be modified or cancelled by the investors or stock-brokers, except for making upward revision in the price or quantity.</li> <li>(d) Bids carried forward by non-Retail Investors to T+1 day may be revised in accordance with the SEBI OFS Circulars.</li> <li>In case of any permitted modification or cancellation of the bid, the funds shall be released / collected on a real-time basis by the clearing corporation.</li> <li>8. Bidder shall also be liable to pay any other fees, as may be levied by the Stock Exchanges, including securities transaction tax.</li> <li>9. Multiple orders from a single bidder shall be permitted.</li> <li>10. In case of default in pay-in by any bidder, an amount aggregating to 10% of the order value shall be charged as penalty from the investor and collected from the broker. This amount shall be credited to the Investor Protection Fund of the Stoc Exchange.</li> <li>11. The Equity Shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to incidence of breach of "Market wide index-based circuit filter", the Offer shall also be halted.</li> </ol>
14.	Settlement	Settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors and institutional investors who place orders with 100% of the order value deposited upfront, settlement shall take place on T+1 day, in accordance with the SEBI OFS Circulars. In the case of institutional investors who place bids without depositing 100% of the order value upfront, settlement shall be as per the existing rules for secondary market transactions (i.e.,

## IMPORTANT INFORMATION

The Offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each a "Bidder") and neither the Offer nor this advertisement constitutes an offer to sell or invitation or solicitation of an offer to buy, to the public, or to any other person or class of persons requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India.

In case of non-institutional investors and institutional investors bidding with 100% margin upfront who chose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

For the bids received on T+1 day, from the Retail Category and from the un-allotted institutional Investors who choose to carry forward their bid on T+1 day without depositing 100% of the order value upfront, the settlement shall take place on T+3 day.

The Offer is being made in reliance on the SEBI OFS Circulars, read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular stock Exchange and Clear stock Exchange and Clear stock Exchange and Clear stock Excha no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013, and the rules and clarifications issued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications issued thereunder, without reference to its provisions that have ceased to have effect, (the "Companies Act") or in any other jurisdiction. Accordingly, no documents have been or will be prepared, registered or submitted for approval as "prospectus" or an offer document with the Registrar of Companies in India and/or SEBI and/or the Stock Exchanges or any other statutory/regulatory/listing authority in India or abroad under the applicable laws in India including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and no such document will be circulated or distributed to any person in any jurisdiction, including in India. Each Bidder shall be deemed to acknowledge and agree that any buy order or bid shall be made solely on the basis of publicly available information and any information

The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders. This advertisement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, in in any jurisdiction (collectively, "Other Jurisdictions") in which such offer, solicitation or sale is or may be unlawful whether prior to registration or qualification under the securities laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication under the relevant local law/s or regulation/s in any such jurisdiction.

Prospective purchasers should seek appropriate legal advice prior to participating in the Offer. The Offer Shares have not been and will not be registered underany securities law of any Other Jurisdictions. This advertisement and the Notice are not for release, publication or distribution, in whole or in part, in the United States of America, or the District of Columbia (together, the "United States"), and is neither an offer to sell nor a solicitation of an offer to buy within the United States any securities of the Company. The Offer Shares have not been and will not be registered under the United States and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. Any public offering of security holder and that will contain detailed information about the company and management, as well as financial statements. The Offer Shares are being offered and sold (a) within the United States only to "qualified institutional buyers" (as defined in Rule 144A under the Securities Act, or pursuant to another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S"). Prospective purchasers in the United States are hereby notified that the Seller may be relying on the exemption from the provisions of Section 5 of the Securities Act. The purchasers of Offer Shares are hereby advised that any resale of Offer Shares must be made in accordance with the registration requirements.

No determination has been made as to whether the Company has been, is, or will become a passive foreign investment company ("PFIC") within the meaning of Section 1297 of the United States Internal Revenue Code of 1986, as amended, for U.S. federal income tax purposes. No analysis has been undertaken to determine if the Company is a PFIC, and if the Company has been, is, or will be treated as a PFIC in any taxable year U.S. taxpayers that hold the Offer Shares (directly and, in certain cases, indirectly) may be subject to significant adverse tax consequences. The PFIC rules are complex. Prospective purchasers should consult their own tax advisors regarding the U.S. federal, state and local tax implications to them of acquiring the Offer Shares.

By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood the Notice. In addition, each broker, except for the Seller's Broker, will be deemed to have represented that it is located outside the United States and that none of it, its affiliates (as defined in Rule 405 under the Securities Act) or any person acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S) in connection with the offer or sale of the Offer Shares. (b) engaged or will engage in any form of "general solicitation" or "general advertising" (each, within the meaning of Regulation D under the Securities Act) or (c) offered or will offer and sell the Offer Shares except outside the United States to persons reasonably believed to be QIBs in transactions exempt from the registration requirements of the Securities Act. Except for the Seller's Broker, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States.

By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood the Notice in its entirety, (b) accepted and complied with the terms and conditions set out in (i) or (ii) immediately below, as appropriate:

## (i) Persons Outside the United States

- It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the Securities Act; • (i) It was outside the United States (within the meaning of Regulation S) at the time the offer Shares was originated and (ii) If it is a broker-dealer outside the United States acting on behalf of its customers, each of its customers has confirmed to it that such customer was outside the United States at the time the offer Shares was originated;
- . It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, resell, pledge or otherwise transfer the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of Regulation S or pursuant to another available exemption from the registration requirements under the Securities laws of the states of the United States and any other jurisdiction, including India;
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company; . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorized in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and
- acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts; . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it is resident, and in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable
- regulations and guidelines, including the OFS Guidelines; . It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares; . It agrees to indemnify and hold the Seller and the Seller and the Seller and the Seller and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- the Offer Shares; and . It acknowledges that the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will promptly notify the Seller.
- Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company. (ii) Persons in the United States

It did not submit a bid for and will not be acquiring the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S);

T+2 day).

## It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities Act or under the securities and that the Offer Shares to it is being made in reliance on Rule 144A or another available exemption from the registration requirements of the Securities Act and in

requirements of the Securities Act;

- accordance with any applicable state securities laws; . (i) It is a QIB and is purchasing Offer Shares for its own account or for the account of another QIB and (ii) is aware that the Offer Shares are being sold to it in reliance on the exemption from registration
- It did not submit a bid for and will not be acquiring the Offer Shares as a result of any general solicitation or general advertising (within the meaning of Rule 502(c) under the Securities Act); . It represents and warrants that it is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer such Offer Shares (a) in the United States (i) to a person
- who the seller reasonably believes is a QIB in a transaction meeting the requirements of Rule 144A, (ii) pursuant to another available exemption from the registration requirements of the Securities Act, or (iv) pursuant to an effective registration statement under the Securities Act, or (b) outside the United States in an offshore transaction complying with Rule 903 or Rule 904 of Regulation S, as applicable, in each case in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India. Except for sales made in accordance with Rule 903 or 904 of Regulation S, it will, and each subsequent purchaser is required to, notify any subsequent purchaser from it of the resale restrictions referred to in (a) above; It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;
- . It represents that prior to acquiring the Offer Shares, it has all the information relating to the Company and the Offer Shares which it believes is necessary for the purpose of making its investment decision;
- It understands that Offer Shares purchased pursuant to Rule 144A or another available exemption under the Securities Act and it agrees that for so long as they remain restricted securities, it shall not deposit such Offer Shares into any unrestricted depository facility established or maintained by any depository bank;
- . The placing of orders for the purchase of the Offer Shares and resultant purchase of the jurisdictions in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable Indian laws, regulations and guidelines, including the OFS Guidelines;
- . Where it is submitting a bid as fiduciary or agent for one or more investor or managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts;
- . It will not hold or seek to hold the Seller or the Selle with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares;
- . It agrees to indemnify and hold the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein;
- . It acknowledges that the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will

Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company. This advertisement and the Notice are not for publication or distribution, in whole or in part, in the United States, except that the Seller's Broker may send copies of this Notice to persons in the United States who they reasonably believe to be QIBs.

> Yours faithfully On behalf of Shah Family Trust Dr. Vikram Shah Trustee of Shah Family Trust

Thanking You,

Date : April 23, 2021 Place : Ahmedabad

CHENNAI/KOCHI

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Sr No Details required to be mentioned in the Notice

#### WWW.FINANCIALEXPRESS.COM

# FINANCIAL EXPRESS

## SHAH FAMILY TRUST

Plot no. 615/2, Nr. B.D. Patel Farm, Mahammadpura Village, Karnavati Club, S.G. Highway, Ahmedabad-380051

Not for Release, Publication or Distribution in and into the United States or Other Jurisdictions (as defined below). See "Important Information" below.

Re: Offer for Sale of Equity Shares of face value of ₹10 each ("Equity Shares") of Shalby Limited (the "Company"), by its Promoter, Shah Family Trust (the "Seller"), through the stock exchange mechanism.

I am directed to refer to Clause 5(b) of the circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by 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This advertisement is being issued by the Seller in pursuance of Clause 4 of the SEBI OFS Circular. The Seller is one of the Company (the "Promoter"). The Promoter of the Company (representing 5.38% of the total issued and paid-up Equity Share capital of the Company)

("Offer Shares"), having a face value of ₹10/- each, on April 26, 2021 ("T+1 day") (for non-Retail Investors only) and on April 27, 2021 ("T+1 day") (for Retail Investors only) and National Stock Exchange of India Limited ("NSE", and together with the BSE, the "Stock Exchanges"), in accordance with the SEBI OFS Circulars and the notices and circulars issued by the BSE and NSE, from time to time, in this regard (such offer for sale hereinafter referred to as the "Offer"). The Offer shall be undertaken exclusively through Seller's Broker named below on a separate window provided by the Stock Exchanges for this purpose.

Particulars of the Offer

The Offer is being undertaken by the Seller, inter alia, for achieving the minimum public shareholding of the Company as prescribed under Rule 19(2)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, and in one of the permissible methods prescribed by SEBI by way of its circular bearing no. CIR/CFD/CMD/14/2015 and dated November 30, 2015, as amended ("MPS Circular"). The Offer shall be undertaken exclusively through the Seller's Broker (defined below).

The details of the Offer, in accordance with the requirements of Clause 5(b) of the SEBI OFS Circular, are set forth below. Other important information in relation to the Offer is set out below under the heading "Important Information in relation to the Offer is set out below under the heading of the Offer. The brokers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice").

Sr. No.	Details required to be mentioned in the Notice	Particulars of the Offer
1.	Name of the Seller (Promoter / Promoter Group)	Shah Family Trust ("Promoter").
2.	Name of the company whose shares are proposed to be sold and ISIN	Name: Shalby Limited
85		ISIN: INE597J01018
Δ.	Name of the stock exchange where orders shall be placed Name of the designated stock exchange	BSE and NSE BSE
5.	Name of the designated slock exchange	NSE Clearing Limited
6.	Dates and time of the opening and closing of the Offer	The Offer shall take place over two trading days, as provided below:
		For non-Retail Investors: April 26, 2021 ("T day")
		Only non-Retail Investors shall be allowed to place their bids on T day, i.e., April 26, 2021.
		The Offer shall take place during trading hours on a separate window of the Stock Exchanges on T day, i.e., April 26, 2021 commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time.
		Those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.
		For Retail Investors and un-allotted non-Retail Investors who choose to carry forward their bids: April 27, 2021 ("T+1 day")
		The Offer shall continue to take place during trading hours on a separate window of the Stock Exchanges on T+1 day, i.e., April 27, 2021, commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time on the same date.
		Only Retail Investors (defined below) shall be allowed to place their bids on T+1 day, i.e., April 27, 2021. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.
		(T day and T+1 day, collectively referred to as "Offer Dates")
7	Allocation methodology	The allocation shall be on the proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars.
55	Attocation meanous by	No single bidder other than mutual funds registered with SEBI under the SEBI (Mutual Funds) and insurance companies registered with the Insurance Regulatory and Development Authority under the
		Insurance Regulatory and Development Authority Act, 1999 as amended ("Insurance Companies") shall be allocated more than 25% of the Offer Shares.
		Non-Retail Category Allocation Methodology
		The non-Retail Investors shall have an option to carry forward their un-allotted bids from T day to T+1 day provided they indicate their willingness to carry forward their bids. Further, such Investors can also revise their bids on T+1 day in accordance with the SEBI OFS Circulars.
		A minimum of 25% of the Offer Shares shall be reserved for Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance
		Companies, the unsubscribed portion shall be available to other bidders in the non-Retail Category.
		Retail Category Allocation Methodology
		For the purpose of this Notice, Retail Investor shall mean an individual investor who places bids for Offer Shares of total value of not more than ₹2,00,000/- (Rupees Two Lakhs) aggregated across Stock Exchanges ("Retail Investor").
		10% of the Offer Shares shall be reserved for allocation to Retail Investors ("Retail Portion"). The Stock Exchanges will decide the quantity of Offer Shares eligible to be considered in the Retail Portion, based on the Floor Price (defined below) declared by the Seller.
		Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price" means the lowest price, as shall be determined, at which the Offer Shares are sold in the non-Retail Category, based on all valid bids received on T day. Any
		unsubscribed portion of the Retail Category, after allotment to Retail Investors, shall be eligible for allocation to non-Retail Investors who have not been allotted Offer Shares on T day and have chosen to carry forward their bids to T+1 day. The non-Retail
	The land of the Standard Control of the Control of	Investors are required to indicate their willingness to carry forward their bid on T day.
8.	Total number of Equity Shares being offered in the Offer	Up to 58,10,000 Equity Shares of the Company of face value of ₹10/- each, representing 5.38% of the total paid up equity share capital of the Companyas on March 31, 2021 (the "Offer Size").
9.	Name of the broker on behalf of the Seller (the "Seller's Broker")	Elara Securities (India) Private Limited (BSE:3241 and NSE: 12898) will be acting as the Settlement Broker on behalf of the Seller's Broker.
10.	Floor Price	The floor price of the Offer shall be ₹111.00(Rupees One Hundred and Eleven only) per Equity Share of the Company.  The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market.
11	Conditions for withdrawal of the Offer	
11.	E.	The Seller reserves the right to not proceed with the Offer at any time prior to the time of opening of the Offer on T day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale through Stock Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal.
12.	Conditions for cancellation of the Offer	In the event (i) the aggregate number of orders received from non-Retail Investors in the Offer at or above the Floor Price on T day is not sufficient, the Seller reserves the right to cancel the Offer, post bidding, in full (both non-retail and retail categories) and not proceed with the Offer on T+1 day (for Retail Investors); or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer to the extent of valid bids or cancel the Offer in full. In such cases, the decision to either
		conclude or cancel the Offer shall be at the sole discretion of the Seller.
		Cancellation request for bidding from Seller will be accepted up to 5:00 p.m. on T day by the Stock Exchanges.
		In the event that valid orders are not placed for the entire number of Offer Shares at or above the Floor Price or in case of defaults in settlement obligation, the Seller reserves the right to either conclude the Offer to the extent of orders placed or cancel the
		Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller.
13.	Conditions for participating in the Offer	1. Non-institutional investors (including retail category) shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids for the Offer.
		2. Institutional investors have an option of placing bids without any upfront payment. In case of institutional investors who place bids with 100% of the bid value deposited upfront, custodian confirmation shall be provided within trading hours. In case of institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and SEBI OFS Circulars.
		3. In respect of bids in the Retail Category,margin for bids placed at the Cut-Off Price, shall be at the Floor Price and for price bids at the value of the bid. Clearing corporation shall collect margin to the extent of 100% of order value in cash or cash
		equivalents at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions.
		4. Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price.
		<ol> <li>The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments.</li> <li>Individual Investors shall have the option to bid in the Retail Category and/ or the non-Retail Category. However, if the cumulative bid value by retail individual investor across both categories exceeds ₹2,00,000/- (Rupees Two Lakhs), the bids in the</li> </ol>
		Retail Category will become ineligible. Further, if the cumulative bid value by an individual investor in the Retail Category across BSE and NSE exceeds ₹2,00,000/- (Rupees Two Lakh only), such bids shall be rejected.
		7. Modification or cancellation of orders
		(a) Orders placed by Retail Investors ((with 100% of the bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day.
		(b) Orders placed by institutional investors and by non-institutional investors, with 100% of the bid value deposited upfront: Such orders can be modified or cancelled any time during the trading hours on T day, and in respect of any un-allotted bids which they have indicated to be carried forward to T+1 day, orders can be modified on T+1 day in accordance with the SEBI OFS Circulars
		(c) Orders placed by institutional investors without depositing 100% of the bid value upfront: Such orders cannot be modified or cancelled by the investors or stock-brokers, except for making upward revision in the price or quantity.
		(d) Bids carried forward by non-Retail Investors to T+1 day may be revised in accordance with the SEBI OFS Circulars.
		In case of any permitted modification or cancellation of the bid, the funds shall be released / collected on a real-time basis by the clearing corporation.
		8. Bidder shall also be liable to pay any other fees, as may be levied by the Stock Exchanges, including securities transaction tax.
		9. Multiple orders from a single bidder shall be permitted.
		10. In case of default in pay-in by any bidder, an amount aggregating to 10% of the order value shall be charged as penalty from the investor and collected from the broker. This amount shall be credited to the Investor Protection Fund of the Stock Exchange.
		11. The Equity Shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to incidence of breach of "Market wide index-based circuit filter", the Offer shall also be halted.
14.	Settlement	Settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors who place orders with 100% of the order value deposited upfront, settlement shall take
A585	SSCHOOL STATE OF THE STATE OF T	place on T+1 day, in accordance with the SEBI OFS Circulars. In the case of institutional investors who place bids without depositing 100% of the order value upfront, settlement shall be as per the existing rules for secondary market transactions (i.e., on
		T+2 day).

#### **IMPORTANT INFORMATION** The Offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each a "Bidder") and neither the Offer nor this advertisement constitutes an offer to sell or invitation or solicitation of an offer to buy, to the public, or to any other person or class of persons

requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India. The Offer is being made in reliance on the SEBI OFS Circulars, read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular for Stock Exchange and Clear for Stock Exchange and Clear for Stock Exchange and Clear for Stock Exchange and C no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013, and the rules and clarifications by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications issued thereunder, without reference to its provisions that have ceased to have effect, (the "Companies Act") or in any other jurisdiction. Accordingly, no documents have been or will be prepared, registered or submitted for approval as "prospectus" or an offer document with the Registrar of Companies in India and/or SEBI and/or the Stock Exchanges or any other statutory/regulatory/listing authority in India or abroad under the applicable laws in India including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and no such document will be circulated or distributed to any person in any jurisdiction, including in India.

Each Bidder shall be deemed to acknowledge and agree that any buy order or bid shall be made solely on the basis of publicly available information available information and any information and any information available information and any informa

In case of non-institutional investors and institutional investors bidding with 100% margin upfront who chose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

For the bids received on T+1 day, from the Retail Category and from the un-allotted institutional Investors who choose to carry forward their bid on T+1 day without depositing 100% of the order value upfront, the settlement shall take place on T+3 day.

The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders. This advertisement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, in in any jurisdiction of an offer to buy or sell any securities, in in any jurisdiction or sale is or may be unlawful whether prior to registration or qualification under the securities laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication or distribution, directly or indirectly, in or to persons in any Such jurisdiction.

Prospective purchasers should seek appropriate legal advice prior to participating in the Offer Shares have not been and will not be registered underany securities law of any Other Jurisdictions. This advertisement and the Notice are not for release, publication or distribution, in whole or in part, in the United States of America, or the District of Columbia (together, the "United States"), and is neither an offer to sell nor a solicitation of an offer to buy within the United States any securities of the Company. The Offer Shares have not been and will not be registered under the United States and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. Any public offering of securities laws described by means of a prospectus that may be obtained from the issuer or the selling security holder and that will contain detailed information about the company and management, as well as financial statements. The Offer Shares are being offered and sold (a) within the United States only to "qualified institutional buyers" (as defined in Rule 144A under the Securities Act, or pursuant to another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S"). Prospective purchasers in the United States are hereby notified that the Seller may be relying on the exemption from the provisions of Section 5 of the Securities Act. The purchasers of Offer Shares are hereby advised that any resale of Offer Shares must be made in accordance with the registration requirements.

No determination has been made as to whether the Company has been, is, or will become a passive foreign investment company ("PFIC") within the meaning of Section 1297 of the United States Internal Revenue Code of 1986, as amended, for U.S. federal income tax purposes. No analysis has been undertaken to determine if the Company is a PFIC, and if the Company has been, is, or will be treated as a PFIC in any taxable year U.S. taxpayers that hold the Offer Shares (directly) may be subject to significant adverse tax consequences. The PFIC rules are complex. Prospective purchasers should consult their own tax advisors regarding the U.S. federal, state and local tax implications to them of acquiring the Offer Shares.

By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice. In addition, each broker, except for the Seller's Broker, will be deemed to have represented that it is located outside the United States and that none of it, its affiliates (as defined in Rule 405 under the Securities Act) or any person acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S) in connection with the offer or sale of the Offer Shares, (b) engaged or will engage in any form of "general solicitation" or "general advertising" (each, within the meaning of Regulation D under the Securities Act) or (c) offered or will offer and sell the Offer Shares except outside the United States to persons reasonably believed to be QIBs in transactions exempt from the registration requirements of the Securities Act. Except for the Seller's Broker, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States.

By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood the Notice, and (c) made the representations, warranties, agreements and acknowledgements set out in (i) or (ii) immediately below, as appropriate:

## (i) Persons Outside the United States

 It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities Act; . (i) It was outside the United States (within the meaning of Regulation S) at the time the offer of the Offer Shares was originated and (ii) If it is a broker-dealer outside the United States acting on behalf of its customers, each of its customers has

confirmed to it that such customer was outside the United States at the time the offer Shares was made to it and such customer was outside the United States when such customer's buy order for the Offer Shares was originated;

- It did not submit a bid for and will not be acquiring the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S); • It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, resell, pledge or otherwise transfer the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of
- Regulation S or pursuant to another available exemption from the registration requirements under the Securities Act and in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India; It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;
- . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorized in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and
- . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it places such orders to purchase of the Offer Shares, in which it places such orders to purchase of the Offer Shares is consummated, including under all applicable Indian laws, regulations and guidelines, including the OFS Guidelines; . It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable for any misstatements in or omissions from any publicly available information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares;
- . It agrees to indemnify and hold the Seller and the Seller and the Seller and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of the Offer Shares; and
- . It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will

Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.

## (ii) Persons in the United States

- It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities and that the offer Shares to it is being made in reliance on Rule 144A or another available exemption from the registration requirements of the Securities Act and in accordance with any applicable state securities laws; . (i) It is a QIB and is purchasing Offer Shares for its own account or for the account of another QIB and (ii) is aware that the Offer Shares are being sold to it in reliance on the exemption from, or in a transaction not subject to, the registration
- requirements of the Securities Act; It did not submit a bid for and will not be acquiring the Offer Shares as a result of any general solicitation or general advertising (within the meaning of Rule 502(c) under the Securities Act);
- . It represents and warrants that it is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer any of the Offer Shares (a) in the United States (i) to a person
- who the seller reasonably believes is a QIB in a transaction meeting the requirements of Rule 144A, (ii) pursuant to another available exemption from the registration requirements of the Securities Act, or (iv) pursuant to an effective registration statement under the Securities Act, or (b) outside the United States in an offshore transaction complying with Rule 903 or Rule 904 of Regulation S, as applicable, in each case in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India. Except for sales made in accordance with Rule 903 or 904 of Regulation S, it will, and each subsequent purchaser is required to, notify any subsequent purchaser from it of the resale restrictions referred to in (a) above; It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;

acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts;

- . It represents that prior to acquiring the Offer Shares, it has all the information relating to the Company and the Offer Shares which it believes is necessary for the purpose of making its investment decision; It understands that Offer Shares purchased pursuant to Rule 144A or another available exemption under the Securities Act will be "restricted securities" within the meaning of Rule 144A or another available exemption under the Securities Act will be "restricted securities" within the meaning of Rule 144A or another available exemption under the Securities.
- facility established or maintained by any depository bank; . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable
- Indian laws, regulations and guidelines, including the OFS Guidelines;
- . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorised in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments
- herein for and on behalf of each such account, reading the reference to 'it' to include such accounts; . It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable for any misstatements in or omissions from any publicly available information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares;
- It agrees to indemnify and hold the Seller and the Seller and the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- . Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein;
- It acknowledges that the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.
- This advertisement and the Notice are not for publication or distribution, in whole or in part, in the United States, except that the Seller's Broker may send copies of this Notice to persons in the United States who they reasonably believe to be QIBs.

Yours faithfully. On behalf of Shah Family Trust Dr. Vikram Shah Trustee of Shah Family Trust

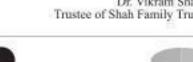
Thanking You,

financialexp

Date : April 23, 2021

Place : Ahmedabad

New Delhi



Plot no. 615/2, Nr. B.D. Patel Farm, Mahammadpura Village, Karnavati Club, S.G. Highway, Ahmedabad-380051

Not for Release, Publication or Distribution in and into the United States or Other Jurisdictions (as defined below). See "Important Information" below.

Re: Offer for Sale of Equity Shares of face value of ₹10 each ("Equity Shares") of Shalby Limited (the "Company"), by its Promoter, Shah Family Trust (the "Seller"), through the stock exchange mechanism.

I am directed to refer to Clause 5(b) of the circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular "SEBI OFS Circular") pertaining to comprehensive guidelines on offer for sale of shares by promoters through the stock exchange mechanism, as amended by circular number CIR/MRD/DP/04/2013 dated January 25, 2013, circular number CIR/MRD/DP/17/2013 dated May 30, 2013, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/36/2016 dated February 15, 2016, circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular no. SEBI/HO/MRD/DP/CIR/P/117dated October 25,2019issued by SEBI, (together with SEBI OFS Circular, the "SEBI OFS Circulars"), read with (a) "Revised Operational Guidelines for Offer for Sale (OFS) Segment" issued by BSE by way of its notice bearing no. 20200701-27 and dated July 01, 2020 and, to the extent applicable, the previous notices issued by BSE in this regard; and (b) "Offer for Sale-Introduction of Interoperability" issued by NSE by way of its circular bearing no. 51/2020 and dated June 30, 2020 and, to the extent applicable, the previous circulars issued by NSE in this regard.

("Offer Shares"), having a face value of ₹10/- each, on April 26, 2021 ("T+1 day") (for non-Retail Investors only) and on April 27, 2021 ("T+1 day") (for Retail Investors who choose to carry forward their un-allotted bids) through a separate, designated window of BSE Limited (the "BSE") and National Stock Exchange of India Limited ("NSE", and together with the BSE, the "Stock Exchanges"), in accordance with the SEBI OFS Circulars and the notices and circulars issued by the BSE and NSE, from time to time, in this regard (such offer for sale hereinafter referred to as the "Offer"). The Offer shall be undertaken exclusively through Seller's Broker named below on a separate window provided by the Stock Exchanges for this purpose.

This advertisement is being issued by the Seller in pursuance of Clause 4 of the SEBI OFS Circular. The Seller is one of the Company (the "Promoter"). The Promoter of the Company (representing 5.38% of the total issued and paid-up Equity Share capital of the Company).

The Offer is being undertaken by the Seller, inter alia, for achieving the minimum public shareholding of the Company as prescribed under Rule 19(2)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, and in one of the permissible methods prescribed by SEBI by way of its circular bearing no. CIR/CFD/CMD/14/2015 and dated November 30, 2015, as amended ("MPS Circular"). The Offer shall be undertaken exclusively through the Seller's Broker (defined below).

The details of the Offer, in accordance with the requirements of Clause 5(b) of the SEBI OFS Circular, are set forth below. Other important information in relation to the Offer is set out below under the heading "Important Information in relation to the Offer. The brokers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice"). Sr. No. Details required to be mentioned in the Notice Particulars of the Offer

Sr. No.	Details required to be mentioned in the Notice	Particulars of the Offer
1.	Name of the Seller (Promoter / Promoter Group)	Shah Family Trust ("Promoter").
2.	Name of the company whose shares are proposed to be sold and ISIN	Name: Shalby Limited
		ISIN: INE597J01018
3.	Name of the stock exchange where orders shall be placed	BSE and NSE
4.	Name of the designated stock exchange	BSE
5.	Name of the designated clearing corporation	NSE Clearing Limited
6.	Dates and time of the opening and closing of the Offer	The Offer shall take place over two trading days, as provided below:
		For non-Retail Investors: April 26, 2021 ("T day")
		Only non-Retail Investors shall be allowed to place their bids on T day, i.e., April 26, 2021.
		The Offer shall take place during trading hours on a separate window of the Stock Exchanges on T day, i.e., April 26, 2021 commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time.
		Those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.
		For Retail Investors and un-allotted non-Retail Investors who choose to carry forward their bids: April 27, 2021 ("T+1 day")
		The Offer shall continue to take place during trading hours on a separate window of the Stock Exchanges on T+1 day, i.e., April 27, 2021, commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time on the same date.
		Only Retail Investors (defined below) shall be allowed to place their bids on T+1 day, i.e., April 27, 2021. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall be
		allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.
		(T day and T+1 day, collectively referred to as "Offer Dates")
7	Allocation methodology	The allocation shall be on the proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars.
35.0	Attocation inculosogy	No single bidder other than mutual funds registered with SEBI (Mutual Funds) and insurance companies registered with the Insurance Regulatory and Development Authority under the
		Insurance Regulatory and Development Authority Act, 1999 as amended ("Insurance Companies") shall be allocated more than 25% of the Offer Shares.
		Non-Retail Category Allocation Methodology
		The non-Retail Investors shall have an option to carry forward their un-allotted bids from T day to T+1 day provided they indicate their willingness to carry forward their bids. Further, such Investors can also revise their bids on T+1 day in accordance with
		the SEBI OFS Circulars.
		A minimum of 25% of the Offer Shares shall be reserved for Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance
		Companies, the unsubscribed portion shall be available to other biddersin the non-Retail Category.
		Retail Category Allocation Methodology
		For the purpose of this Notice, Retail Investor shall mean an individual investor who places bids for Offer Shares of total value of not more than₹2,00,000/- (Rupees Two Lakhs) aggregated across Stock Exchanges ("Retail Investor").
		10% of the Offer Shares shall be reserved for allocation to Retail Investors ("Retail Portion"). The Stock Exchanges will decide the quantity of Offer Shares eligible to be considered in the Retail Portion, based on the Floor Price (defined below) declared
		by the Seller.
		Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price. "Cut-Off Price" means the lowest price, as shall be determined, at which the Offer Shares are sold in the non-Retail Category, based on all valid bids received on T day. Any
		unsubscribed portion of the Retail Category, after allotment to Retail Investors, shall be eligible for allocation to non-Retail Investors who have not been allotted Offer Shares on T day and have chosen to carry forward their bids to T+1 day. The non-Retail Investors are required to indicate their willingness to carry forward their bid on T day.
0	Total	A STATE OF THE PARTY OF THE PAR
0.	Total number of Equity Shares being offered in the Offer	Up to 58,10,000 Equity Shares of the Company of face value of ₹10/- each, representing 5.38% of the total paid up equity share capital of the Companyas on March 31, 2021 (the "Offer Size").
9.	Name of the broker on behalf of the Seller (the "Seller's Broker")	Elara Securities (India) Private Limited (BSE:3241 and NSE: 12898) will be acting as the Settlement Broker on behalf of the Seller's Broker.
10.	Floor Price	The floor price of the Offer shall be ₹111.00(Rupees One Hundred and Eleven only) per Equity Share of the Company.
		The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market.
11.	Conditions for withdrawal of the Offer	The Seller reserves the right to not proceed with the Offer at any time prior to the time of opening of the Offer onT day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale through
		Stock Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal.
12.	Conditions for cancellation of the Offer	In the event (i) the aggregate number of orders received from non-Retail Investors in the Offer at or above the Floor Price on T day is not sufficient, the Seller reserves the right to cancel the Offer, post bidding, in full (both non-retail and retail categories)
		and not proceed with the Offer on T+1 day (for Retail Investors); or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer to the extent of valid bids or cancel the Offer in full. In such cases, the decision to either
		conclude or cancel the Offer shall be at the sole discretion of the Seller.
		Cancellation request for bidding from Seller will be accepted up to 5:00 p.m. on T day by the Stock Exchanges.
		In the event that valid orders are not placed for the entire number of Offer Shares at or above the Floor Price or in case of defaults in settlement obligation, the Seller reserves the right to either conclude the Offer to the extent of orders placed or cancel the
-		Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller.
13.	Conditions for participating in the Offer	1. Non-institutional investors (including retail category) shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids for the Offer.
		2. Institutional investors have an option of placing bids without any upfront payment. In case of institutional investors who place bids with 100% of the bid value deposited upfront, custodian confirmation shall be provided within trading hours. In case of
		institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and SEBI OFS Circulars.
		3. In respect of bids in the Retail Category, margin for bids placed at the Cut-Off Price, shall be at the Floor Price and for price bids at the value of the bid. Clearing corporation shall collect margin to the extent of 100% of order value in cash or cash equivalents at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions.
		Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price.
		The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments.
		6. Individual Investors shall have the option to bid in the Retail Category and/ or the non-Retail Category. However, if the cumulative bid value by retail individual investor across both categories exceeds ₹2,00,000/- (Rupees Two Lakhs), the bids in the
		Retail Category will become ineligible. Further, if the cumulative bid value by an individual investor in the Retail Category across BSE and NSE exceeds ₹ 2,00,000/- (Rupees Two Lakh only), such bids shall be rejected.
		7. Modification or cancellation of orders
		(a) Orders placed by Retail Investors ((with 100% of the bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day.
		(b) Orders placed by institutional investors and by non-institutional investors, with 100% of the bid value deposited upfront: Such orders can be modified or cancelled any time during the trading hours on T day, and in respect of any un-allotted
		bids which they have indicated to be carried forward to T+1 day, orders can be modified on T+1 day in accordance with the SEBI OFS Circulars
		(c) Orders placed by institutional investors without depositing 100% of the bid value upfront: Such orders cannot be modified or cancelled by the investors or stock-brokers, except for making upward revision in the price or quantity.
		(d) Bids carried forward by non-Retail Investors to T+1 day may be revised in accordance with the SEBI OFS Circulars.
		In case of any permitted modification or cancellation of the bid, the funds shall be released / collected on a real-time basis by the clearing corporation.
		8. Bidder shall also be liable to pay any other fees, as may be levied by the Stock Exchanges, including securities transaction tax.
		9. Multiple orders from a single bidder shall be permitted.
		10. In case of default in pay-in by any bidder, an amount aggregating to 10% of the order value shall be charged as penalty from the investor and collected from the broker. This amount shall be credited to the Investor Protection Fund of the Stock
		Exchange.
		11. The Equity Shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to incidence of breach of "Market wide index-based circuit filter", the Offer shall also be halted.
14.	Settlement	Settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors who place orders with 100% of the order value deposited upfront, settlement shall take
		place on T+1 day, in accordance with the SEBI OFS Circulars. In the case of institutional investors who place bids without depositing 100% of the order value upfront, settlement shall be as per the existing rules for secondary market transactions (i.e., on T+2 day)

## IMPORTANT INFORMATION

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The Offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each a "Bidder") and neither the Offer nor this advertisement constitutes an offer to sell or invitation or solicitation of an offer to buy, to the public, or to any other person or class of persons requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India. The Offer is being made in reliance on the SEBI OFS Circulars, read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular s, rules and regulations of the Stock Exchanges. There will be

In case of non-institutional investors and institutional investors bidding with 100% margin upfront who chose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

For the bids received on T+1 day, from the Retail Category and from the un-allotted institutional Investors who choose to carry forward their bid on T+1 day without depositing 100% of the order value upfront, the settlement shall take place on T+3 day.

no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013, and the rules and clarifications issued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications issued thereunder, without reference to its provisions that have ceased to have effect, (the "Companies Act") or in any other jurisdiction. Accordingly, no document with the Registrar of Companies in India and/or SEBI and/or the Stock Exchanges or any other statutory/regulatory/listing authority in India or abroad under the applicable laws in India including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and no such document will be circulated or distributed to any person in any jurisdiction, including in India. Each Bidder shall be deemed to acknowledge and agree that any buy order or bid shall be made solely on the basis of publicly available information and any information The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders.

This advertisement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, in in any jurisdiction (collectively, "Other Jurisdictions") in which such offer, solicitation or sale is or may be unlawful whether prior to registration or

qualification under the securities laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication under the relevant local law/s or regulation/s in any such jurisdiction. Prospective purchasers should seek appropriate legal advice prior to participating in the Offer. The Offer Shares have not been and will not be registered underany securities law of any Other Jurisdictions. This advertisement and the Notice are not for release, publication or distribution, in whole or in part, in the United States of America, or the District of Columbia (together, the "United States"), and is neither an offer to sell nor a solicitation of an offer to buy within the United States any securities of the Company. The Offer Shares have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"), or under the securities laws of any state of the United States and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. Any public offering of security holder and that will contain detailed information about the company

another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S"). Prospective purchasers in the United States are hereby notified that the Seller may be relying on the exemption from the provisions of Section 5 of the Securities Act. The purchasers of Offer Shares are hereby advised that any resale of Offer Shares must be made in accordance with the registration requirements. No determination has been made as to whether the Company has been, is, or will become a passive foreign investment company ("PFIC") within the meaning of Section 1297 of the United States Internal Revenue Code of 1986, as amended, for U.S. federal income tax purposes. No analysis has been undertaken to determine if the Company is a PFIC, and if the Company has been, is, or will be treated as a PFIC in any taxable year U.S. taxpayers that hold the Offer Shares (directly and, in certain cases, indirectly) may be subject to significant adverse tax consequences. The PFIC rules are complex. Prospective purchasers should consult their own tax advisors regarding the U.S. federal, state and

and management, as well as financial statements. The Offer Shares are being offered and sold (a) within the United States only to "qualified institutional buyers" (as defined in Rule 144A under the Securities Act, or pursuant to

local tax implications to them of acquiring the Offer Shares. By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood the Notice. In addition, each broker, except for the Seller's Broker, will be deemed to have represented that it is located outside the United States and that none of it, its affiliates (as defined in Rule 405 under the Securities Act) or any person acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S) in connection with the offer or sale of the Offer Shares, (b) engaged or will engage in any form of "general solicitation" or "general advertising" (each, within the meaning of Regulation D under the Securities Act) or (c) offered or will offer and sell the Offer Shares except outside the United States in reliance upon Regulation S or within the United States to persons reasonably believed to be QIBs in transactions exempt from the registration requirements of the Securities Act.

By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood the Notice in its entirety, (b) accepted and complied with the terms and conditions set out in (i) or (ii) immediately below, as appropriate:

## (i) Persons Outside the United States

- It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the Securities Act; • (i) It was outside the United States (within the meaning of Regulation S) at the time the offer Shares was originated and (ii) If it is a broker-dealer outside the United States acting on behalf of its customers, each of its customers has confirmed to it that such customer was outside the United States at the time the offer Shares was made to it and such customer was outside the United States when such customer's buy order for the Offer Shares was originated;
- It did not submit a bid for and will not be acquiring the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S); . It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, resell, pledge or otherwise transfer the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of Regulation S or pursuant to another available exemption from the registration requirements under the Securities laws of the states of the United States and any other jurisdiction, including India;
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company; . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorized in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and
- acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts; . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it is resident, and in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable
- regulations and guidelines, including the OFS Guidelines; Indian laws, . It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares;
- . It agrees to indemnify and hold the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of the Offer Shares; and
- . It acknowledges that the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will promptly notify the Seller.
- (ii) Persons in the United States It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities Act or under the securities and that the Offer Shares to it is being made in reliance on Rule 144A or another available exemption from the registration requirements of the Securities Act and in

Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.

T+2 day).

Except for the Seller's Broker, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States.

requirements of the Securities Act;

- accordance with any applicable state securities laws: . (i) It is a QIB and is purchasing Offer Shares for its own account or for the account of another QIB and (ii) is aware that the Offer Shares are being sold to it in reliance on the exemption from registration
- It did not submit a bid for and will not be acquiring the Offer Shares as a result of any general solicitation or general advertising (within the meaning of Rule 502(c) under the Securities Act); . It represents and warrants that it is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer such Offer Shares (a) in the United States (i) to a person
- who the seller reasonably believes is a QIB in a transaction meeting the requirements of Rule 144A, (ii) pursuant to another available exemption from the registration requirements of the Securities Act, or (iv) pursuant to an effective registration statement under the Securities Act, or (b) outside the United States in an offshore transaction complying with Rule 903 or Rule 904 of Regulation S, as applicable, in each case in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India. Except for sales made in accordance with Rule 903 or 904 of Regulation S, it will, and each subsequent purchaser is required to, notify any subsequent purchaser from it of the resale restrictions referred to in (a) above; It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;
- It represents that prior to acquiring the Offer Shares, it has all the information relating to the Company and the Offer Shares which it believes is necessary for the purpose of making its investment decision;
- It understands that Offer Shares purchased pursuant to Rule 144A or another available exemption under the Securities Act and it agrees that for so long as they remain restricted securities, it shall not deposit such Offer Shares into any unrestricted depository facility established or maintained by any depository bank;
- . The placing of orders for the purchase of the Offer Shares and resultant purchase of the jurisdictions in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable Indian laws, regulations and guidelines, including the OFS Guidelines;
- . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorised in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts;
- . It will not hold or seek to hold the Seller or the Selle
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares; . It agrees to indemnify and hold the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein;
- . It acknowledges that the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.

This advertisement and the Notice are not for publication or distribution, in whole or in part, in the United States, except that the Seller's Broker may send copies of this Notice to persons in the United States who they reasonably believe to be QIBs.

Yours faithfully On behalf of Shah Family Trust Dr. Vikram Shah Trustee of Shah Family Trust

HYDERABAD

Thanking You,

financialexp.ep. in

Date : April 23, 2021

Place : Ahmedabad

MONDAY, APRIL 26, 2021 WWW.FINANCIALEXPRESS.COM FINANCIAL EXPRESS

## SHAH FAMILY TRUST

Plot no. 615/2, Nr. B.D. Patel Farm, Mahammadpura Village, Karnavati Club, S.G. Highway, Ahmedabad-380051

Not for Release, Publication or Distribution in and into the United States or Other Jurisdictions (as defined below). See "Important Information" below.

Re: Offer for Sale of Equity Shares of face value of ₹10 each ("Equity Shares") of Shalby Limited (the "Company"), by its Promoter, Shah Family Trust (the "Seller"), through the stock exchange mechanism.

I am directed to refer to Clause 5(b) of the circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular "SEBI OFS Circular") pertaining to comprehensive guidelines on offer for sale of shares by promoters through the stock exchange mechanism, as amended by circular number CIR/MRD/DP/04/2013 dated January 25, 2013, circular number CIR/MRD/DP/17/2013 dated May 30, 2013, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/36/2016 dated February 15, 2016, circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular no. SEBI/HO/MRD/DP/CIR/P/117dated October 25,2019issued by SEBI, (together with SEBI OFS Circular, the "SEBI OFS Circulars"), read with (a) "Revised Operational Guidelines for Offer for Sale (OFS) Segment" issued by BSE by way of its notice bearing no. 20200701-27 and dated July 01, 2020 and, to the extent applicable, the previous notices issued by BSE in this regard; and (b) "Offer for Sale-Introduction of Interoperability" issued by NSE by way of its circular bearing no. 51/2020 and dated June 30, 2020 and, to the extent applicable, the previous circulars issued by NSE in this regard.

("Offer Shares"), having a face value of ₹10/- each, on April 26, 2021 ("T+1 day") (for non-Retail Investors only) and on April 27, 2021 ("T+1 day") (for Retail Investors who choose to carry forward their un-allotted bids) through a separate, designated window of BSE Limited (the "BSE") and National Stock Exchange of India Limited ("NSE", and together with the BSE, the "Stock Exchanges"), in accordance with the SEBI OFS Circulars and the notices and circulars issued by the BSE and NSE, from time to time, in this regard (such offer for sale hereinafter referred to as the "Offer"). The Offer shall be undertaken exclusively through Seller's Broker named below on a separate window provided by the Stock Exchanges for this purpose.

This advertisement is being issued by the Seller in pursuance of Clause 4 of the SEBI OFS Circular. The Seller is one of the Company (representing 5.38% of the total issued and paid-up Equity Share capital of the Company).

The Offer is being undertaken by the Seller, inter alia, for achieving the minimum public shareholding of the Company as prescribed under Rule 19(2)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, and in one of the permissible methods prescribed by SEBI by way of its circular bearing no. CIR/CFD/CMD/14/2015 and dated November 30, 2015, as amended ("MPS Circular"). The Offer shall be undertaken exclusively through the Seller's Broker (defined below).

The details of the Offer, in accordance with the requirements of Clause 5(b) of the SEBI OFS Circular, are set forth below. Other important Information in relation to the Offer is set out below under the heading "Important Information in relation to the Offer is set out below under the heading of the Offer. The brokers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice"). Sr. No. Details required to be mentioned in the Notice Particulars of the Offer

Sr. No.	Details required to be mentioned in the Notice	Particulars of the Offer
1	Name of the Seller (Promoter / Promoter Group)	Shah Family Trust ("Promoter").
2.	Name of the company whose shares are proposed to be sold and ISIN	Name: Shalby Limited
		ISIN: INE597J01018
3.	Name of the stock exchange where orders shall be placed	BSE and NSE
4.	Name of the designated stock exchange	BSE NOT CLASS A STATE OF THE PARTY OF THE PA
5.	Name of the designated clearing corporation	NSE Clearing Limited
6.	Dates and time of the opening and closing of the Offer	The Offer shall take place over two trading days, as provided below:  For non-Retail Investors: April 26, 2021 ("T day")
		Only non-Retail Investors shall be allowed to place their bids on T day, i.e., April 26, 2021.  The Offer shall take place during trading hours on a separate window of the Stock Exchanges on T day, i.e., April 26, 2021 commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time.  Those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.  For Retail Investors and un-allotted non-Retail Investors who choose to carry forward their bids: April 27, 2021 ("T+1 day")  The Offer shall continue to take place during trading hours on a separate window of the Stock Exchanges on T+1 day, i.e., April 27, 2021, commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time on the same date.  Only Retail Investors (defined below) shall be allowed to place their bids on T+1 day, i.e., April 27, 2021. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.
		(T day and T+1 day, collectively referred to as "Offer Dates")
7.	Allocation methodology	The allocation shall be on the proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars.  No single bidder other than mutual funds registered with SEBI under the SEBI (Mutual Funds) Regulations, 1996, as amended ("Mutual Funds") and insurance companies registered with the Insurance Regulatory and Development Authority under the Insurance Regulatory and Development Authority Act, 1999 as amended ("Insurance Companies") shall be allocated more than 25% of the Offer Shares.  Non-Retail Category Allocation Methodology  The non-Retail Investors shall have an option to carry forward their un-allotted bids from T day to T+1 day provided they indicate their willingness to carry forward their bids. Further, such Investors can also revise their bids on T+1 day in accordance with the SEBI OFS Circulars.
		A minimum of 25% of the Offer Shares shall be reserved for Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance Companies, the unsubscribed portion shall be available to other bidders in the non-Retail Category.  Retail Category Allocation Methodology  For the purpose of this Notice, Retail Investor shall mean an individual investor who places bids for Offer Shares of total value of not more than₹2,00,000/- (Rupees Two Lakhs) aggregated across Stock Exchanges ("Retail Investor").  10% of the Offer Shares shall be reserved for allocation to Retail Investors ("Retail Portion"). The Stock Exchanges will decide the quantity of Offer Shares eligible to be considered in the Retail Portion, based on the Floor Price (defined below) declared by the Seller.  Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price. "Cut-Off Price" means the lowest price, as shall be determined, at which the Offer Shares are sold in the non-Retail Category, based on all valid bids received on T day. Any
		unsubscribed portion of the Retail Category, after allotment to Retail Investors, shall be eligible for allocation to non-Retail Investors who have not been allotted Offer Shares on T day and have chosen to carry forward their bids to T+1 day. The non-Retail Investors are required to indicate their willingness to carry forward their bid on T day.
8.	Total number of Equity Shares being offered in the Offer	Up to 58,10,000 Equity Shares of the Company of face value of ₹10/- each, representing 5.38% of the total paid up equity share capital of the Companyas on March 31, 2021 (the "Offer Size").
9.	Name of the broker on behalf of the Seller (the "Seller's Broker")	Elara Securities (India) Private Limited (BSE:3241 and NSE: 12898) will be acting as the Settlement Broker on behalf of the Seller's Broker.
10.	Floor Price	The floor price of the Offer shall be ₹111.00(Rupees One Hundred and Eleven only) per Equity Share of the Company.  The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market.
11.	Conditions for withdrawal of the Offer	The Seller reserves the right to not proceed with the Offer at any time prior to the time of opening of the Offer on T day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale through Stock Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal.
12.	Conditions for cancellation of the Offer	In the event (i) the aggregate number of orders received from non-Retail Investors in the Offer at or above the Floor Price on T day is not sufficient, the Seller reserves the right to cancel the Offer, post bidding, in full (both non-retail and retail categories and not proceed with the Offer on T+1 day (for Retail Investors); or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer to the extent of valid bids or cancel the Offer in full. In such cases, the decision to either conclude or cancel the Offer shall be at the sole discretion of the Seller.  Cancellation request for bidding from Seller will be accepted up to 5:00 p.m. on T day by the Stock Exchanges.  In the event that valid orders are not placed for the entire number of Offer Shares at or above the Floor Price or in case of defaults in settlement obligation, the Seller reserves the right to either conclude the Offer to the extent of orders placed or cancel the
12		Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller.
13.	Conditions for participating in the Offer	<ol> <li>Non-institutional investors (including retail category) shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids for the Offer.</li> <li>Institutional investors have an option of placing bids without any upfront payment. In case of institutional investors who place bids without deposited upfront, custodian confirmation shall be provided within trading hours. In case of institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and SEBI OFS Circulars.</li> <li>In respect of bids in the Retail Category, margin for bids placed at the Cut-Off Price, shall be at the Floor Price and for price bids at the value of the bid. Clearing corporation shall collect margin to the extent of 100% of order value in cash or cast equivalents at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions.</li> <li>Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price.</li> <li>The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments.</li> <li>Individual Investors shall have the option to bid in the Retail Category and/ or the non-Retail Category. However, if the cumulative bid value by retail individual investor across both categories exceeds ₹2,00,000/- (Rupees Two Lakhs), the bids in the Retail Category will become ineligible. Further, if the cumulative bid value by an individual investor in the Retail Category across BSE and NSE exceeds ₹2,00,000/- (Rupees Two Lakh only), such bids shall be rejected.</li> </ol>
		<ol> <li>Modification or cancellation of orders</li> <li>(a) Orders placed by Retail Investors ((with 100% of the bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day.</li> <li>(b) Orders placed by institutional investors and by non-institutional investors, with 100% of the bid value deposited upfront: Such orders can be modified or cancelled any time during the trading hours on T day, and in respect of any un-allotte bids which they have indicated to be carried forward to T+1 day, orders can be modified on T+1 day in accordance with the SEBI OFS Circulars</li> <li>(c) Orders placed by institutional investors without depositing 100% of the bid value upfront: Such orders cannot be modified or cancelled by the investors or stock-brokers, except for making upward revision in the price or quantity.</li> <li>(d) Bids carried forward by non-Retail Investors to T+1 day may be revised in accordance with the SEBI OFS Circulars.</li> <li>In case of any permitted modification or cancellation of the bid, the funds shall be released / collected on a real-time basis by the clearing corporation.</li> <li>8. Bidder shall also be liable to pay any other fees, as may be levied by the Stock Exchanges, including securities transaction tax.</li> <li>9. Multiple orders from a single bidder shall be permitted.</li> <li>10. In case of default in pay-in by any bidder, an amount aggregating to 10% of the order value shall be charged as penalty from the investor and collected from the broker. This amount shall be credited to the Investor Protection Fund of the Stoc Exchange.</li> <li>11. The Equity Shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to incidence of breach of "Market wide index-based circuit filter", the Offer shall also be halted.</li> </ol>
14.	Settlement	Settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors and institutional investors who place orders with 100% of the order value deposited upfront, settlement shall take place on T+1 day, in accordance with the SEBI OFS Circulars. In the case of institutional investors who place bids without depositing 100% of the order value upfront, settlement shall be as per the existing rules for secondary market transactions (i.e.,

## IMPORTANT INFORMATION

The Offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each a "Bidder") and neither the Offer nor this advertisement constitutes an offer to sell or invitation or solicitation of an offer to buy, to the public, or to any other person or class of persons requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India.

In case of non-institutional investors and institutional investors bidding with 100% margin upfront who chose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

For the bids received on T+1 day, from the Retail Category and from the un-allotted institutional Investors who choose to carry forward their bid on T+1 day without depositing 100% of the order value upfront, the settlement shall take place on T+3 day.

The Offer is being made in reliance on the SEBI OFS Circulars, read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular stock Exchange and Clear stock Exchange and Clear stock Exchange and Clear stock Excha no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013, and the rules and clarifications issued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications issued thereunder, without reference to its provisions that have ceased to have effect, (the "Companies Act") or in any other jurisdiction. Accordingly, no documents have been or will be prepared, registered or submitted for approval as "prospectus" or an offer document with the Registrar of Companies in India and/or SEBI and/or the Stock Exchanges or any other statutory/regulatory/listing authority in India or abroad under the applicable laws in India including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and no such document will be circulated or distributed to any person in any jurisdiction, including in India. Each Bidder shall be deemed to acknowledge and agree that any buy order or bid shall be made solely on the basis of publicly available information and any information

The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders. This advertisement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, in in any jurisdiction (collectively, "Other Jurisdictions") in which such offer, solicitation or sale is or may be unlawful whether prior to registration or qualification under the securities laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication under the relevant local law/s or regulation/s in any such jurisdiction.

Prospective purchasers should seek appropriate legal advice prior to participating in the Offer. The Offer Shares have not been and will not be registered underany securities law of any Other Jurisdictions. This advertisement and the Notice are not for release, publication or distribution, in whole or in part, in the United States of America, or the District of Columbia (together, the "United States"), and is neither an offer to sell nor a solicitation of an offer to buy within the United States any securities of the Company. The Offer Shares have not been and will not be registered under the United States and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. Any public offering of security holder and that will contain detailed information about the company and management, as well as financial statements. The Offer Shares are being offered and sold (a) within the United States only to "qualified institutional buyers" (as defined in Rule 144A under the Securities Act, or pursuant to another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S"). Prospective purchasers in the United States are hereby notified that the Seller may be relying on the exemption from the provisions of Section 5 of the Securities Act. The purchasers of Offer Shares are hereby advised that any resale of Offer Shares must be made in accordance with the registration requirements.

No determination has been made as to whether the Company has been, is, or will become a passive foreign investment company ("PFIC") within the meaning of Section 1297 of the United States Internal Revenue Code of 1986, as amended, for U.S. federal income tax purposes. No analysis has been undertaken to determine if the Company is a PFIC, and if the Company has been, is, or will be treated as a PFIC in any taxable year U.S. taxpayers that hold the Offer Shares (directly and, in certain cases, indirectly) may be subject to significant adverse tax consequences. The PFIC rules are complex. Prospective purchasers should consult their own tax advisors regarding the U.S. federal, state and local tax implications to them of acquiring the Offer Shares.

By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood the Notice. In addition, each broker, except for the Seller's Broker, will be deemed to have represented that it is located outside the United States and that none of it, its affiliates (as defined in Rule 405 under the Securities Act) or any person acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S) in connection with the offer or sale of the Offer Shares. (b) engaged or will engage in any form of "general solicitation" or "general advertising" (each, within the meaning of Regulation D under the Securities Act) or (c) offered or will offer and sell the Offer Shares except outside the United States to persons reasonably believed to be QIBs in transactions exempt from the registration requirements of the Securities Act. Except for the Seller's Broker, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States.

By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood the Notice in its entirety, (b) accepted and complied with the terms and conditions set out in (i) or (ii) immediately below, as appropriate:

## (i) Persons Outside the United States

- It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the Securities Act; • (i) It was outside the United States (within the meaning of Regulation S) at the time the offer Shares was originated and (ii) If it is a broker-dealer outside the United States acting on behalf of its customers, each of its customers has confirmed to it that such customer was outside the United States at the time the offer Shares was originated;
- . It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, resell, pledge or otherwise transfer the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of Regulation S or pursuant to another available exemption from the registration requirements under the Securities laws of the states of the United States and any other jurisdiction, including India;
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company; . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorized in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and
- acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts; . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it is resident, and in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable
- regulations and guidelines, including the OFS Guidelines; . It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares; . It agrees to indemnify and hold the Seller and the Seller and the Seller and the Seller and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- the Offer Shares; and . It acknowledges that the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will promptly notify the Seller.
- Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company. (ii) Persons in the United States

It did not submit a bid for and will not be acquiring the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S);

T+2 day).

## It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities Act or under the securities and that the Offer Shares to it is being made in reliance on Rule 144A or another available exemption from the registration requirements of the Securities Act and in

requirements of the Securities Act;

- accordance with any applicable state securities laws: . (i) It is a QIB and is purchasing Offer Shares for its own account or for the account of another QIB and (ii) is aware that the Offer Shares are being sold to it in reliance on the exemption from registration
- It did not submit a bid for and will not be acquiring the Offer Shares as a result of any general solicitation or general advertising (within the meaning of Rule 502(c) under the Securities Act); . It represents and warrants that it is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer such Offer Shares (a) in the United States (i) to a person
- who the seller reasonably believes is a QIB in a transaction meeting the requirements of Rule 144A, (ii) pursuant to another available exemption from the registration requirements of the Securities Act, or (iv) pursuant to an effective registration statement under the Securities Act, or (b) outside the United States in an offshore transaction complying with Rule 903 or Rule 904 of Regulation S, as applicable, in each case in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India. Except for sales made in accordance with Rule 903 or 904 of Regulation S, it will, and each subsequent purchaser is required to, notify any subsequent purchaser from it of the resale restrictions referred to in (a) above; It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;
- . It represents that prior to acquiring the Offer Shares, it has all the information relating to the Company and the Offer Shares which it believes is necessary for the purpose of making its investment decision;
- It understands that Offer Shares purchased pursuant to Rule 144A or another available exemption under the Securities Act and it agrees that for so long as they remain restricted securities, it shall not deposit such Offer Shares into any unrestricted depository facility established or maintained by any depository bank;
- . The placing of orders for the purchase of the Offer Shares and resultant purchase of the Jurisdictions in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable Indian laws, regulations and guidelines, including the OFS Guidelines;
- . Where it is submitting a bid as fiduciary or agent for one or more investor or managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts;
- . It will not hold or seek to hold the Seller or the Selle with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares;
- . It agrees to indemnify and hold the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein;
- . It acknowledges that the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will

Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company. This advertisement and the Notice are not for publication or distribution, in whole or in part, in the United States, except that the Seller's Broker may send copies of this Notice to persons in the United States who they reasonably believe to be QIBs.

> Yours faithfully On behalf of Shah Family Trust Dr. Vikram Shah Trustee of Shah Family Trust

Thanking You,

Date : April 23, 2021 Place : Ahmedabad

CHENNAI/KOCHI

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## SHAH FAMILY TRUST

Plot no. 615/2, Nr. B.D. Patel Farm, Mahammadpura Village, Karnavati Club, S.G. Highway, Ahmedabad-380051

Not for Release, Publication or Distribution in and into the United States or Other Jurisdictions (as defined below). See "Important Information" below.

Re: Offer for Sale of Equity Shares of face value of ₹10 each ("Equity Shares") of Shalby Limited (the "Company"), by its Promoter, Shah Family Trust (the "Seller"), through the stock exchange mechanism. I am directed to refer to Clause 5(b) of the circular "SEBI OFS Circular") pertaining to comprehensive guidelines on offer for sale of shares by promoters through the stock exchange mechanism, as amended by circular number CIR/MRD/DP/04/2013 dated January 25, 2013, circular number CIR/MRD/DP/17/2013 dated May 30, 2013, circular number CIR/MRD/DP/24/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/36/2016 dated February 15, 2016, circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular no. SEBI/HO/MRD/DP/CIR/P/117dated October 25,2019issued by SEBI, (together with SEBI OFS Circulars"), read with (a) "Revised Operational Guidelines for Offer for Sale (OFS) Segment" issued by BSE by way of its notice bearing no. 20200701-27 and dated July 01, 2020 and, to the extent applicable, the previous notices issued by BSE in this regard; and (b) "Offer for Sale-Introduction of Interoperability" issued by NSE by way of its circular bearing no. 51/2020 and dated June 30, 2020 and, to the extent applicable, the previous circulars issued by NSE in this regard.

This advertisement is being issued by the Seller in pursuance of Clause 4 of the SEBI OFS Circular. The Seller is one of the Company (the "Promoter"). The Promoter of the Company (representing 5.38% of the total issued and paid-up Equity Share capital of the Company). ("Offer Shares"), having a face value of ₹10/- each, on April 26, 2021 ("T+1 day") (for non-Retail Investors only) and on April 27, 2021 ("T+1 day") (for Retail Investors only) and National Stock Exchange of India Limited ("NSE", and together with the BSE, the "Stock Exchanges"), in accordance with the SEBI OFS Circulars and the notices and circulars issued by the BSE and NSE, from time to time, in this regard (such offer for sale hereinafter referred to as the "Offer").

The Offer shall be undertaken exclusively through Seller's Broker named below on a separate window provided by the Stock Exchanges for this purpose.

The Offer is being undertaken by the Seller, inter alia, for achieving the minimum public shareholding of the Company as prescribed under Rule 19(2)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, and in one of the permissible methods prescribed by SEBI by way of its circular bearing no. CIR/CFD/CMD/14/2015 and dated November 30, 2015, as amended ("MPS Circular"). The Offer shall be undertaken exclusively through the Seller's Broker (defined below).

The details of the Offer, in accordance with the requirements of Clause 5(b) of the SEBI OFS Circular, are set forth below. Other important information in relation to the Offer is set out below under the heading "Important information in relation to the Offer is set out below under the heading of the Offer. The brokers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice").

1.	Name of the Seller (Promoter / Promoter Group)	Shah Family Trust ("Promoter").
,	Name of the company whose shares are proposed to be sold and ISIN	Name: Shalby Limited
′	10 10 10 10 10 10 10 10 10 10 10 10 10 1	ISIN: INE597J01018
	Name of the stock exchange where orders shall be placed	BSE and NSE
	Name of the designated stock exchange	BSE NEG Classical Visited
	Name of the designated clearing corporation	NSE Clearing Limited
	Dates and time of the opening and closing of the Offer	The Offer shall take place over two trading days, as provided below:
,		For non-Retail Investors: April 26, 2021 ("T day")
,		Only non-Retail Investors shall be allowed to place their bids on T day, i.e., April 26, 2021.
,		The Offer shall take place during trading hours on a separate window of the Stock Exchanges on T day, i.e., April 26, 2021 commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time.
,		Those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.
,		For Retail Investors and un-allotted non-Retail Investors who choose to carry forward their bids: April 27, 2021 ("T+1 day")
,		The Offer shall continue to take place during trading hours on a separate window of the Stock Exchanges on T+1 day, i.e., April 27, 2021, commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time on the same date.
,		Only Retail Investors (defined below) shall be allowed to place their bids on T+1 day, i.e., April 27, 2021. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.
,		(T day and T+1 day, collectively referred to as "Offer Dates")
- '		
E '	Allocation methodology	The allocation shall be on the proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars.
,	- Control of the Cont	No single bidder other than mutual funds registered with SEBI under the SEBI (Mutual Funds) Regulations, 1996, as amended ("Mutual Funds") and insurance companies registered with the Insurance Regulatory and Development Authority Act, 1999 as amended ("Insurance Companies") shall be allocated more than 25% of the Offer Shares.
,		Non-Retail Category Allocation Methodology
,		The non-Retail Investors shall have an option to carry forward their un-allotted bids from T day to T+1 day provided they indicate their willingness to carry forward their bids. Further, such Investors can also revise their bids on T+1 day in accordance w
, ,		the SEBI OFS Circulars.
4		A minimum of 25% of the Offer Shares shall be reserved for Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below).
4		Companies, the unsubscribed portion shall be available to other biddersin the non-Retail Category.
1		Retail Category Allocation Methodology
4		For the purpose of this Notice, Retail Investor shall mean an individual investor who places bids for Offer Shares of total value of not more than ₹2,00,000/- (Rupees Two Lakhs) aggregated across Stock Exchanges ("Retail Investor").
4		10% of the Offer Shares shall be reserved for allocation to Retail Investors ("Retail Portion"). The Stock Exchanges will decide the quantity of Offer Shares eligible to be considered in the Retail Portion, based on the Floor Price (defined below) declar by the Saller
4		by the Seller.  Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price. "Cut-Off Price" means the lowest price, as shall be determined, at which the Offer Shares are sold in the non-Retail Category, based on all valid bids received on T day. A
4		unsubscribed portion of the Retail Category, after allotment to Retail Investors, shall be eligible for allocation to non-Retail Investors who have not been allotted Offer Shares on T day and have chosen to carry forward their bids to T+1 day. The non-Retail Investors who have not been allotted Offer Shares on T day and have chosen to carry forward their bids to T+1 day.
Λ		Investors are required to indicate their willingness to carry forward their bid on T day.
8.	Total number of Equity Shares being offered in the Offer	Up to 58,10,000 Equity Shares of the Company of face value of ₹10/- each, representing 5.38% of the total paid up equity share capital of the Companyas on March 31, 2021 (the "Offer Size").
9.	Name of the broker on behalf of the Seller (the "Seller's Broker")	Elara Securities (India) Private Limited (BSE:3241 and NSE: 12898) will be acting as the Settlement Broker on behalf of the Seller's Broker.
10.	Floor Price	The floor price of the Offer shall be ₹111.00(Rupees One Hundred and Eleven only) per Equity Share of the Company.
/88994 <b>,</b> 46	With the Control of t	The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market.
11,	Conditions for withdrawal of the Offer	The Seller reserves the right to not proceed with the Offer at any time prior to the time of opening of the Offer on T day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale throughout Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal.
12.	Conditions for cancellation of the Offer	In the event (i) the aggregate number of orders received from non-Retail Investors in the Offer at or above the Floor Price on T day is not sufficient, the Seller reserves the right to cancel the Offer, post bidding, in full (both non-retail and retail categoria and not proceed with the Offer on T+1 day (for Retail Investors); or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer to the extent of valid bids or cancel the Offer in full. In such cases, the decision to either conclude or cancel the Offer shall be at the sole discretion of the Seller.
4		Cancellation request for bidding from Seller will be accepted up to 5:00 p.m. on T day by the Stock Exchanges.
, ,		In the event that valid orders are not placed for the entire number of Offer Shares at or above the Floor Price or in case of defaults in settlement obligation, the Seller reserves the right to either conclude the Offer to the extent of orders placed or cancel
		Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller.
13.	Conditions for participating in the Offer	1. Non-institutional investors (including retail category) shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids for the Offer.
Albert 1	930.00 \$17.00000 710000 72 17 17 17 17 17 17 17 17 17 17 17 17 17	2. Institutional investors have an option of placing bids without any upfront payment. In case of institutional investors who place bids with 100% of the bid value deposited upfront, custodian confirmation shall be provided within trading hours. In case
		institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and SEBI OFS Circulars.
		<ol> <li>In respect of bids in the Retail Category, margin for bids placed at the Cut-Off Price, shall be at the Floor Price and for price bids at the value of the bid. Clearing corporation shall collect margin to the extent of 100% of order value in cash or cequivalents at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions.</li> </ol>
,		4. Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price.  4. Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price.
,		The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments.  The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments.
,		<ol> <li>Individual Investors shall have the option to bid in the Retail Category and/ or the non-Retail Category. However, if the cumulative bid value by retail individual investor across both categories exceeds ₹2,00,000/- (Rupees Two Lakhs), the bids in</li> </ol>
4		Retail Category will become ineligible. Further, if the cumulative bid value by an individual investor in the Retail Category across BSE and NSE exceeds ₹ 2,00,000/- (Rupees Two Lakh only), such bids shall be rejected.
,		7. Modification or cancellation of orders
,		(a) Orders placed by Retail Investors ((with 100% of the bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day.
,		(b) Orders placed by institutional investors and by non-institutional investors, with 100% of the bid value deposited upfront: Such orders can be modified or cancelled any time during the trading hours on T day, and in respect of any un-allo
,		bids which they have indicated to be carried forward to T+1 day, orders can be modified on T+1 day in accordance with the SEBIOFS Circulars
,		(c) Orders placed by institutional investors without depositing 100% of the bid value upfront: Such orders cannot be modified or cancelled by the investors or stock-brokers, except for making upward revision in the price or quantity.
,		(d) Bids carried forward by non-Retail Investors to T+1 day may be revised in accordance with the SEBI OFS Circulars.
,		In case of any permitted modification or cancellation of the bid, the funds shall be released / collected on a real-time basis by the clearing corporation.
,		8. Bidder shall also be liable to pay any other fees, as may be levied by the Stock Exchanges, including securities transaction tax.
,		9. Multiple orders from a single bidder shall be permitted.
,		10. In case of default in pay-in by any bidder, an amount aggregating to 10% of the order value shall be charged as penalty from the investor and collected from the broker. This amount shall be credited to the Investor Protection Fund of the Sexchange.
, ,		11. The Equity Shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to incidence of breach of "Market wide index-based circuit filter", the Offer shall also be halted.
14.	Settlement	Settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors and institutional investors who place orders with 100% of the order value deposited upfront, settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors and institutional investors who place orders with 100% of the order value deposited upfront, settlement shall take place on a trade for trade basis.
14.		place on T+1 day, in accordance with the SEBI OFS Circulars. In the case of institutional investors who place bids without depositing 100% of the order value upfront, settlement shall be as per the existing rules for secondary market transactions (
141		
14.		T+2 day).  For the bids received on T+1 day, from the Retail Category and from the un-allotted institutional Investors who choose to carry forward their bid on T+1 day without depositing 100% of the order value upfront, the settlement shall take place on T+3 day.

## IMPORTANT INFORMATION

The Offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each a "Bidder") and neither the Offer nor this advertisement constitutes an offer to sell or invitation or solicitation of an offer to buy, to the public, or to any other person or class of persons requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India.

In case of non-institutional investors and institutional investors bidding with 100% margin upfront who chose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

The Offer is being made in reliance on the SEBI OFS Circulars, read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular stock of the Stock Exchanges. There will be no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013, and the rules and clarifications issued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications issued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications is sued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs. issued thereunder, without reference to its provisions that have ceased to have effect, (the "Companies Act") or in any other jurisdiction. Accordingly, no document with the Registrar of Companies in India and/or SEBI and/or the Stock Exchanges or any other statutory/regulatory/listing authority in India or abroad under the applicable laws in India including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and no such document will be circulated or distributed to any person in any jurisdiction, including in India. Each Bidder shall be deemed to acknowledge and agree that any buy order or bid shall be made solely on the basis of publicly available information and any information The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders.

This advertisement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, in in any jurisdiction (collectively, "Other Jurisdictions") in which such offer, solicitation or sale is or may be unlawful whether prior to registration or qualification under the securities laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication or distribution, directly or indirectly, in or to persons in any Such jurisdiction. Prospective purchasers should seek appropriate legal advice prior to participating in the Offer Shares have not been and will not be registered underany securities law of any Other Jurisdictions. This advertisement and the Notice are not for release, publication or distribution, in whole or in part, in the United States of America, or the District of Columbia (together, the "United States"), and is neither an offer to sell nor a solicitation of an offer to buy within the United

States any securities of the Company, The Offer Shares have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"), or under the securities laws of any state of the United States and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. Any public offering of securities laws are the securities laws are the securities and that will contain detailed information about the company and management, as well as financial statements. The Offer Shares are being offered and sold (a) within the United States only to "qualified institutional buyers" (as defined in Rule 144A under the Securities Act, or pursuant to another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S'). Prospective purchasers in the United States are hereby notified that the Seller may be relying on the exemption from the provisions of Section 5 of the Securities Act. The purchasers of Offer Shares are hereby advised that any resale of Offer Shares must be made in accordance with the registration requirements. No determination has been made as to whether the Company has been, is, or will become a passive foreign investment company ("PFIC") within the meaning of Section 1297 of the United States Internal Revenue Code of 1986, as amended, for U.S. federal income tax purposes. No analysis has been undertaken to determine if the Company is a PFIC.

and if the Company has been, is, or will be treated as a PFIC in any taxable year U.S. taxpayers that hold the Offer Shares (directly and, in certain cases, indirectly) may be subject to significant adverse tax consequences. The PFIC rules are complex. Prospective purchasers should consult their own tax advisors regarding the U.S. federal, state and

local tax implications to them of acquiring the Offer Shares. By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice. In addition, each broker, except for the Seller's Broker, will be deemed to have represented that it is located outside the United States and that none of it, its affiliates (as defined in Rule 405 under the Securities Act) or any person acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S) in connection with the offer or sale of the Offer Shares, (b) engaged or will engage in any form of "general solicitation" or "general

advertising" (each, within the meaning of Regulation D under the Securities Act) or (c) offered or will offer and sell the Offer Shares except outside the United States to persons reasonably believed to be QIBs in transactions exempt from the registration requirements of the Securities Act. Except for the Seller's Broker, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States. By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood the Notice; and (c) made the representations, warranties, agreements and acknowledgements set out in (i) or (ii)

immediately below, as appropriate:

## (i) Persons Outside the United States

- . It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the Securities Act; . (i) It was outside the United States (within the meaning of Regulation S) at the time the offer of the Offer Shares was originated and (ii) If it is a broker-dealer outside the United States acting on behalf of its customers, each of its customers has confirmed to it that such customer was outside the United States at the time the offer of the Offer Shares was originated;
- It did not submit a bid for and will not be acquiring the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S); . It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, resell, pledge or otherwise transfer the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of
- Regulation S or pursuant to another available exemption from the registration requirements under the Securities Act and in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India; It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;
- Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorized in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and
- acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts; . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it places such orders to purchase of the Offer Shares is consummated, including under all applicable Indian laws regulations and guidelines, including the OFS Guidelines;
- . It will not hold or seek to hold the Seller or the Selle
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares; . It agrees to indemnify and hold the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- . It acknowledges that the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will promptly notify the Seller.
- Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.

#### (ii) Persons in the United States It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities Act and in

- accordance with any applicable state securities laws; . (i) It is a QIB and is purchasing Offer Shares for its own account or for the account of another QIB and (ii) is aware that the Offer Shares are being sold to it in reliance on the exemption from, or in a transaction not subject to, the registration
- requirements of the Securities Act; It did not submit a bid for and will not be acquiring the Offer Shares as a result of any general solicitation or general advertising (within the meaning of Rule 502(c) under the Securities Act);
- . It represents and warrants that it is buving the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer any of the Offer Shares (a) in the United States (i) to a person who the seller reasonably believes is a QIB in a transaction meeting the requirements of Rule 144A, (ii) pursuant to another available exemption from the registration requirements of the Securities Act (if available), (iii) pursuant to another available exemption from the registration requirements of the Securities Act, or (iv) pursuant to an effective registration statement under the Securities Act, or (b) outside the United States in an offshore transaction complying with Rule 903 or Rule 904 of Regulation S, as applicable, in each case in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India. Except for sales made in accordance with Rule 903 or 904 of Regulation S, it will, and each subsequent purchaser is required to, notify any subsequent purchaser from it of the resale restrictions referred to in (a) above;
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company; It represents that prior to acquiring the Offer Shares, it has all the information relating to the Company and the Offer Shares which it believes is necessary for the purpose of making its investment decision;
- It understands that Offer Shares purchased pursuant to Rule 144A or another available exemption under the Securities Act will be "restricted securities" within the meaning of Rule 144A or another available exemption under the Securities. facility established or maintained by any depository bank;
- . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it is resident, and in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable
- Indian laws, regulations and guidelines, including the OFS Guidelines; Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorised in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments
- herein for and on behalf of each such account, reading the reference to 'it' to include such accounts;
- . It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable in or omissions from any manner whatsoever in respect of any losses incurred in connection with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares;
- . It agrees to indemnify and hold the Seller and the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein;
- . It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements and acknowledgements and acknowledgements and acknowledgements and acknowledgements and acknowledgements.
- Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company. This advertisement and the Notice are not for publication or distribution, in whole or in part, in the United States, except that the Seller's Broker may send copies of this Notice to persons in the United States who they reasonably believe to be QIBs.

Thanking You, Yours faithfully On behalf of Shah Family Trust Dr. Vikram Shah Trustee of Shah Family Trust

financialexp.ep

Date : April 23, 2021 Place : Ahmedabad



Kolkata

FINANCIAL EXPRESS WWW.FINANCIALEXPRESS.COM

## SHAH FAMILY TRUST

Plot no. 615/2, Nr. B.D. Patel Farm, Mahammadpura Village, Karnavati Club, S.G. Highway, Ahmedabad-380051

Not for Release, Publication or Distribution in and into the United States or Other Jurisdictions (as defined below). See "Important Information" below.

Re: Offer for Sale of Equity Shares of face value of ₹10 each ("Equity Shares") of Shalby Limited (the "Company"), by its Promoter, Shah Family Trust (the "Seller"), through the stock exchange mechanism.

I am directed to refer to Clause 5(b) of the circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular "SEBI OFS Circular") pertaining to comprehensive guidelines on offer for sale of shares by promoters through the stock exchange mechanism, as amended by circular number CIR/MRD/DP/04/2013 dated January 25, 2013, circular number CIR/MRD/DP/17/2013 dated May 30, 2013, circular number CIR/MRD/DP/24/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/36/2016 dated February 15, 2016, circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number CIR/MRD/DP/65/2017 dated June 27, 2018 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number CIR/MRD/DP/65/2017 dated June 27, 2018 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number CIR/MRD/DP/65/2017 dated June 27, 2018 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular number CIR/MRD/DP/65/2017 dated June 27, 2018 dated December 28, 2018read with Section 21 of Chapter 2 of the Chap SEBI/HO/MRD/DP/CIR/P/117dated October 25,2019issued by SEBI, (together with SEBI OFS Circulars"), read with (a) "Revised Operational Guidelines for Offer for Sale (OFS) Segment" issued by BSE by way of its notice bearing no. 20200701-27 and dated July 01, 2020 and, to the extent applicable, the previous notices issued by BSE in this regard; and (b) "Offer for Sale-Introduction of Interoperability" issued by NSE by way of its circular bearing no. 51/2020 and dated June 30, 2020 and, to the extent applicable, the previous circulars issued by NSE in this regard.

This advertisement is being issued by the Seller in pursuance of Clause 4 of the SEBI OFS Circular. The Seller is one of the Company (the "Promoter"). The Promoter of the Company (representing 5.38% of the total issued and paid-up Equity Share capital of the Company). ("Offer Shares"), having a face value of ₹10/- each, on April 26, 2021 ("T+1 day") (for non-Retail Investors only) and on April 27, 2021 ("T+1 day") (for Retail Investors only) and National Stock Exchange of India Limited ("NSE", and together with the BSE, the "Stock Exchanges"), in accordance with the SEBI OFS Circulars and the notices and circulars issued by the BSE and NSE, from time to time, in this regard (such offer for sale hereinafter referred to as the "Offer").

The Offer shall be undertaken exclusively through Seller's Broker named below on a separate window provided by the Stock Exchanges for this purpose.

The Offer is being undertaken by the Seller, inter alia, for achieving the minimum public shareholding of the Company as prescribed under Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended, and Regulation 38 of Securities Contracts (Regulation) Rules, 1957, as amended, and Regulation 38 of Securities Contracts (Regulation) Rules, 1957, as amended, and Regulation 38 of Securities Contracts (Regulation) Rules, 1957, as amended, and Regulation 38 of Securities Contracts (Regulation) Rules, 1957, as amended, and Regulation 38 of Securities Contracts (Regulation) Rules, 1957, as amended, and Regulation 38 of Securities Contracts (Regulation) Rules, 1957, as amended, and Regulation 38 of Securities Contracts (Regulation) Rules, 1957, as amended, and Regulation 38 of Securities Contracts (Regulation) Rules, 1957, as amended, and Regulation 38 of Securities Contracts (Regulation) Rules, 1957, as amended, and Regulation 38 of Securities Contracts (Regulation) Rules, 1957, as amended, and Regulation 38 of Securities Contracts (Regulation) Rules, 1957, as amended, and Regulation 38 of Securities Contracts (Regulation) Rules, 1957, as amended, and Regulation 38 of Securities Contracts (Regulation) Rules, 1957, as amended, and Regulation 38 of Securities Contracts (Regulation) Rules, 1957, as amended, 1957, as a mended, 1957, 2015, as amended, and in one of the permissible methods prescribed by SEBI by way of its circular bearing no. CIR/CFD/CMD/14/2015 and dated November 30, 2015, as amended ("MPS Circular"). The Offer shall be undertaken exclusively through the Seller's Broker (defined below).

The details of the Offer, in accordance with the requirements of Clause 5(b) of the SEBI OFS Circular, are set forth below. Other important information in relation to the Offer is set out below under the heading "Important information in relation to the Offer is set out below under the heading of the Offer. The brokers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice").

		divertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OF S Circulars (the "Notice").
Sr. No.	Details required to be mentioned in the Notice	Particulars of the Offer
1.	Name of the Seller (Promoter / Promoter Group)	Shah Family Trust ("Promoter").
2.	Name of the company whose shares are proposed to be sold and ISIN	Name: Shalby Limited
-	Name of the stock exchange where orders shall be placed	ISIN: INE597J01018  BSE and NSE
3.	Name of the stock exchange where orders shall be placed Name of the designated stock exchange	BSE and NSE  BSE
5	Name of the designated stock exchange  Name of the designated clearing corporation	NSE Clearing Limited
6	Dates and time of the opening and closing of the Offer	The Offer shall take place over two trading days, as provided below:
100	Date and the Opening and Cooling of the Ories	For non-Retail Investors: April 26, 2021 ("T day")
		Only non-Retail Investors shall be allowed to place their bids on T day, i.e., April 26, 2021.
		The Offer shall take place during trading hours on a separate window of the Stock Exchanges on T day, i.e., April 26, 2021 commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time.
		Those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.
		For Retail Investors and un-allotted non-Retail Investors who choose to carry forward their bids: April 27, 2021 ("T+1 day")
		The Offer shall continue to take place during trading hours on a separate window of the Stock Exchanges on T+1 day, i.e., April 27, 2021, commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time on the same date.
		Only Retail Investors (defined below) shall be allowed to place their bids on T+1 day, i.e., April 27, 2021. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall be
		allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.
		(T day and T+1 day, collectively referred to as "Offer Dates")
7.	Allocation methodology	The allocation shall be on the proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars.
		No single bidder other than mutual funds registered with SEBI under the SEBI (Mutual Funds) Regulations, 1996, as amended ("Mutual Funds") and insurance companies registered with the Insurance Regulatory and Development Authority under the
		Insurance Regulatory and Development Authority Act, 1999 as amended ("Insurance Companies") shall be allocated more than 25% of the Offer Shares.
		Non-Retail Category Allocation Methodology
		The non-Retail Investors shall have an option to carry forward their un-allotted bids from T day to T+1 day provided they indicate their willingness to carry forward their bids. Further, such Investors can also revise their bids on T+1 day in accordance with
		the SEBI OFS Circulars.  A principle of 25% of the Offer Shares shall be recovered for Mutual Funds and Incurrence Companies subject to receive the Floor Prince (defined below). In the quant of any under subscription by Mutual Funds and Incurrence
		A minimum of 25% of the Offer Shares shall be reserved for Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance Companies, the unsubscribed portion shall be available to other bidders in the non-Retail Category.
		Retail Category Allocation Methodology
		For the purpose of this Notice, Retail Investor shall mean an individual investor who places bids for Offer Shares of total value of not more than₹2,00,000/- (Rupees Two Lakhs) aggregated across Stock Exchanges ("Retail Investor").
		10% of the Offer Shares shall be reserved for allocation to Retail Investors ("Retail Portion"). The Stock Exchanges will decide the quantity of Offer Shares eligible to be considered in the Retail Portion, based on the Floor Price (defined below) declared
		by the Seller.
		Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price. "Cut-Off Price" means the lowest price, as shall be determined, at which the Offer Shares are sold in the non-Retail Category, based on all valid bids received on T day. Any
		unsubscribed portion of the Retail Category, after allotment to Retail Investors, shall be eligible for allocation to non-Retail Investors who have not been allotted Offer Shares on T day and have chosen to carry forward their bids to T+1 day. The non-Retail Investors are required to indicate their willingness to carry forward their bid on T day.
8	Total number of Equity Shares being offered in the Offer	Up to 58,10,000 Equity Shares of the Company of face value of ₹10/- each, representing 5.38% of the total paid up equity share capital of the Companyas on March 31, 2021 (the "Offer Size").
9	Name of the broker on behalf of the Seller (the "Seller's Broker")	Elara Securities (India) Private Limited (BSE:3241 and NSE: 12898) will be acting as the Settlement Broker on behalf of the Seller's Broker.
10.	Floor Price	The floor price of the Offer shall be ₹111.00(Rupees One Hundred and Eleven only) per Equity Share of the Company.
10.	PROOFFICE	The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market.
11.	Conditions for withdrawal of the Offer	The Seller reserves the right to not proceed with the Offer at any time prior to the time of opening of the Offer on T day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale through
55%	Conditions for withdrawar of the Office	Stock Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal.
12.	Conditions for cancellation of the Offer	In the event (i) the aggregate number of orders received from non-Retail Investors in the Offer at or above the Floor Price on T day is not sufficient, the Seller reserves the right to cancel the Offer, post bidding, in full (both non-retail and retail categories)
		and not proceed with the Offer on T+1 day (for Retail Investors); or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer to the extent of valid bids or cancel the Offer in full. In such cases, the decision to either
		conclude or cancel the Offer shall be at the sole discretion of the Seller.
		Cancellation request for bidding from Seller will be accepted up to 5:00 p.m. on T day by the Stock Exchanges.
		In the event that valid orders are not placed for the entire number of Offer Shares at or above the Floor Price or in case of defaults in settlement obligation, the Seller reserves the right to either conclude the Offer to the extent of orders placed or cancel the
1220		Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller.
13.	Conditions for participating in the Offer	1. Non-institutional investors (including retail category) shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids for the Offer.
		<ol> <li>Institutional investors have an option of placing bids without any upfront payment. In case of institutional investors who place bids with 100% of the bid value deposited upfront, custodian confirmation shall be provided within trading hours. In case of institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and SEBI OFS Circulars.</li> </ol>
		3. In respect of bids in the Retail Category, margin for bids placed at the Cut-Off Price, shall be at the Floor Price and for price bids at the value of the bid. Clearing corporation shall collect margin to the extent of 100% of order value in cash or cash
		equivalents at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions.
		4. Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price.
		<ol> <li>The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments.</li> </ol>
		6. Individual Investors shall have the option to bid in the Retail Category and/or the non-Retail Category. However, if the cumulative bid value by retail individual investor across both categories exceeds ₹2,00,000/- (Rupees Two Lakhs), the bids in the
		Retail Category will become ineligible. Further, if the cumulative bid value by an individual investor in the Retail Category across BSE and NSE exceeds ₹ 2,00,000/- (Rupees Two Lakh only), such bids shall be rejected.  7. Modification or cancellation of orders
		(a) Orders placed by Retail Investors ((with 100% of the bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day.  (b) Orders placed by institutional investors and by non-institutional investors, with 100% of the bid value deposited upfront: Such orders can be modified or cancelled any time during the trading hours on T day, and in respect of any un-allotted
		bids which they have indicated to be carried forward to T+1 day, orders can be modified on T+1 day in accordance with the SEBIOFS Circulars
		(c) Orders placed by institutional investors without depositing 100% of the bid value upfront: Such orders cannot be modified or cancelled by the investors or stock-brokers, except for making upward revision in the price or quantity.
		(d) Bids carried forward by non-Retail Investors to T+1 day may be revised in accordance with the SEBI OFS Circulars.
		In case of any permitted modification or cancellation of the bid, the funds shall be released / collected on a real-time basis by the clearing corporation.
		8. Bidder shall also be liable to pay any other fees, as may be levied by the Stock Exchanges, including securities transaction tax.
		9. Multiple orders from a single bidder shall be permitted.
		10. In case of default in pay-in by any bidder, an amount aggregating to 10% of the order value shall be charged as penalty from the investor and collected from the broker. This amount shall be credited to the Investor Protection Fund of the Stock
		Exchange.
3		11. The Equity Shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to incidence of breach of "Market wide index-based circuit filter", the Offer shall also be halted.
14.	Settlement	Settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors and institutional investors with 100% of the order value deposited upfront, settlement shall take
		place on T+1 day, in accordance with the SEBI OFS Circulars. In the case of institutional investors who place bids without depositing 100% of the order value upfront, settlement shall be as per the existing rules for secondary market transactions (i.e., on T+2 day).
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## IMPORTANT INFORMATION

The Offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each a "Bidder") and neither the Offer nor this advertisement constitutes an offer to sell or invitation or solicitation of an offer to buy, to the public, or to any other person or class of persons requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India. The Offer is being made in reliance on the SEBI OFS Circulars, read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation—circular no. SEBI/HO/MRD/DP/CIR/P/117dated October 25,2019 issued by SEBI and subject to the guidelines, circulars, rules and regulations of the Stock Exchanges. There will be no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013, and the rules and clarifications issued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications issued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications is sued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs.

In case of non-institutional investors and institutional investors bidding with 100% margin upfront who chose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

For the bids received on T+1 day, from the Retail Category and from the un-allotted institutional Investors who choose to carry forward their bid on T+1 day without depositing 100% of the order value upfront, the settlement shall take place on T+3 day.

issued thereunder, without reference to its provisions that have ceased to have effect, (the "Companies Act") or in any other jurisdiction. Accordingly, no document with the Registrar of Companies in India and/or SEBI and/or the Stock Exchanges or any other statutory/regulatory/listing authority in India or abroad under the applicable laws in India including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and no such document will be circulated or distributed to any person in any jurisdiction, including in India. Each Bidder shall be deemed to acknowledge and agree that any buy order or bid shall be made solely on the Stock Exchanges, on the Company's website or otherwise in the public domain, together with the information contained in this advertisement. The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders. This advertisement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, in in any jurisdiction (collectively, "Other Jurisdictions") in which such offer, solicitation or sale is or may be unlawful whether prior to registration or

qualification under the securities laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication or distribution, directly or indirectly, in or to persons in any Such jurisdiction. Prospective purchasers should seek appropriate legal advice prior to participating in the Offer Shares have not been and will not be registered underany securities law of any Other Jurisdictions. This advertisement and the Notice are not for release, publication or distribution, in whole or in part, in the United States of America, its territories and possessions, any state of the United States of America, its territories and possessions, any state of the United States of America, its territories and possessions, any state of the United States of America, its territories and possessions, any state of the United States of America, its territories and possessions, any state of the United States of America, its territories and possessions, any state of the United States of America, its territories and possessions, any state of the United States of America, its territories and possessions, any state of the United States of America, its territories and possessions, any state of the United States of America, its territories and possessions are united States of America, its territories and possessions are united States of America, its territories and possessions are united States of America, its territories and possessions are united States of America, its territories and possessions are united States of America, its territories and possessions are united States of America, its territories and possessions are united States of America, its territories and possessions are united States of America, its territories and possessions are united States of America, its territories and possessions are united States of America, its territories and possessions are united States of America, its territories and possessions are united States of America, its territories and possessions are united States of America, its territories and possessions are united States of America, its territories are united States of America, and the America are united States of America are united States of America, and t States any securities of the Company. The Offer Shares have not been and will not be registered under the United States and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from the issuer or the selling security holder and that will contain detailed information about the company and management, as well as financial statements. The Offer Shares are being offered and sold (a) within the United States only to "qualified institutional buyers" (as defined in Rule 144A under the Securities Act, or pursuant to

from the provisions of Section 5 of the Securities Act. The purchasers of Offer Shares are hereby advised that any resale of Offer Shares must be made in accordance with the registration requirements. No determination has been made as to whether the Company has been, is, or will become a passive foreign investment company ("PFIC") within the meaning of Section 1297 of the United States Internal Revenue Code of 1986, as amended, for U.S. federal income tax purposes. No analysis has been undertaken to determine if the Company is a PFIC, and if the Company has been, is, or will be treated as a PFIC in any taxable year U.S. taxpavers that hold the Offer Shares (directly and, in certain cases, indirectly) may be subject to significant adverse tax consequences. The PFIC rules are complex. Prospective purchasers should consult their own tax advisors regarding the U.S. federal, state and local tax implications to them of acquiring the Offer Shares.

another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S"). Prospective purchasers in the United States are hereby notified that the Seller may be relying on the exemption

By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice. In addition, each broker, except for the Seller's Broker, will be deemed to have represented that it is located outside the United States and that none of it, its affiliates (as defined in Rule 405 under the Securities Act) or any person acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S) in connection with the offer or sale of the Offer Shares, (b) engaged or will engage in any form of "general solicitation" or "general s advertising" (each, within the meaning of Regulation D under the Securities Act) or (c) offered or will offer and sell the Offer Shares except outside the United States to persons reasonably believed to be QIBs in transactions exempt from the registration requirements of the Securities Act. Except for the Seller's Broker, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States.

By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood the Notice; and (c) made the representations, warranties, agreements and acknowledgements set out in (i) or (ii) immediately below, as appropriate:

## (i) Persons Outside the United States

- . It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the Securities Act; • (i) It was outside the United States (within the meaning of Regulation S) at the time the offer of the Offer Shares was originated and (ii) If it is a broker-dealer outside the United States acting on behalf of its customers, each of its customers has confirmed to it that such customer was outside the United States at the time the offer of the Offer Shares was originated;
- It did not submit a bid for and will not be acquiring the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S); . It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, resell, pledge or otherwise transfer any of the Offer Shares, it agrees that it will not offer, sell, pledge or otherwise transfer the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of
- Regulation S or pursuant to another available exemption from the registration requirements under the Securities Act and in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India; It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;
- Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorized in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts; . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it places such orders to purchase of the Offer Shares is consummated, including under all applicable
- Indian laws regulations and guidelines, including the OFS Guidelines; . It will not hold or seek to hold the Seller or the Selle
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares;
- . It agrees to indemnify and hold the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will
- promptly notify the Seller. Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.

(ii) Persons in the United States . It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities Act and in

## accordance with any applicable state securities laws;

- . (i) It is a QIB and is purchasing Offer Shares are being sold to it in reliance on the exemption from, or in a transaction not subject to, the registration requirements of the Securities Act:
- It did not submit a bid for and will not be acquiring the Offer Shares as a result of any general solicitation or general advertising (within the meaning of Rule 502(c) under the Securities Act); . It represents and warrants that it is buving the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer any of the Offer Shares (a) in the United States (i) to a person
- who the seller reasonably believes is a QIB in a transaction meeting the requirements of Rule 144A, (ii) pursuant to another available exemption from the registration requirements of the Securities Act (if available), (iii) pursuant to another available exemption from the registration requirements of the Securities Act, or (iv) pursuant to an effective registration statement under the Securities Act, or (b) outside the United States in an offshore transaction complying with Rule 903 or Rule 904 of Regulation S, as applicable, in each case in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India. Except for sales made in accordance with Rule 903 or 904 of Regulation S, it will, and each subsequent purchaser is required to, notify any subsequent purchaser from it of the resale restrictions referred to in (a) above;
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company; It represents that prior to acquiring the Offer Shares, it has all the information relating to the Company and the Offer Shares which it believes is necessary for the purpose of making its investment decision;
- It understands that Offer Shares purchased pursuant to Rule 144A or another available exemption under the Securities Act will be "restricted securities" within the meaning of Rule 144A or another available exemption under the Securities. facility established or maintained by any depository bank; . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable
- Indian laws, regulations and guidelines, including the OFS Guidelines; Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorised in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments
- herein for and on behalf of each such account, reading the reference to 'it' to include such accounts; . It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable for any misstatements in or omissions from any publicly available information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares; . It agrees to indemnify and hold the Seller and the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- . Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein; . It acknowledges that the Seller and the Seller and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements and acknowledgements and acknowledgements and acknowledgements.

Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company. This advertisement and the Notice are not for publication or distribution, in whole or in part, in the United States, except that the Seller's Broker may send copies of this Notice to persons in the United States who they reasonably believe to be QIBs.

> Thanking You, Yours faithfully On behalf of Shah Family Trust Dr. Vikram Shah Trustee of Shah Family Trust









WWW.FINANCIALEXPRESS.COM MONDAY, APRIL 26, 2021

**FINANCIAL EXPRESS** 

Sr. No. Details required to be mentioned in the Notice

Name of the Seller (Promoter / Promoter Group)

## SHAH FAMILY TRUST

Plot no. 615/2, Nr. B.D. Patel Farm, Mahammadpura Village, Karnavati Club, S.G. Highway, Ahmedabad-380051

Not for Release, Publication or Distribution in and into the United States or Other Jurisdictions (as defined below). See "Important Information" below.

Re: Offer for Sale of Equity Shares of face value of ₹10 each ("Equity Shares") of Shalby Limited (the "Company"), by its Promoter, Shah Family Trust (the "Seller"), through the stock exchange mechanism. I am directed to refer to Clause 5(b) of the circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular "SEBI OFS Circular") pertaining to comprehensive guidelines on offer for sale of shares by promoters through the stock exchange mechanism, as amended by circular number CIR/MRD/DP/04/2013 dated January 25, 2013, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2015 dated June 36, CIR/MRD/DP/36/2016 dated February 15, 2016, circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI SEBI/HO/MRD/DP/CIR/P/117dated October 25,2019issued by SEBI, (together with SEBI OFS Circular, the "SEBI OFS Circular, the "SEBI OFS Circular, the previous of the categories of the company of the categories of notices issued by BSE in this regard; and (b) "Offer for Sale-Introduction of Interoperability" issued by NSE by way of its circular bearing no. 51/2020 and dated June 30, 2020 and, to the extent applicable, the previous circulars issued by NSE in this regard. This advertisement is being issued by the Seller in pursuance of Clause 4 of the SEBI OFS Circular. The Promoter (the "Promoter"). The Promoter of the Company (representing 5.38% of the total issued and paid-up Equity Share capital of the Company).

("Offer Shares"), having a face value of \$\filestar{10}\] (for Retail Investors and for non-Retail Investors who choose to carry forward their un-allotted bids) through a separate, designated window of BSE Limited (the "BSE") and National Stock Exchange of India Limited ("NSE", and together with the BSE, the "Stock Exchanges"), in accordance with the SEBI OFS Circulars and the notices and circulars issued by the BSE and NSE, from time to time, in this regard (such offer for sale hereinafter referred to as the "Offer"). The Offer shall be undertaken exclusively through Seller's Broker named below on a separate window provided by the Stock Exchanges for this purpose.

The Offer is being undertaken by the Seller, inter alia, for achieving the minimum public shareholding of the Company as prescribed under Rule 19(2)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations,

Particulars of the Offer

Shah Family Trust ("Promoter").

2015, as amended, and in one of the permissible methods prescribed by SEBI by way of its circular bearing no. CIR/CFD/CMD/14/2015 and dated November 30, 2015, as amended ("MPS Circular"). The Offer shall be undertaken exclusively through the Seller's Broker (defined below).

The details of the Offer, in accordance with the requirements of Clause 5(b) of the SEBI OFS Circular, are set forth below. Other important information in relation to the Offer is set out below under the heading "Important Information in relation to the Offer is set out below under the heading of the Offer. The brokers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice").

364	Name of the Sener (Promoter/ Promoter Group)	Shan ramily trust ("Fromoter").
2.	Name of the company whose shares are proposed to be sold and ISIN	Name: Shalby Limited
2	N OF A LABOR	ISIN: INE597J01018
3.	Name of the stock exchange where orders shall be placed	BSE and NSE
4.	Name of the designated stock exchange	BSE NSE Clearling Limited
3.	Name of the designated clearing corporation	NSE Clearing Limited
6.	Dates and time of the opening and closing of the Offer	The Offer shall take place over two trading days, as provided below:
		For non-Retail Investors: April 26, 2021 ("T day")
		Only non-Retail Investors shall be allowed to place their bids on T day, i.e., April 26, 2021.
		The Offer shall take place during trading hours on a separate window of the Stock Exchanges on T day, i.e., April 26, 2021 commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time.
		Those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBIOFS Circulars.
		For Retail Investors and un-allotted non-Retail Investors who choose to carry forward their bids: April 27, 2021 ("T+1 day")
		The Offer shall continue to take place during trading hours on a separate window of the Stock Exchanges on T+1 day, i.e., April 27, 2021, commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time on the same date.
		Only Retail Investors (defined below) shall be allowed to place their bids on T+1 day, i.e., April 27, 2021. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall be
		allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.
		(T day and T+1 day, collectively referred to as "Offer Dates")
7 20	A CONTRACTOR AND A CONT	
7.	Allocation methodology	The allocation shall be on the proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars.
		No single bidder other than mutual funds registered with SEBI under the SEBI (Mutual Funds) Regulations, 1996, as amended ("Mutual Funds") and insurance companies registered with the Insurance Regulatory and Development Authority under the
		Insurance Regulatory and Development Authority Act, 1999 as amended ("Insurance Companies") shall be allocated more than 25% of the Offer Shares.
		Non-Retail Category Allocation Methodology
		The non-Retail Investors shall have an option to carry forward their un-allotted bids from T day to T+1 day provided they indicate their willingness to carry forward their bids. Further, such Investors can also revise their bids on T+1 day in accordance with a strength of the carry forward their bids.
		the SEBI OFS Circulars.
		A minimum of 25% of the Offer Shares shall be reserved for Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below).
		Companies, the unsubscribed portion shall be available to other bidders in the non-Retail Category.
		Retail Category Allocation Methodology
		For the purpose of this Notice, Retail Investor shall mean an individual investor who places bids for Offer Shares of total value of not more than ₹2,00,000/- (Rupees Two Lakhs) aggregated across Stock Exchanges ("Retail Investor").
		10% of the Offer Shares shall be reserved for allocation to Retail Investors ("Retail Portion"). The Stock Exchanges will decide the quantity of Offer Shares eligible to be considered in the Retail Portion, based on the Floor Price (defined below) declare by the Seller.
		Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price. "Cut-Off Price" means the lowest price, as shall be determined, at which the Offer Shares are sold in the non-Retail Category, based on all valid bids received on T day. An
		unsubscribed portion of the Retail Category, after allotment to Retail Investors, shall be eligible for allocation to non-Retail Investors who have not been allotted Offer Shares on T day and have chosen to carry forward their bids to T+1 day. The non-Retail
		Investors are required to indicate their willingness to carry forward their bid on T day.
8.	Total number of Equity Shares being offered in the Offer	Up to 58,10,000 Equity Shares of the Company of face value of ₹10/- each, representing 5.38% of the total paid up equity share capital of the Companyas on March 31, 2021 (the "Offer Size").
9.	Name of the broker on behalf of the Seller (the "Seller's Broker")	Elara Securities (India) Private Limited (BSE:3241 and NSE: 12898) will be acting as the Settlement Broker on behalf of the Seller's Broker.
10.	Floor Price	The floor price of the Offer shall be ₹111.00(Rupees One Hundred and Eleven only) per Equity Share of the Company.
		The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market.
11.	Conditions for withdrawal of the Offer	The Seller reserves the right to not proceed with the Offer at any time prior to the time of opening of the Offer onT day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale through
41.	Conditions for withdrawar of the Offer	Stock Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal.
12.	Conditions for cancellation of the Offer	In the event (i) the aggregate number of orders received from non-Retail Investors in the Offer at or above the Floor Price on T day is not sufficient, the Seller reserves the right to cancel the Offer, post bidding, in full (both non-retail and retail categories
10000	27 to teknology (hydrological sysymholyd syrydd fyl ycholy engol (y	and not proceed with the Offer on T+1 day (for Retail Investors); or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer to the extent of valid bids or cancel the Offer in full. In such cases, the decision to either
		conclude or cancel the Offer shall be at the sole discretion of the Seller.
		Cancellation request for bidding from Seller will be accepted up to 5:00 p.m. on T day by the Stock Exchanges.
		In the event that valid orders are not placed for the entire number of Offer Shares at or above the Floor Price or in case of defaults in settlement obligation, the Seller reserves the right to either conclude the Offer to the extent of orders placed or cancel the
		Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller.
13.	Conditions for participating in the Offer	1. Non-institutional investors (including retail category) shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids for the Offer.
		2. Institutional investors have an option of placing bids without any upfront payment. In case of institutional investors who place bids with 100% of the bid value deposited upfront, custodian confirmation shall be provided within trading hours. In case of
		institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and SEBI OFS Circulars.
		3. In respect of bids in the Retail Category, margin for bids placed at the Cut-Off Price, shall be at the Floor Price bids at the value of the bid. Clearing corporation shall collect margin to the extent of 100% of order value in cash or cash
		equivalents at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions.
		4. Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price.
		5. The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments.
		<ol> <li>Individual Investors shall have the option to bid in the Retail Category and/ or the non-Retail Category. However, if the cumulative bid value by retail individual investor across both categories exceeds ₹2,00,000/- (Rupees Two Lakhs), the bids in the</li> </ol>
		Retail Category will become ineligible. Further, if the cumulative bid value by an individual investor in the Retail Category across BSE and NSE exceeds ₹2,00,000/- (Rupees Two Lakh only), such bids shall be rejected.
		7. Modification or cancellation of orders
		(a) Orders placed by Retail Investors ((with 100% of the bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day.
		(b) Orders placed by institutional investors and by non-institutional investors, with 100% of the bid value deposited upfront: Such orders can be modified or cancelled any time during the trading hours on T day, and in respect of any un-allotte
		bids which they have indicated to be carried forward to T+1 day, orders can be modified on T+1 day in accordance with the SEBI OFS Circulars
		(c) Orders placed by institutional investors without depositing 100% of the bid value upfront: Such orders cannot be modified or cancelled by the investors or stock-brokers, except for making upward revision in the price or quantity.
		(d) Bids carried forward by non-Retail Investors to T+1 day may be revised in accordance with the SEBI OFS Circulars.
		In case of any permitted modification or cancellation of the bid, the funds shall be released / collected on a real-time basis by the clearing corporation.
		8. Bidder shall also be liable to pay any other fees, as may be levied by the Stock Exchanges, including securities transaction tax.
		9. Multiple orders from a single bidder shall be permitted.
		10. In case of default in pay-in by any bidder, an amount aggregating to 10% of the order value shall be charged as penalty from the investor and collected from the broker. This amount shall be credited to the Investor Protection Fund of the Stock
		Exchange.
ů.		11. The Equity Shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to incidence of breach of "Market wide index-based circuit filter", the Offer shall also be halted.
14.	Settlement	Settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors and institutional investors who place orders with 100% of the order value deposited upfront, settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors and institutional investors who place orders with 100% of the order value deposited upfront, settlement shall take place or a trade for trade basis.
		place on T+1 day, in accordance with the SEBI OFS Circulars. In the case of institutional investors who place bids without depositing 100% of the order value upfront, settlement shall be as per the existing rules for secondary market transactions (i.e.
1		TITZ GRVI

#### IMPORTANT INFORMATION The Offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each a "Bidder") and neither the Offer nor this advertisement constitutes an offer to sell or invitation or solicitation of an offer to buy, to the public, or to any other person or class of persons

requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India. The Offer is being made in reliance on the SEBI OFS Circulars, read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation – circular for Stock Exchanges. There will be no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013, and the rules and clarifications issued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications

In case of non-institutional investors and institutional investors bidding with 100% margin upfront who chose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

issued thereunder, without reference to its provisions that have ceased to have effect, (the "Companies Act") or in any other jurisdiction. Accordingly, no documents have been or will be prepared, registered or submitted for approval as "prospectus" or an offer document with the Registrar of Companies in India and/or SEBI and/or the Stock Exchanges or any other statutory/regulatory/listing authority in India or abroad under the applicable laws in India including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and no such document will be circulated or distributed to any person in any jurisdiction, including in India. Each Bidder shall be deemed to acknowledge and agree that any buy order or bid shall be made solely on the basis of publicly available information available with SEBI or the Stock Exchanges, on the Company's website or otherwise in the public domain, together with the information contained in this advertisement. The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders.

This advertisement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell nor a solicitation of an offer to buy or sell nor a solicitation of an offer to buy or sell nor a solicitation of an offer nor invitation or sale is or may be unlawful whether prior to registration or qualification under the securities laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication under the relevant local law/s or regulation/s in any such jurisdiction. Prospective purchasers should seek appropriate legal advice prior to participating in the Offer. The Offer Shares have not been and will not be registered underany securities law of any Other Jurisdictions. This advertisement and the Notice are not for release, publication or distribution, in whole or in part, in the United States of America, or the District of Columbia (together, the "United States"), and is neither an offer to sell nor a solicitation of an offer to buy within the United

States any securities of the Company. The Offer Shares have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"), or under the securities laws of any state of the United States and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from the issuer or the selling security holder and that will contain detailed information about the company and management, as well as financial statements. The Offer Shares are being offered and sold (a) within the United States only to "qualified institutional buyers" (as defined in Rule 144A under the Securities Act, or pursuant to another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S"). Prospective purchasers in the United States are hereby notified that the Seller may be relying on the exemption from the provisions of Section 5 of the Securities Act. The purchasers of Offer Shares are hereby advised that any resale of Offer Shares must be made in accordance with the registration requirements. No determination has been made as to whether the Company has been, is, or will become a passive foreign investment company ("PFIC") within the meaning of Section 1297 of the United States Internal Revenue Code of 1986, as amended, for U.S. federal income tax purposes. No analysis has been undertaken to determine if the Company is a PFIC,

and if the Company has been, is, or will be treated as a PFIC in any taxable year U.S. taxpayers that hold the Offer Shares (directly and, in certain cases, indirectly) may be subject to significant adverse tax consequences. The PFIC rules are complex. Prospective purchasers should consult their own tax advisors regarding the U.S. federal, state and

local tax implications to them of acquiring the Offer Shares. By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice in its entirety and accepted and complied with the terms and conditions. that none of it, its affiliates (as defined in Rule 405 under the Securities Act) or any person acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S) in connection with the offer or sale of the Offer Shares, (b) engaged or will engage in any form of "general solicitation" or "general advertising" (each, within the meaning of Regulation D under the Securities Act) or (c) offered or will offer and sell the Offer Shares except outside the United States to persons reasonably believed to be QIBs in transactions exempt from the registration requirements of the Securities Act.

Except for the Seller's Broker, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States. By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood the Notice, and (c) made the representations, warranties, agreements and acknowledgements set out in (i) or (ii)

#### immediately below, as appropriate: (i) Persons Outside the United States

- It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the Securities Act; . (i) It was outside the United States (within the meaning of Regulation S) at the time the offer Shares was originated and (ii) If it is a broker-dealer outside the United States acting on behalf of its customers, each of its customers has confirmed to it that such customer was outside the United States at the time the offer of the Offer Shares was made to it and such customer was outside the United States when such customer was originated:
- It did not submit a bid for and will not be acquiring the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S); . It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, resell, pledge or otherwise transfer the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of Regulation S or pursuant to another available exemption from the registration requirements under the Securities laws of the states of the United States and any other jurisdiction, including India;
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company; . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorized in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and

regulations and guidelines, including the OFS Guidelines;

T+2 day).

- acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts; The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it places such orders to purchase of the Offer Shares is consummated, including under all applicable
- It will not hold or seek to hold the Seller or the Seller or the Seller's Broker or any of their respective affiliates responsible or liable for any misstatements in or omissions from any publicly available information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares;
- It agrees to indemnify and hold the Seller and the Seller and the Seller and the Seller and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- . It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will promptly notify the Seller.
- Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.

#### (ii) Persons in the United States It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities Act and in

the Offer Shares; and

- accordance with any applicable state securities laws; • (i) It is a QIB and is purchasing Offer Shares for its own account or for the account of another QIB and (ii) is aware that the Offer Shares are being sold to it in reliance on the exemption from, or in a transaction not subject to, the registration
- requirements of the Securities Act; It did not submit a bid for and will not be acquiring the Offer Shares as a result of any general solicitation or general advertising (within the meaning of Rule 502(c) under the Securities Act);
- . It represents and warrants that it is buving the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer such Offer Shares (a) in the United States (i) to a person
- who the seller reasonably believes is a QIB in a transaction meeting the requirements of Rule 144A, (ii) pursuant to another available exemption from the registration requirements of the Securities Act, or (iv) pursuant to an effective registration statement under the Securities Act, or (b) outside the United States in an offshore transaction complying with Rule 903 or Rule 904 of Regulation S, as applicable, in each case in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India. Except for sales made in accordance with Rule 903 or 904 of Regulation S, it will, and each subsequent purchaser is required to, notify any subsequent purchaser from it of the resale restrictions referred to in (a) above;
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company; It represents that prior to acquiring the Offer Shares, it has all the information relating to the Company and the Offer Shares which it believes is necessary for the purpose of making its investment decision;
- It understands that Offer Shares purchased pursuant to Rule 144A or another available exemption under the Securities Act and it agrees that for so long as they remain restricted securities, it shall not deposit such Offer Shares into any unrestricted depository facility established or maintained by any depository bank;
- Indian laws, regulations and guidelines, including the OFS Guidelines;

The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it places such orders to purchase of the Offer Shares is consummated, including under all applicable

- . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorised in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments
- herein for and on behalf of each such account, reading the reference to 'it' to include such accounts; It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable for any misstatements in or omissions from any publicly available information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares; . It agrees to indemnify and hold the Seller and the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein; · It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will
- promptly notify the Seller.

Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company. This advertisement and the Notice are not for publication or distribution, in whole or in part, in the United States, except that the Seller's Broker may send copies of this Notice to persons in the United States who they reasonably believe to be QIBs.

> Thanking You, Yours faithfully, On behalf of Shah Family Trust Dr. Vikram Shah Trustee of Shah Family Trust

financialexp.

Date: April 23, 2021

Place : Ahmedabad

For the bids received on T+1 day, from the Retail Category and from the un-allotted institutional Investors who choose to carry forward their bid on T+1 day without depositing 100% of the order value upfront, the settlement shall take place on T+3 day.

**FINANCIAL EXPRESS** 

## SHAH FAMILY TRUST

Plot no. 615/2, Nr. B.D. Patel Farm, Mahammadpura Village, Karnavati Club, S.G. Highway, Ahmedabad-380051

Not for Release, Publication or Distribution in and into the United States or Other Jurisdictions (as defined below). See "Important Information" below.

Re: Offer for Sale of Equity Shares of face value of 710 each ("Equity Shares") of Shalby Limited (the "Company"), by its Promoter, Shah Family Trust (the "Seller"), through the stock exchange mechanism. I am directed to refer to Clause 5(b) of the circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular "SEBI OFS Circular") pertaining to comprehensive guidelines on offer for sale of shares by promoters through the stock exchange mechanism, as amended by circular number CIR/MRD/DP/04/2013 dated January 25, 2013, circular number CIR/MRD/DP/12/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/24/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/32/2015 dated June 26, 2015, circular number CIR/MRD/DP/32/2015 dated June 36, 2015, CIR/MRD/DP/36/2016 dated February 15, 2016, circular number CIR/MRD/DP/65/2017 dated June 27, 2018 read with Section 21 of Chapter 1of the Master Circular for Stock Exchange and Clearing Corporation - circular no. SEBI/HO/MRD/DP/CIR/P/117dated October 25,2019issued by SEBI, (together with SEBI OFS Circular, the "SEBI OFS Circular, the "SE notices issued by BSE in this regard; and (b) "Offer for Sale-Introduction of Interoperability" issued by NSE by way of its circular bearing no. 51/2020 and dated June 30, 2020 and, to the extent applicable, the previous circulars issued by NSE in this regard.

This advertisement is being issued by the Seller in pursuance of Clause 4 of the SEBI OFS Circular. The Promoter (the "Promoter"). The Promoter (the "Seller") proposes to sell up to 58,10,000 Equity Shares of the Company (representing 5.38% of the total issued and paid-up Equity Share capital of the Company) ("Offer Shares"), having a face value of ₹10/- each, on April 26, 2021 ("T day") (for non-Retail Investors only) and on April 27, 2021 ("T+1 day") (for Retail Investors and for non-Retail Investors who choose to carry forward their un-allotted bids) through a separate, designated window of BSE Limited (the "BSE") and National Stock Exchange of India Limited ("NSE", and together with the BSE, the "Stock Exchanges"), in accordance with the SEBI OFS Circulars and the notices and circulars issued by the BSE and NSE, from time to time, in this regard (such offer for sale hereinafter referred to as the "Offer").

The Offer shall be undertaken exclusively through Seller's Broker named below on a separate window provided by the Stock Exchanges for this purpose. The Offer is being undertaken by the Seller, inter alia, for achieving the minimum public shareholding of the Company as prescribed under Rule 19(2)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations,

brokers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice").

2015, as amended, and in one of the permissible methods prescribed by SEBI by way of its circular bearing no. CIR/CFD/CMD/14/2015 and dated November 30, 2015, as amended ("MPS Circular"). The Offer shall be undertaken exclusively through the Seller's Broker (defined below). The details of the Offer, in accordance with the requirements of Clause 5(b) of the SEBI OFS Circular, are set forth below Other important information in relation to the Offer is set out below under the heading "Important Information in relation to the Offer. The

Sr. No. Details required to be mentioned in the Notice Particulars of the Offer Name of the Seller (Promoter / Promoter Group) Shah Family Trust ("Promoter"). Name of the company whose shares are proposed to be sold and ISIN Name: Shalby Limited ISIN: INE597J01018 Name of the stock exchange where orders shall be placed BSE and NSE Name of the designated stock exchange BSE Name of the designated clearing corporation NSE Clearing Limited Dates and time of the opening and closing of the Offer The Offer shall take place over two trading days, as provided below: For non-Retail Investors: April 26, 2021 ("T day") Only non-Retail Investors shall be allowed to place their bids on T day, i.e., April 26, 2021. The Offer shall take place during trading hours on a separate window of the Stock Exchanges on T day, i.e., April 26, 2021 commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time. Those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars. For Retail Investors and un-allotted non-Retail Investors who choose to carry forward their bids: April 27, 2021 ("T+1 day") The Offer shall continue to take place during trading hours on a separate window of the Stock Exchanges on T+1 day, i.e., April 27, 2021, commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time on the same date. Only Retail Investors (defined below) shall be allowed to place their bids on T+1 day, i.e., April 27, 2021. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars. (T day and T+1 day, collectively referred to as "Offer Dates") Allocation methodology The allocation shall be on the proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars. No single bidder other than mutual funds registered with SEBI under the SEBI (Mutual Funds) Regulations, 1996, as amended ("Mutual Funds") and insurance companies registered with the Insurance Regulatory and Development Authority under the Insurance Regulatory and Development Authority Act, 1999 as amended ("Insurance Companies") shall be allocated more than 25% of the Offer Shares. Non-Retail Category Allocation Methodology The non-Retail Investors shall have an option to carry forward their un-allotted bids from T day to T+1 day provided they indicate their willingness to carry forward their bids. Further, such Investors can also revise their bids on T+1 day in accordance with A minimum of 25% of the Offer Shares shall be reserved for Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance Companies, the unsubscribed portion shall be available to other bidders in the non-Retail Category. Retail Category Allocation Methodology For the purpose of this Notice, Retail Investor shall mean an individual investor who places bids for Offer Shares of total value of not more than₹2,00,000/- (Rupees Two Lakhs) aggregated across Stock Exchanges ("Retail Investor"). 10% of the Offer Shares shall be reserved for allocation to Retail Investors ("Retail Portion"). The Stock Exchanges will decide the quantity of Offer Shares eligible to be considered in the Retail Portion, based on the Floor Price (defined below) declared by the Seller. Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price" means the lowest price, as shall be determined, at which the Offer Shares are sold in the non-Retail Category, based on all valid bids received on T day. Any unsubscribed portion of the Retail Category, after allotment to Retail Investors, shall be eligible for allocation to non-Retail Investors who have not been allotted Offer Shares on T day and have chosen to carry forward their bids to T+1 day. The non-Retail Investors are required to indicate their willingness to carry forward their bid on T day. Total number of Equity Shares being offered in the Offer Up to 58,10,000 Equity Shares of the Company of face value of ₹10/- each, representing 5.38% of the total paid up equity share capital of the Companyas on March 31, 2021 (the "Offer Size") Name of the broker on behalf of the Seller (the "Seller's Broker") Elara Securities (India) Private Limited (BSE:3241 and NSE: 12898) will be acting as the Settlement Broker on behalf of the Seller's Broker. The floor price of the Offer shall be ₹111.00(Rupees One Hundred and Eleven only) per Equity Share of the Company. Floor Price The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market. Conditions for withdrawal of the Offer The Seller reserves the right to not proceed with the Offer at any time prior to the time of opening of the Offer on T day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale through Stock Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal. In the event (i) the aggregate number of orders received from non-Retail Investors in the Offer at or above the Floor Price on T day is not sufficient, the Seller reserves the right to cancel the Offer, post bidding, in full (both non-retail and retail categories) Conditions for cancellation of the Offer and not proceed with the Offer on T+1 day (for Retail Investors); or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer to the extent of valid bids or cancel the Offer in full. In such cases, the decision to either conclude or cancel the Offer shall be at the sole discretion of the Seller. Cancellation request for bidding from Seller will be accepted up to 5:00 p.m. on T day by the Stock Exchanges. In the event that valid orders are not placed for the entire number of Offer Shares at or above the Floor Price or in case of defaults in settlement obligation, the Seller reserves the right to either conclude the Offer to the extent of orders placed or cancel the Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller. Conditions for participating in the Offer Non-institutional investors (including retail category) shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids for the Offer. Institutional investors have an option of placing bids without any upfront payment. In case of institutional investors who place bids with 100% of the bid value deposited upfront, custodian confirmation shall be provided within trading hours. In case of institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and SEBI OFS Circulars. In respect of bids in the Retail Category, margin for bids placed at the Cut-Off Price, shall be at the Floor Price bids at the value of the bid. Clearing corporation shall collect margin to the extent of 100% of order value in cash or cash equivalents at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions. Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price. The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments. Individual Investors shall have the option to bid in the Retail Category and/or the non-Retail Category and/or the non-Retail Category. However, if the cumulative bid value by retail individual investor across both categories exceeds ₹2,00,000/- (Rupees Two Lakhs), the bids in the Retail Category will become ineligible. Further, if the cumulative bid value by an individual investor in the Retail Category across BSE and NSE exceeds ₹ 2,00,000/- (Rupees Two Lakh only), such bids shall be rejected. Modification or cancellation of orders Orders placed by Retail Investors ((with 100% of the bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day. Orders placed by institutional investors and by non-institutional investors, with 100% of the bid value deposited upfront: Such orders can be modified or cancelled any time during the trading hours on T day, and in respect of any un-allotted bids which they have indicated to be carried forward to T+1 day, orders can be modified on T+1 day in accordance with the SEBI OFS Circulars Orders placed by institutional investors without depositing 100% of the bid value upfront: Such orders cannot be modified or cancelled by the investors or stock-brokers, except for making upward revision in the price or quantity. (c) Bids carried forward by non-Retail Investors to T+1 day may be revised in accordance with the SEBI OFS Circulars. In case of any permitted modification or cancellation of the bid, the funds shall be released / collected on a real-time basis by the clearing corporation. Bidder shall also be liable to pay any other fees, as may be levied by the Stock Exchanges, including securities transaction tax. Multiple orders from a single bidder shall be permitted. 10. In case of default in pay-in by any bidder, an amount aggregating to 10% of the order value shall be charged as penalty from the investor and collected from the broker. This amount shall be credited to the Investor Protection Fund of the Stock 11. The Equity Shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to incidence of breach of "Market wide index-based circuit filter", the Offer shall also be halted. Settlement Settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors and institutional investors who place orders with 100% of the order value deposited upfront, settlement shall take place on T+1 day, in accordance with the SEBI OFS Circulars. In the case of institutional investors who place bids without depositing 100% of the order value upfront, settlement shall be as per the existing rules for secondary market transactions (i.e., on

## IMPORTANT INFORMATION

The Offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each a "Bidder") and neither the Offer nor this advertisement constitutes an offer to sell or invitation or solicitation of an offer to buy, to the public, or to any other person or class of persons requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India.

In case of non-institutional investors and institutional investors bidding with 100% margin upfront who chose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

For the bids received on T+1 day, from the Retail Category and from the un-allotted institutional Investors who choose to carry forward their bid on T+1 day without depositing 100% of the order value upfront, the settlement shall take place on T+3 day.

The Offer is being made in reliance on the SEBI OFS Circulars, read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular s, rules and regulations of the Stock Exchanges. There will be no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013, and the rules and clarifications issued thereunder to the extent in force pursuant to notification of its various sections by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications issued thereunder, without reference to its provisions that have ceased to have effect, (the "Companies Act") or in any other jurisdiction. Accordingly, no documents with the Registrar of Companies in India and/or SEBI and/or the Stock Exchanges or any other statutory/regulatory/listing authority in India or abroad under the applicable laws in India including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and no such document will be circulated or distributed to any person in any jurisdiction, including in India. Each Bidder shall be deemed to acknowledge and agree that any buy order or bid shall be made solely on the Stock Exchanges, on the Company's website or otherwise in the public domain, together with the information contained in this advertisement. The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders.

This advertisement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, in in any jurisdiction of an offer to buy or sell any securities, in in any jurisdiction or sale is or may be unlawful whether prior to registration or qualification under the securities laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication or distribution, directly or indirectly, in or to persons in any Such jurisdiction. Prospective purchasers should seek appropriate legal advice prior to participating in the Offer. The Offer Shares have not been and will not be registered underany securities law of any Other Jurisdictions.

This advertisement and the Notice are not for release, publication or distribution, in whole or in part, in the United States of America, or the District of Columbia (together, the "United States"), and is neither an offer to sell nor a solicitation of an offer to buy within the United States any securities of the Company. The Offer Shares have not been and will not be registered under the United States securities Act of 1933, as amended (the "Securities Act"), or under the securities Act of 1933, as amended (the "Securities Act"). subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from the issuer or the selling security holder and that will contain detailed information about the company and management, as well as financial statements. The Offer Shares are being offered and sold (a) within the United States only to "qualified institutional buyers" (as defined in Rule 144A under the Securities Act, or pursuant to another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S under the Securities Act, and (c) outside the United States are hereby notified that the Seller may be relying on the exemption from the provisions of Section 5 of the Securities Act. The purchasers of Offer Shares must be made in accordance with the registration requirements of the Securities Act or otherwise pursuant to an available exemption from such registration requirements.

No determination has been made as to whether the Company has been, is, or will become a passive foreign investment company ("PFIC") within the meaning of Section 1297 of the United States Internal Revenue Code of 1986, as amended, for U.S. federal income tax purposes. No analysis has been undertaken to determine if the Company is a PFIC, and if the Company has been, is, or will be treated as a PFIC in any taxable year U.S. taxpayers that hold the Offer Shares (directly and, in certain cases, indirectly) may be subject to significant adverse tax consequences. The PFIC rules are complex. Prospective purchasers should consult their own tax advisors regarding the U.S. federal, state and local tax implications to them of acquiring the Offer Shares.

By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice. In addition, each broker, except for the Seller's Broker, will be deemed to have represented that it is located outside the United States and that none of it, its affiliates (as defined in Rule 405 under the Securities Act) or any person acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S) in connection with the offer or sale of the Offer Shares, (b) engaged or will engage in any form of "general solicitation" or "general advertising" (each, within the meaning of Regulation D under the Securities Act) or (c) offered or will offer and sell the Offer Shares except outside the United States to persons reasonably believed to be QIBs in transactions exempt from the registration requirements of the Securities Act. Except for the Seller's Broker, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States.

By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood the Notice, and (c) made the representations, warranties, agreements and acknowledgements set out in (i) or (ii) immediately below, as appropriate:

(i) Persons Outside the United States It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities laws of any state of the United States and are being offered and sold to it in a transaction that does not require registration under the Securities Act;

. (i) It was outside the United States (within the meaning of Regulation S) at the time the offer Shares was originated and (ii) If it is a broker-dealer outside the United States acting on behalf of its customers, each of its customers has confirmed to it that such customer was outside the United States at the time the offer Shares was originated; It did not submit a bid for and will not be acquiring the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S);

. It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, resell, pledge or otherwise transfer any of the Offer Shares, it agrees that it will not offer, sell, pledge or otherwise transfer any of the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of Regulation S or pursuant to another available exemption from the registration requirements under the Securities Laws of the states of the United States and any other jurisdiction, including India;

It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;

. Where it is submitting a bid as fiduciary or agent for one or more investor or managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts;

- . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable Indian laws, regulations and guidelines, including the OFS Guidelines;
- . It will not hold or seek to hold the Seller's Broker or any of their respective affiliates responsible or liable in any manner whatsoever in respect of any losses incurred in connection with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares; It agrees to indemnify and hold the Seller and the Seller and the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- It acknowledges that the Seller and the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will

Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company. (ii) Persons in the United States

- It understands that the Offer Shares have not been and will not be registered under the Securities Act and in
   It understands that the Offer Shares to it is being made in reliance on Rule 144A or another available exemption from the registration requirements of the Securities Act and in accordance with any applicable state securities laws:
  - . (i) It is a QIB and is purchasing Offer Shares for its own account or for the account of another QIB and (ii) is aware that the Offer Shares are being sold to it in reliance on the exemption from, or in a transaction not subject to, the registration requirements of the Securities Act; It did not submit a bid for and will not be acquiring the Offer Shares as a result of any general solicitation or general advertising (within the meaning of Rule 502(c) under the Securities Act);

. It represents and warrants that it is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer such Offer Shares (a) in the United States (i) to a person

who the seller reasonably believes is a QIB in a transaction meeting the requirements of Rule 144A, (ii) pursuant to an exemption from registration under the Securities Act (if available), (iii) pursuant to another available exemption from the registration requirements of the Securities Act, or (iv) pursuant to an effective registration statement under the Securities Act, or (b) outside the United States in an offshore transaction complying with Rule 903 or Rule 904 of Regulation S, as applicable, in each case in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India. Except for sales made in accordance with Rule 903 or 904 of Regulation S, it will, and each subsequent purchaser is required to, notify any subsequent purchaser from it of the resale restrictions referred to in (a) above; It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;

It represents that prior to acquiring the Offer Shares, it has all the information relating to the Company and the Offer Shares which it believes is necessary for the purpose of making its investment decision;

- . It understands that Offer Shares purchased pursuant to Rule 144A or another available exemption under the Securities Act will be "restricted securities, it shall not deposit such Offer Shares into any unrestricted depository facility established or maintained by any depository bank; . The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it is resident, and in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable
- Indian laws, regulations and guidelines, including the OFS Guidelines; . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorised in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments
- herein for and on behalf of each such account, reading the reference to 'it' to include such accounts; It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable for any misstatements in or omissions from any publicly available information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares; It agrees to indemnify and hold the Seller and the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein;

 It acknowledges that the Seller and the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.

This advertisement and the Notice are not for publication or distribution, in whole or in part, in the United States, except that the Seller's Broker may send copies of this Notice to persons in the United States who they reasonably believe to be OIBs.

Thanking You, Yours faithfully On behalf of Shah Family Trust Dr. Vikram Shah Trustee of Shah Family Trust



Date: April 23, 2021

Place: Ahmedabad









Pune

Plot no. 615/2, Nr. B.D. Patel Farm, Mahammadpura Village, Karnavati Club, S.G. Highway, Ahmedabad-380051

Not for Release, Publication or Distribution in and into the United States or Other Jurisdictions (as defined below). See "Important Information" below.

Re: Offer for Sale of Equity Shares of face value of ₹10 each ("Equity Shares") of Shalby Limited (the "Company"), by its Promoter, Shah Family Trust (the "Seller"), through the stock exchange mechanism.

I am directed to refer to Clause 5(b) of the circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular "SEBI OFS Circular") pertaining to comprehensive guidelines on offer for sale of shares by promoters through the stock exchange mechanism, as amended by circular number CIR/MRD/DP/04/2013 dated January 25, 2013, circular number CIR/MRD/DP/17/2013 dated May 30, 2014, circular number CIR/MRD/DP/32/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/36/2016 dated February 15, 2016, circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular no. SEBI/HO/MRD/DP/CIR/P/117dated October 25,2019issued by SEBI, (together with SEBI OFS Circular, the "SEBI OFS Circular, the "SEBI OFS Circular, the previous of its notice bearing no. 20200701-27 and dated July 01, 2020 and, to the extent applicable, the previous notices issued by BSE in this regard; and (b) "Offer for Sale-Introduction of Interoperability" issued by NSE by way of its circular bearing no. 51/2020 and dated June 30, 2020 and, to the extent applicable, the previous circulars issued by NSE in this regard.

This advertisement is being issued by the Seller in pursuance of Clause 4 of the SEBI OFS Circular. The Seller is one of the Company (representing 5.38% of the total issued and paid-up Equity Share capital of the Company). ("Offer Shares"), having a face value of ₹10/- each, on April 26, 2021 ("T day") (for non-Retail Investors only) and on April 27, 2021 ("T+1 day") (for Retail Investors and for non-Retail Investors and for non-Retail Investors only) and on April 27, 2021 ("T+1 day") India Limited ("NSE", and together with the BSE, the "Stock Exchanges"), in accordance with the SEBI OFS Circulars and the notices and circulars issued by the BSE and NSE, from time to time, in this regard (such offer for sale hereinafter referred to as the "Offer"). The Offer shall be undertaken exclusively through Seller's Broker named below on a separate window provided by the Stock Exchanges for this purpose.

The Offer is being undertaken by the Seller, inter alia, for achieving the minimum public shareholding of the Company as prescribed under Rule 19(2)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, and in one of the permissible methods prescribed by SEBI by way of its circular bearing no. CIR/CFD/CMD/14/2015 and dated November 30, 2015, as amended ("MPS Circular"). The Offer shall be undertaken exclusively through the Seller's Broker (defined below).

The details of the Offer, in accordance with the requirements of Clause 5(b) of the SEBI OFS Circular, are set forth below. Other important Information in relation to the Offer is set out below under the heading "Important Information in relation to the Offer is set out below under the heading of the Offer. The brokers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice").

	kers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice").			
Sr. No.	Details required to be mentioned in the Notice	Particulars of the Offer		
1.	Name of the Seller (Promoter / Promoter Group)	Shah Family Trust ("Promoter").		
2.	Name of the company whose shares are proposed to be sold and ISIN	Name: Shalby Limited ISIN: INE597J01018		
3.	Name of the stock exchange where orders shall be placed	BSE and NSE		
4.	Name of the designated stock exchange	BSE		
5.	Name of the designated clearing corporation	NSE Clearing Limited		
6.	Dates and time of the opening and closing of the Offer	The Offer shall take place over two trading days, as provided below:		
		For non-Retail Investors: April 26, 2021 ("T day")		
		Only non-Retail Investors shall be allowed to place their bids on T day, i.e., April 26, 2021.		
		The Offer shall take place during trading hours on a separate window of the Stock Exchanges on T day, i.e., April 26, 2021 commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time.		
		Those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.		
		For Retail Investors and un-allotted non-Retail Investors who choose to carry forward their bids: April 27, 2021 ("T+1 day")		
		The Offer shall continue to take place during trading hours on a separate window of the Stock Exchanges on T+1 day, i.e., April 27, 2021, commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time on the same date.		
		Only Retail Investors (defined below) shall be allowed to place their bids on T+1 day, i.e., April 27, 2021. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.		
		(T day and T+1 day, collectively referred to as "Offer Dates")		
7	Allocation methodology			
· Ce	Anocation methodology	The allocation shall be on the proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars.  No single bidder other than mutual funds registered with SEBI under the SEBI (Mutual Funds) Regulations, 1996, as amended ("Mutual Funds") and insurance companies registered with the Insurance Regulatory and Development Authority under the		
		Insurance Regulatory and Development Authority Act, 1999 as amended ("Insurance Companies") shall be allocated more than 25% of the Offer Shares.		
		Non-Retail Category Allocation Methodology		
		The non-Retail Investors shall have an option to carry forward their un-allotted bids from T day to T+1 day provided they indicate their willingness to carry forward their bids. Further, such Investors can also revise their bids on T+1 day in accordance with the SEBI OFS Circulars.		
		A minimum of 25% of the Offer Shares shall be reserved for Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance		
		Companies, the unsubscribed portion shall be available to other bidders in the non-Retail Category.		
		Retail Category Allocation Methodology		
		For the purpose of this Notice, Retail Investor shall mean an individual investor who places bids for Offer Shares of total value of not more than \$\text{2},00,000/- (Rupees Two Lakhs) aggregated across Stock Exchanges ("Retail Investor").		
		10% of the Offer Shares shall be reserved for allocation to Retail Investors ("Retail Portion"). The Stock Exchanges will decide the quantity of Offer Shares eligible to be considered in the Retail Portion, based on the Floor Price (defined below) declared by the Seller.		
		Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price" means the lowest price, as shall be determined, at which the Offer Shares are sold in the non-Retail Category, based on all valid bids received on T day. Any		
		unsubscribed portion of the Retail Category, after allotment to Retail Investors, shall be eligible for allocation to non-Retail Investors who have not been allotted Offer Shares on T day and have chosen to carry forward their bids to T+1 day. The non-Retail Investors are required to indicate their willingness to carry forward their bid on T day.		
8.	Total number of Equity Shares being offered in the Offer	Up to 58,10,000 Equity Shares of the Company of face value of ₹10/- each, representing 5.38% of the total paid up equity share capital of the Companyas on March 31, 2021 (the "Offer Size").		
9.	Name of the broker on behalf of the Seller (the "Seller's Broker")	Elara Securities (India) Private Limited (BSE:3241 and NSE: 12898) will be acting as the Settlement Broker on behalf of the Seller's Broker.		
10.	Floor Price	The floor price of the Offer shall be ₹111.00(Rupees One Hundred and Eleven only) per Equity Share of the Company.		
		The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market.		
11.	Conditions for withdrawal of the Offer	The Seller reserves the right to not proceed with the Offer at any time prior to the time of opening of the Offer on T day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale through Stock Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal.		
12.	Conditions for cancellation of the Offer	In the event (i) the aggregate number of orders received from non-Retail Investors in the Offer at or above the Floor Price on T day is not sufficient, the Seller reserves the right to cancel the Offer, post bidding, in full (both non-retail and retail categories)		
22258		and not proceed with the Offer on T+1 day (for Retail Investors); or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer to the extent of valid bids or cancel the Offer in full. In such cases, the decision to either		
		conclude or cancel the Offer shall be at the sole discretion of the Seller.		
		Cancellation request for bidding from Seller will be accepted up to 5:00 p.m. on T day by the Stock Exchanges.		
		In the event that valid orders are not placed for the entire number of Offer Shares at or above the Floor Price or in case of defaults in settlement obligation, the Seller reserves the right to either conclude the Offer to the extent of orders placed or cancel the		
		Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller.		
13.	Conditions for participating in the Offer	1. Non-institutional investors (including retail category) shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids for the Offer.		
		2. Institutional investors have an option of placing bids without any upfront payment. In case of institutional investors who place bids with 100% of the bid value deposited upfront, custodian confirmation shall be provided within trading hours. In case of institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and SEBI OFS Circulars.		
		3. In respect of bids in the Retail Category, margin for bids placed at the Cut-Off Price, shall be at the Floor Price and for price bids at the value of the bid. Clearing corporation shall collect margin to the extent of 100% of order value in cash or cash		
		equivalents at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions.		
		4. Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price.		
		5. The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments.		
		6. Individual Investors shall have the option to bid in the Retail Category and/ or the non-Retail Category. However, if the cumulative bid value by retail individual investor across both categories exceeds ₹2,00,000/- (Rupees Two Lakhs), the bids in the		
		Retail Category will become ineligible. Further, if the cumulative bid value by an individual investor in the Retail Category across BSE and NSE exceeds ₹2,00,000/- (Rupees Two Lakh only), such bids shall be rejected.  7. Modification or cancellation of orders		
		(a) Orders placed by Retail Investors ((with 100% of the bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day.		
		(b) Orders placed by institutional investors and by non-institutional investors, with 100% of the bid value deposited upfront: Such orders can be modified or cancelled any time during the trading hours on T day, and in respect of any un-allotted		
		bids which they have indicated to be carried forward to T+1 day, orders can be modified on T+1 day in accordance with the SEBI OFS Circulars		
		(c) Orders placed by institutional investors without depositing 100% of the bid value upfront: Such orders cannot be modified or cancelled by the investors or stock-brokers, except for making upward revision in the price or quantity.		
		(d) Bids carried forward by non-Retail Investors to T+1 day may be revised in accordance with the SEBI OFS Circulars.		
		In case of any permitted modification or cancellation of the bid, the funds shall be released / collected on a real-time basis by the clearing corporation.		
		8. Bidder shall also be liable to pay any other fees, as may be levied by the Stock Exchanges, including securities transaction tax.		
		9. Multiple orders from a single bidder shall be permitted. 10. In case of default in pay-in by any bidder, an amount aggregating to 10% of the order value shall be charged as penalty from the investor and collected from the broker. This amount shall be credited to the Investor Protection Fund of the Stock		
		Exchange.		
		11. The Equity Shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to incidence of breach of "Market wide index-based circuit filter", the Offer shall also be halted.		
14.	Settlement	Settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors who place orders with 100% of the order value deposited upfront, settlement shall take		
		place on T+1 day, in accordance with the SEBI OFS Circulars. In the case of institutional investors who place bids without depositing 100% of the order value upfront, settlement shall be as per the existing rules for secondary market transactions (i.e., on T+2 day).		

## IMPORTANT INFORMATION

The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders.

The Offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each a "Bidder") and neither to buy, to the public, or to any other person or class of persons requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India.

In case of non-institutional investors and institutional investors bidding with 100% margin upfront who chose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

For the bids received on T+1 day, from the Retail Category and from the un-allotted institutional Investors who choose to carry forward their bid on T+1 day without depositing 100% of the order value upfront, the settlement shall take place on T+3 day.

The Offer is being made in reliance on the SEBI OFS Circulars, read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation - circular stock exchange and Clearing Corporation - circular stock exchange and Clearing Corporation - circular stock exchanges. There will be no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013, and the rules and clarifications by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications issued thereunder, without reference to its provisions that have ceased to have effect, (the "Companies Act") or in any other jurisdiction. Accordingly, no documents have been or will be prepared, registered or submitted for approval as "prospectus" or an offer document with the Registrar of Companies in India and/or SEBI and/or the Stock Exchanges or any other statutory/regulatory/listing authority in India or abroad under the applicable laws in India including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and no such document will be circulated or distributed to any person in any jurisdiction, including in India. Each Bidder shall be deemed to acknowledge and agree that any buy order or bid shall be made solely on the basis of publicly available information and any information

This advertisement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, nor shall there be any sale securities, in in any jurisdiction of an offer to buy or sell any securities, in in any jurisdiction of an offer to buy or sell any securities, in in any jurisdiction of an offer to buy or sell any securities. qualification under the securities laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication under the relevant local law/s or regulation/s in any such jurisdiction. Prospective purchasers should seek appropriate legal advice prior to participating in the Offer. The Offer Shares have not been and will not be registered underany securities law of any Other Jurisdictions.

This advertisement and the Notice are not for release, publication or distribution, in whole or in part, in the United States of America, or the District of Columbia (together, the "United States"), and is neither an offer to sell nor a solicitation of an offer to buy within the United States any securities of the Company. The Offer Shares have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"), or under the securities laws of any state of the United States and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from the issuer or the selling security holder and that will contain detailed information about the company and management, as well as financial statements. The Offer Shares are being offered and sold (a) within the United States only to "qualified institutional buyers" (as defined in Rule 144A under the Securities Act, or pursuant to another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S"). Prospective purchasers in the United States are hereby notified that the Seller may be relying on the exemption from the provisions of Section 5 of the Securities Act. The purchasers of Offer Shares are hereby advised that any resale of Offer Shares must be made in accordance with the registration requirements.

No determination has been made as to whether the Company has been, is, or will become a passive foreign investment company ("PFIC") within the meaning of Section 1297 of the United States Internal Revenue Code of 1986, as amended, for U.S. federal income tax purposes. No analysis has been undertaken to determine if the Company is a PFIC, and if the Company has been, is, or will be treated as a PFIC in any taxable year U.S. taxpayers that hold the Offer Shares (directly and, in certain cases, indirectly) may be subject to significant adverse tax consequences. The PFIC rules are complex. Prospective purchasers should consult their own tax advisors regarding the U.S. federal, state and local tax implications to them of acquiring the Offer Shares. By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood the Notice in its entirety and accepted and complied with the terms and conditions set out in the Notice. In addition, each broker, except for the Seller's Broker, will be deemed to have represented that it is located outside the United States and

that none of it, its affiliates (as defined in Rule 405 under the Securities Act) or any person acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S) in connection with the offer or sale of the Offer Shares, (b) engaged or will engage in any form of "general solicitation" or "general advertising" (each, within the meaning of Regulation D under the Securities Act) or (c) offered or will offer and sell the Offer Shares except outside the United States in reliance upon Regulation S or within the United States to persons reasonably believed to be QIBs in transactions exempt from the registration requirements of the Securities Act. Except for the Seller's Broker, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States.

By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood the Notice, and (c) made the representations, warranties, agreements and acknowledgements set out in (i) or (ii) immediately below, as appropriate:

## (i) Persons Outside the United States

- It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the Securities Act; . (i) It was outside the United States (within the meaning of Regulation S) at the time the offer Shares was originated and (ii) If it is a broker-dealer outside the United States acting on behalf of its customers, each of its customers has
- confirmed to it that such customer was outside the United States at the time the offer of the Offer Shares was made to it and such customer was outside the United States when such customer's buy order for the Offer Shares was originated; It did not submit a bid for and will not be acquiring the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S); . It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, resell, pledge or otherwise transfer the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;

T+2 day).

- Regulation S or pursuant to another available exemption from the registration requirements under the Securities Act and in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India;
- . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorized in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and
- acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts; The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it is resident, and it is residen
- regulations and guidelines, including the OFS Guidelines; It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable for any misstatements in or omissions from any publicly available information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares; It agrees to indemnify and hold the Seller and the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- . It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will
- promptly notify the Seller. Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.

## (ii) Persons in the United States

- It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities laws of any state of the United States and that the offer and sale of the United States and that the offer Shares to it is being made in reliance on Rule 144A or another available exemption from the registration requirements of the Securities Act and in accordance with any applicable state securities laws;
  - . (i) It is a QIB and is purchasing Offer Shares for its own account or for the account of another QIB and (ii) is aware that the Offer Shares are being sold to it in reliance on the exemption from registration provided by Rule 144A under the Securities Act or pursuant to another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act;
  - It did not submit a bid for and will not be acquiring the Offer Shares as a result of any general solicitation or general advertising (within the meaning of Rule 502(c) under the Securities Act); . It represents and warrants that it is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer such Offer Shares (a) in the United States (i) to a person
  - who the seller reasonably believes is a QIB in a transaction meeting the requirements of Rule 144A, (ii) pursuant to another available exemption from the registration requirements of the Securities Act, or (iv) pursuant to an effective registration statement under the Securities Act, or (b) outside the United States in an offshore transaction complying with Rule 903 or Rule 904 of Regulation S, as applicable, in each case in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India. Except for sales made in accordance with Rule 903 or 904 of Regulation S, it will, and each subsequent purchaser is required to, notify any subsequent purchaser from it of the resale restrictions referred to in (a) above;

  - It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company; It represents that prior to acquiring the Offer Shares, it has all the information relating to the Company and the Offer Shares which it believes is necessary for the purpose of making its investment decision; It understands that Offer Shares purchased pursuant to Rule 144A or another available exemption under the Securities Act and it agrees that for so long as they remain restricted securities, it shall not deposit such Offer Shares into any unrestricted depository facility established or maintained by any depository bank;
  - The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it is resident, and in which it is resident, and in which the sale and purchase of the Offer Shares is consummated, including under all applicable Indian laws, regulations and guidelines, including the OFS Guidelines;
  - Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorised in writing by each such managed account to purchase the Offer Shares for each managed account to purchase the Offer S
  - herein for and on behalf of each such account, reading the reference to 'it' to include such accounts; It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable for any misstatements in or omissions from any publicly available information concerning the Company or the Offer or otherwise responsible or liable in any manner whatsoever in respect of any losses incurred in connection
  - with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares; . It agrees to indemnify and hold the Seller and the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of

It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will

- the Offer Shares; Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein;
- promptly notify the Seller. Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.

This advertisement and the Notice are not for publication or distribution, in whole or in part, in the United States, except that the Seller's Broker may send copies of this Notice to persons in the United States who they reasonably believe to be QIBs.

Thanking You, Yours faithfully, On behalf of Shah Family Trust Dr. Vikram Shah Trustee of Shah Family Trust

Date : April 23, 2021 Place : Ahmedabad

www.readwhere.com

Plot no. 615/2, Nr. B.D. Patel Farm, Mahammadpura Village, Karnavati Club, S.G. Highway, Ahmedabad-380051

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This advertisement is being issued by the Seller in pursuance of Clause 4 of the SEBI OFS Circular. The Seller is one of the Company (the "Promoter"). The Promoter of the Company (representing 5.38% of the total issued and paid-up Equity Share capital of the Company). ("Offer Shares"), having a face value of ₹10/- each, on April 26, 2021 ("T day") (for non-Retail Investors only) and on April 27, 2021 ("T+1 day") (for Retail Investors who choose to carry forward their un-allotted bids) through a separate, designated window of BSE Limited (the "BSE") and National Stock Exchange of India Limited ("NSE", and together with the BSE, the "Stock Exchanges"), in accordance with the SEBI OFS Circulars and the notices and circulars issued by the BSE and NSE, from time to time, in this regard (such offer for sale hereinafter referred to as the "Offer"). The Offer shall be undertaken exclusively through Seller's Broker named below on a separate window provided by the Stock Exchanges for this purpose.

The Offer is being undertaken by the Seller, inter alia, for achieving the minimum public shareholding of the Company as prescribed under Rule 19(2)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, and in one of the permissible methods prescribed by SEBI by way of its circular bearing no. CIR/CFD/CMD/14/2015 and dated November 30, 2015, as amended ("MPS Circular"). The Offer shall be undertaken exclusively through the Seller's Broker (defined below).

The details of the Offer, in accordance with the requirements of Clause 5(b) of the SEBI OFS Circular, are set forth below. Other important information in relation to the Offer is set out below under the heading "Important Information in relation to the Offer. The brokers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice").

1.000	Details required to be mentioned in the Notice	Particulars of the Offer
J. NO	Name of the Seller (Promoter / Promoter Group)	Shah Family Trust ("Promoter").
2.	Name of the company whose shares are proposed to be sold and ISIN	Name: Shalby Limited
7.20		ISIN: INE597J01018
3.	Name of the stock exchange where orders shall be placed	BSE and NSE
4.	Name of the designated stock exchange	BSE
5,	Name of the designated clearing corporation	NSE Clearing Limited
6.	Dates and time of the opening and closing of the Offer	The Offer shall take place over two trading days, as provided below:  For non-Retail Investors: April 26, 2021 ("T day")  Only non-Retail Investors shall be allowed to place their bids on T day, i.e., April 26, 2021.  The Offer shall take place during trading hours on a separate window of the Stock Exchanges on T day, i.e., April 26, 2021 commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time.  Those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.  For Retail Investors and un-allotted non-Retail Investors who choose to carry forward their bids: April 27, 2021 ("T+1 day")  The Offer shall continue to take place during trading hours on a separate window of the Stock Exchanges on T+1 day, i.e., April 27, 2021, commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time on the same date.  Only Retail Investors (defined below) shall be allowed to place their bids on T+1 day, i.e., April 27, 2021. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.  (T day and T+1 day, collectively referred to as "Offer Dates")
7.	Allocation methodology	The allocation shall be on the proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars.  No single bidder other than mutual funds registered with SEBI under the SEBI (Mutual Funds) Regulations, 1996, as amended ("Mutual Funds") and insurance companies registered with the Insurance Regulatory and Development Authority Act, 1999 as amended ("Insurance Companies") shall be allocated more than 25% of the Offer Shares.  Non-Retail Category Allocation Methodology The non-Retail Investors shall have an option to carry forward their un-allotted bids from T day to T+1 day provided they indicate their willingness to carry forward their bids. Further, such Investors can also revise their bids on T+1 day in accordance with the SEBI OFS Circulars.  A minimum of 25% of the Offer Shares shall be reserved for Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance Companies, the unsubscribed portion shall be available to other bidders in the non-Retail Category.  Retail Category Allocation Methodology For the purpose of this Notice, Retail Investor shall mean an individual investor who places bids for Offer Shares of total value of not more than ₹2,00,000/- (Rupees Two Lakhs) aggregated across Stock Exchanges ("Retail Investor").  10% of the Offer Shares shall be reserved for allocation to Retail Investors ("Retail Investor"). The Stock Exchanges will decide the quantity of Offer Shares eligible to be considered in the Retail Portion, based on the Floor Price (defined below) declared by the Seller.  Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price. "Cut-Off Price" means the lowest price, as shall be determined, at which the Offer Shares are sold in the non-Retail Category, based on all valid bids received on T day. Any unsubscribed portion of the Retail Category, after allotment to Retail Investors, shall be eligible for allo
8.	Total number of Equity Shares being offered in the Offer	Up to 58,10,000 Equity Shares of the Company of face value of ₹10/- each, representing 5.38% of the total paid up equity share capital of the Companyas on March 31, 2021 (the "Offer Size").
9.	Name of the broker on behalf of the Seller (the "Seller's Broker")	Elara Securities (India) Private Limited (BSE:3241 and NSE: 12898) will be acting as the Settlement Broker on behalf of the Seller's Broker.
10.	Floor Price	The floor price of the Offer shall be ₹111.00(Rupees One Hundred and Eleven only) per Equity Share of the Company.  The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market.
11.	Conditions for withdrawal of the Offer	The Seller reserves the right to not proceed with the Offer at any time prior to the time of opening of the Offer onT day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale through Stock Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal.
12.	Conditions for cancellation of the Offer	In the event (i) the aggregate number of orders received from non-Retail Investors in the Offer at or above the Floor Price on T day is not sufficient, the Seller reserves the right to cancel the Offer, post bidding, in full (both non-retail and retail categories) and not proceed with the Offer on T+1 day (for Retail Investors); or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer to the extent of valid bids or cancel the Offer in full. In such cases, the decision to either conclude or cancel the Offer shall be at the sole discretion of the Seller.  Cancellation request for bidding from Seller will be accepted up to 5:00 p.m. on T day by the Stock Exchanges.  In the event that valid orders are not placed for the entire number of Offer Shares at or above the Floor Price or in case of defaults in settlement obligation, the Seller reserves the right to either conclude the Offer to the extent of orders placed or cancel the Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller.
13.	Conditions for participating in the Offer	<ol> <li>Non-institutional investors (including retail category) shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids vince the provided within trading hours. In case of institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and SEBI OFS Circulars.</li> <li>In respect of bids in the Retail Category, margin for bids placed at the Cut-Off Price, shall be at the Floor Price and for price bids at the value of the bid. Clearing corporation shall collect margin to the extent of 100% of order value in cash or cash equivalents at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions.</li> <li>Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price.</li> <li>The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments.</li> <li>Individual Investors shall have the option to bid in the Retail Category and/ or the non-Retail Category. However, if the cumulative bid value by retail individual investor across both categories exceeds ₹2,00,000/- (Rupees Two Lakhs), the bids in the Retail Category will become incligible. Further, if the cumulative bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day.</li> <li>Orders placed by Retail Investors ((with 100% of the bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day.</li> <li>Orders placed by institutional investors and by non-institutional investors, with 100% of the bid value deposited upfront. Such orders can be modified or cancelled any time during the trading hours on T day, and in respect of any un-allotted bids which they have indicated to be carried forward to T+1 day, orders can be modified o</li></ol>
14.	Settlement	11. The Equity Shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to incidence of breach of "Market wide index-based circuit filter", the Offer shall also be halted.  Settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors and institutional investors who place orders with 100% of the order value deposited upfront, settlement shall take place on T+1 day, in accordance with the SEBI OFS Circulars. In the case of institutional investors who place bids without depositing 100% of the order value upfront, settlement shall be as per the existing rules for secondary market transactions (i.e., on T+2 day).

## IMPORTANT INFORMATION

The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders.

The Offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each a "Bidder") and neither the offer nor this advertisement constitutes an offer to sell or invitation or solicitation of an offer to buy, to the public, or to any other person or class of persons requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India.

In case of non-institutional investors and institutional investors bidding with 100% margin upfront who chose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

For the bids received on T+1 day, from the Retail Category and from the un-allotted institutional Investors who choose to carry forward their bid on T+1 day without depositing 100% of the order value upfront, the settlement shall take place on T+3 day.

The Offer is being made in reliance on the SEBI OFS Circulars, read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation—circular for Stock Exchange and Clear for Stock Exchange and no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013, and the rules and clarifications by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications issued thereunder, without reference to its provisions that have ceased to have effect, (the "Companies Act") or in any other jurisdiction. Accordingly, no documents have been or will be prepared, registered or submitted for approval as "prospectus" or an offer document with the Registrar of Companies in India and/or SEBI and/or the Stock Exchanges or any other statutory/regulatory/listing authority in India or abroad under the applicable laws in India including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and no such document will be circulated or distributed to any person in any jurisdiction, including in India. Each Bidder shall be deemed to acknowledge and agree that any buy order or bid shall be made solely on the basis of publicly available information and any information

This advertisement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, in in any jurisdiction (collectively, "Other Jurisdictions") in which such offer, solicitation or sale is or may be unlawful whether prior to registration or qualification under the securities laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication under the relevant local law/s or regulation/s in any such jurisdiction. Prospective purchasers should seek appropriate legal advice prior to participating in the Offer Shares have not been and will not be registered underany securities law of any Other Jurisdictions. This advertisement and the Notice are not for release, publication or distribution, in whole or in part, in the United States of America, or the District of Columbia (together, the "United States"), and is neither an offer to sell nor a solicitation of an offer to buy within the United

States any securities of the Company. The Offer Shares have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"), or under the securities laws of any state of the United States and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from the issuer or the selling security holder and that will contain detailed information about the company and management, as well as financial statements. The Offer Shares are being offered and sold (a) within the United States only to "qualified institutional buyers" (as defined in Rule 144A under the Securities Act, or pursuant to another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S"). Prospective purchasers in the United States are hereby notified that the Seller may be relying on the exemption from the provisions of Section 5 of the Securities Act. The purchasers of Offer Shares are hereby advised that any resale of Offer Shares must be made in accordance with the registration requirements. No determination has been made as to whether the Company has been, is, or will become a passive foreign investment company ("PFIC") within the meaning of Section 1297 of the United States Internal Revenue Code of 1986, as amended, for U.S. federal income tax purposes. No analysis has been undertaken to determine if the Company is a PFIC,

and if the Company has been, is, or will be treated as a PFIC in any taxable year U.S. taxpayers that hold the Offer Shares (directly and, in certain cases, indirectly) may be subject to significant adverse tax consequences. The PFIC rules are complex. Prospective purchasers should consult their own tax advisors regarding the U.S. federal, state and local tax implications to them of acquiring the Offer Shares. By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood the Notice. In addition, each broker, except for the Seller's Broker, will be deemed to have represented that it is located outside the United States and that none of it, its affiliates (as defined in Rule 405 under the Securities Act) or any person acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S) in connection with the offer or sale of the Offer Shares, (b) engaged or will engage in any form of "general solicitation" or "general

advertising" (each, within the meaning of Regulation D under the Securities Act) or (c) offered or will offer and sell the Offer Shares except outside the United States in reliance upon Regulation S or within the United States in reliance upon Regulation S or within the United States to persons reasonably believed to be QIBs in transactions exempt from the registration requirements of the Securities Act. Except for the Seller's Broker, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States. By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood the Notice in its entirety, (b) accepted and complied with the terms and conditions set out in (i) or (ii)

#### immediately below, as appropriate: (i) Persons Outside the United States

- . It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the Securities Act; . (i) It was outside the United States (within the meaning of Regulation S) at the time the offer Shares was originated and (ii) If it is a broker-dealer outside the United States acting on behalf of its customers, each of its customers has
- confirmed to it that such customer was outside the United States at the time the offer Shares was made to it and such customer was outside the United States when such customer's buy order for the Offer Shares was originated; It did not submit a bid for and will not be acquiring the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S);
- . It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, resell, pledge or otherwise transfer the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of Regulation S or pursuant to another available exemption from the registration requirements under the Securities Act and in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India;
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;
- . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorized in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts;
- The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it places such orders for the purchase of the Offer Shares and resultant purchase of the purchase of the Offer Shares is consummated, including under all applicable regulations and guidelines, including the OFS Guidelines; . It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable in any manner whatsoever in respect of any losses incurred in connection
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares;
- It agrees to indemnify and hold the Seller and the Seller and the Seller and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will promptly notify the Seller. Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.
- (ii) Persons in the United States
- It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities Act or under the securities and that the offer Shares to it is being made in reliance on Rule 144A or another available exemption from the registration requirements of the Securities Act and in accordance with any applicable state securities laws;
- . (i) It is a QIB and is purchasing Offer Shares for its own account or for the account of another QIB and (ii) is aware that the Offer Shares are being sold to it in reliance on the exemption from, or in a transaction not subject to, the registration requirements of the Securities Act;
- It did not submit a bid for and will not be acquiring the Offer Shares as a result of any general solicitation or general advertising (within the meaning of Rule 502(c) under the Securities Act); It represents and warrants that it is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer such Offer Shares (a) in the United States (i) to a person
- who the seller reasonably believes is a QIB in a transaction meeting the requirements of Rule 144A, (ii) pursuant to another available exemption from the registration requirements of the Securities Act, or (iv) pursuant to an effective registration statement under the Securities Act, or (b) outside the United States in an offshore transaction complying with Rule 903 or Rule 904 of Regulation S, as applicable, in each case in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India. Except for sales made in accordance with Rule 903 or 904 of Regulation S, it will, and each subsequent purchaser is required to, notify any subsequent purchaser from it of the resale restrictions referred to in (a) above;
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company; It represents that prior to acquiring the Offer Shares, it has all the information relating to the Company and the Offer Shares which it believes is necessary for the purpose of making its investment decision;
- It understands that Offer Shares purchased pursuant to Rule 144A or another available exemption under the Securities Act will be "restricted securities," within the meaning of Rule 144 under the Securities Act and it agrees that for so long as they remain restricted securities, it shall not deposit such Offer Shares into any unrestricted depository facility established or maintained by any depository bank;
- The placing of orders for the purchase of the Offer Shares and resultant purchase of the Offer Shares is consummated, including under all applicable Indian laws, regulations and guidelines, including the OFS Guidelines;
- . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorised in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments
- herein for and on behalf of each such account, reading the reference to 'it' to include such accounts;
- It will not hold or seek to hold the Seller or the Seller or the Seller's Broker or any of their respective affiliates responsible or liable for any misstatements in or omissions from any publicly available information concerning the Company or the Offer or otherwise responsible or liable for any misstatements in or omissions from any publicly available information concerning the Company or the Offer or otherwise responsible or liable for any misstatements in or omissions.
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares; . It agrees to indemnify and hold the Seller and the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses that the indemnity set forth in this paragraph shall survive the resale of
- the Offer Shares; . Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein;

This advertisement and the Notice are not for publication or distribution, in whole or in part, in the United States, except that the Seller's Broker may send copies of this Notice to persons in the United States who they reasonably believe to be QIBs.

It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will

promptly notify the Seller. Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company.

> Thanking You. Yours faithfully, On behalf of Shah Family Trust Dr. Vikram Shah

> > Trustee of Shah Family Trust

Plot no. 615/2, Nr. B.D. Patel Farm, Mahammadpura Village, Karnavati Club, S.G. Highway, Ahmedabad-380051

Not for Release, Publication or Distribution in and into the United States or Other Jurisdictions (as defined below). See "Important Information" below.

Re: Offer for Sale of Equity Shares of face value of ₹10 each ("Equity Shares") of Shalby Limited (the "Company"), by its Promoter, Shah Family Trust (the "Seller"), through the stock exchange mechanism.

I am directed to refer to Clause 5(b) of the circular number CIR/MRD/DP/18/2012 dated July 18, 2012 notified by the Securities and Exchange Board of India ("SEBI" and such circular "SEBI OFS Circular") pertaining to comprehensive guidelines on offer for sale of shares by promoters through the stock exchange mechanism, as amended by circular number CIR/MRD/DP/04/2013 dated January 25, 2013, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/24/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/MRD/DP/24/2014 dated December 1, 2014, circular number CIR/MRD/DP/12/2015 dated June 26, 2015, circular number CIR/M CIR/MRD/DP/36/2016 dated February 15, 2016, circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number CIR/MRD/DP/65/2017 dated June 27, 2017 and circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 21 of Chapter 1 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 28, 2018 read with Section 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 of the Master Circular number SEBI/HO/MRD/DOPI/CIR/P/2018/159 dated December 2 o SEBI/HO/MRD/DP/CIR/P/117dated October 25,2019issued by SEBI, (together with SEBI OFS Circulars"), read with (a) "Revised Operational Guidelines for Offer for Sale (OFS) Segment" issued by BSE by way of its notice bearing no. 20200701-27 and dated July 01, 2020 and, to the extent applicable, the previous notices issued by BSE in this regard; and (b) "Offer for Sale-Introduction of Interoperability" issued by NSE by way of its circular bearing no. 51/2020 and dated June 30, 2020 and, to the extent applicable, the previous circulars issued by NSE in this regard.

This advertisement is being issued by the Seller in pursuance of Clause 4 of the SEBI OFS Circular. The Seller is one of the Company (the "Promoter"). The Promoter of the Company (representing 5.38% of the total issued and paid-up Equity Share capital of the Company). ("Offer Shares"), having a face value of ₹10/- each, on April 26, 2021 ("T day") (for non-Retail Investors only) and on April 27, 2021 ("T+1 day") (for Retail Investors who choose to carry forward their un-allotted bids) through a separate, designated window of BSE Limited (the "BSE") and National Stock Exchange of India Limited ("NSE", and together with the BSE, the "Stock Exchanges"), in accordance with the SEBI OFS Circulars and the notices and circulars issued by the BSE and NSE, from time to time, in this regard (such offer for sale hereinafter referred to as the "Offer"). The Offer shall be undertaken exclusively through Seller's Broker named below on a separate window provided by the Stock Exchanges for this purpose.

The Offer is being undertaken by the Seller, inter alia, for achieving the minimum public shareholding of the Company as prescribed under Rule 19(2)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, and in one of the permissible methods prescribed by SEBI by way of its circular bearing no. CIR/CFD/CMD/14/2015 and dated November 30, 2015, as amended ("MPS Circular"). The Offer shall be undertaken exclusively through the Seller's Broker (defined below).

The details of the Offer, in accordance with the requirements of Clause 5(b) of the SEBI OFS Circular, are set forth below. Other important information in relation to the Offer is set out below under the heading "Important Information in relation to the Offer. The brokers and prospective buyers are required to read the information included in this advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice").

		advertisement in its entirety along with the notice dated April 23, 2021, issued by the Seller to the Stock Exchanges as required by the SEBI OFS Circulars (the "Notice").
Sr. No.	Details required to be mentioned in the Notice	Particulars of the Offer
1.	Name of the Seller (Promoter / Promoter Group)	Shah Family Trust ("Promoter").
2.	Name of the company whose shares are proposed to be sold and ISIN	Name: Shalby Limited ISIN: INE597J01018
	Name of the stock exchange where orders shall be placed	BSE and NSE
	Name of the designated stock exchange  Name of the designated clearing corporation	BSE NSE Clearing Limited
	Dates and time of the opening and closing of the Offer	The Offer shall take place over two trading days, as provided below:
1	Dates and time of the opening and closing of the offer	For non-Retail Investors: April 26, 2021 ("T day")
)	1	Only non-Retail Investors shall be allowed to place their bids on T day, i.e., April 26, 2021.
	1	The Offer shall take place during trading hours on a separate window of the Stock Exchanges on T day, i.e., April 26, 2021 commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time.
1	1	Those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their bids to T+1 day, shall be allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.
)	1	For Retail Investors and un-allotted non-Retail Investors who choose to carry forward their bids: April 27, 2021 ("T+1 day")
1	1	The Offer shall continue to take place during trading hours on a separate window of the Stock Exchanges on T+1 day, i.e., April 27, 2021, commencing at 9:15 a.m. and shall close on the same date at 3:30 p.m. Indian Standard Time on the same date.
	1	Only Retail Investors (defined below) shall be allowed to place their bids on T+1 day, i.e., April 27, 2021. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall be
	1	allowed to carry forward and also revise their bids on T+1 day as per the SEBI OFS Circulars.  (T day and T+1 day, collectively referred to as "Offer Dates")
	32 (2)	
	Allocation methodology	The allocation shall be on the proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars.  No single hidder other than mutual funds registered with SEBI under the SEBI (Mutual Funds) and incurrence companies registered with the Incurrence Regulatory and David proportionate and David proportionate and David proportionate and David proportionate method basis at a single clearing price basis in accordance with the SEBI OFS Circulars.
	1	No single bidder other than mutual funds registered with SEBI under the SEBI (Mutual Funds) Regulations, 1996, as amended ("Mutual Funds") and insurance companies registered with the Insurance Regulatory and Development Authority Act, 1999 as amended ("Insurance Companies") shall be allocated more than 25% of the Offer Shares.
	1	Non-Retail Category Allocation Methodology
	1	The non-Retail Investors shall have an option to carry forward their un-allotted bids from T day to T+1 day provided they indicate their willingness to carry forward their bids. Further, such Investors can also revise their bids on T+1 day in accordance with
	1	the SEBI OFS Circulars.
	1	A minimum of 25% of the Offer Shares shall be reserved for Mutual Funds and Insurance Companies, subject to receipt of valid bids at or above the Floor Price (defined below). In the event of any under subscription by Mutual Funds and Insurance Companies, the unsubscribed portion shall be available to other bidders in the non-Retail Category.
	1	Retail Category Allocation Methodology
J	1	For the purpose of this Notice, Retail Investor shall mean an individual investor who places bids for Offer Shares of total value of not more than ₹2,00,000/- (Rupees Two Lakhs) aggregated across Stock Exchanges ("Retail Investor").
)	1	10% of the Offer Shares shall be reserved for allocation to Retail Investors ("Retail Portion"). The Stock Exchanges will decide the quantity of Offer Shares eligible to be considered in the Retail Portion, based on the Floor Price (defined below) declared
	1	by the Seller.
)	1	Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price. "Cut-Off Price" means the lowest price, as shall be determined, at which the Offer Shares are sold in the non-Retail Category, based on all valid bids received on T day. An unsubscribed portion of the Retail Category, after allotment to Retail Investors, shall be eligible for allocation to non-Retail Investors who have not been allotted Offer Shares on T day and have chosen to carry forward their bids to T+1 day. The non-Retail
		Investors are required to indicate their willingness to carry forward their bid on T day.
	Total number of Equity Shares being offered in the Offer	Up to 58,10,000 Equity Shares of the Company of face value of ₹10/- each, representing 5.38% of the total paid up equity share capital of the Companyas on March 31, 2021 (the "Offer Size").
	Name of the broker on behalf of the Seller (the "Seller's Broker")	Elara Securities (India) Private Limited (BSE:3241 and NSE: 12898) will be acting as the Settlement Broker on behalf of the Seller's Broker.
0.	Floor Price	The floor price of the Offer shall be ₹111.00(Rupees One Hundred and Eleven only) per Equity Share of the Company.
		The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market.
	Conditions for withdrawal of the Offer	The Seller reserves the right to not proceed with the Offer at any time prior to the time of opening of the Offer onT day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale through Stock Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal.
2.	Conditions for cancellation of the Offer	In the event (i) the aggregate number of orders received from non-Retail Investors in the Offer at or above the Floor Price on T day is not sufficient, the Seller reserves the right to cancel the Offer, post bidding, in full (both non-retail and retail categories and not proceed with the Offer on T+1 day (for Retail Investors); or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer to the extent of valid bids or cancel the Offer in full. In such cases, the decision to either conclude or cancel the Offer shall be at the sole discretion of the Seller.
)	1	Cancellation request for bidding from Seller will be accepted up to 5:00 p.m. on T day by the Stock Exchanges.
J	1	In the event that valid orders are not placed for the entire number of Offer Shares at or above the Floor Price or in case of defaults in settlement obligation, the Seller reserves the right to either conclude the Offer to the extent of orders placed or cancel the
		Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller.
3,	Conditions for participating in the Offer	<ol> <li>Non-institutional investors (including retail category) shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids for the Offer.</li> <li>Institutional investors have an option of placing bids without any upfront payment. In case of institutional investors who place bids with 100% of the bid value deposited upfront, custodian confirmation shall be provided within trading hours. In case of</li> </ol>
J	1	institutional investors have an option of placing bids without any uptront payment. In case of institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and SEBI OFS Circulars.
J	1	3. In respect of bids in the Retail Category, margin for bids placed at the Cut-Off Price, shall be at the Floor Price and for price bids at the value of the bid. Clearing corporation shall collect margin to the extent of 100% of order value in cash or cash
J	1	equivalents at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions.
J	1	4. Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price.
)	1	5. The funds collected shall neither be utilized against any other obligation of the trading member nor co-mingled with other segments.  6. Individual Investors shall have the partial Category and (or the partial Category Have your lift be apprehensive bid value by retail individual investors are shall be a sequence of the partial Category Have your lift be apprehensive bid value by retail individual investors are shall be a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by a sequence of the partial Category Have your lift by the partial Cat
)	1	<ol> <li>Individual Investors shall have the option to bid in the Retail Category and/ or the non-Retail Category. However, if the cumulative bid value by retail individual investor across both categories exceeds ₹2,00,000/- (Rupees Two Lakhs), the bids in the Retail Category will become ineligible. Further, if the cumulative bid value by an individual investor in the Retail Category across BSE and NSE exceeds ₹2,00,000/- (Rupees Two Lakh only), such bids shall be rejected.</li> </ol>
J	1	7. Modification or cancellation of orders
J	1	(a) Orders placed by Retail Investors ((with 100% of the bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day.
)	1	(b) Orders placed by institutional investors and by non-institutional investors, with 100% of the bid value deposited upfront: Such orders can be modified or cancelled any time during the trading hours on T day, and in respect of any un-allotted
)	1	bids which they have indicated to be carried forward to T+1 day, orders can be modified on T+1 day in accordance with the SEBI OFS Circulars
)	1	<ul> <li>(c) Orders placed by institutional investors without depositing 100% of the bid value upfront: Such orders cannot be modified or cancelled by the investors or stock-brokers, except for making upward revision in the price or quantity.</li> <li>(d) Bids carried forward by non-Retail Investors to T+1 day may be revised in accordance with the SEBI OFS Circulars.</li> </ul>
J	1	In case of any permitted modification or cancellation of the bid, the funds shall be released / collected on a real-time basis by the clearing corporation.
)	1	Bidder shall also be liable to pay any other fees, as may be levied by the Stock Exchanges, including securities transaction tax.
)	1	9. Multiple orders from a single bidder shall be permitted.
J	1	10. In case of default in pay-in by any bidder, an amount aggregating to 10% of the order value shall be charged as penalty from the investor and collected from the broker. This amount shall be credited to the Investor Protection Fund of the Storage as penalty from the investor and collected from the broker.
J	1	Exchange.
	4	11. The Equity Shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to incidence of breach of "Market wide index-based circuit filter", the Offer shall also be halted.
14.	Settlement	Settlement shall take place on a trade for trade basis. For bids received from non-Retail Category on T day, being non-institutional investors who place orders with 100% of the order value deposited upfront, settlement shall to place on T+1 day, in accordance with the SEBI OFS Circulars. In the case of institutional investors who place bids without depositing 100% of the order value upfront, settlement shall be as per the existing rules for secondary market transactions (i.e. T+2 day).
		For the bids received on T+1 day, from the Retail Category and from the un-allotted institutional Investors who choose to carry forward their bid on T+1 day without depositing 100% of the order value upfront, the settlement shall take place on T+3 day.

## IMPORTANT INFORMATION

The Offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each a "Bidder") and neither the offer nor this advertisement constitutes an offer to sell or invitation or solicitation of an offer to buy, to the public, or to any other person or class of persons requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India.

In case of non-institutional investors and institutional investors bidding with 100% margin upfront who chose to carry forward their un-allotted bids to T+1 day, the settlement shall take place on T+2 day.

The Offer is being made in reliance on the SEBI OFS Circulars, read with Section 21 of Chapter 1 of the Master Circular for Stock Exchange and Clearing Corporation—circular for Stock Exchange and Clear for Stock Exchange and no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013, and the rules and clarifications by the Ministry of Corporate Affairs, Government of India, and Companies Act, 1956, and the rules and clarifications issued thereunder, without reference to its provisions that have ceased to have effect, (the "Companies Act") or in any other jurisdiction. Accordingly, no documents have been or will be prepared, registered or submitted for approval as "prospectus" or an offer document with the Registrar of Companies in India and/or SEBI and/or the Stock Exchanges or any other statutory/regulatory/listing authority in India or abroad under the applicable laws in India including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and no such document will be circulated or distributed to any person in any jurisdiction, including in India. Each Bidder shall be deemed to acknowledge and agree that any buy order or bid shall be made solely on the Stock Exchanges, on the Company's website or otherwise in the public domain, together with the information contained in this advertisement.

The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders. This advertisement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, nor shall there be any sale securities, in in any jurisdiction of an offer to buy or sell any securities, nor shall there be any sale is or may be unlawful whether prior to registration or qualification under the securities laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication under the relevant local law/s or regulation/s in any such jurisdiction. Prospective purchasers should seek appropriate legal advice prior to participating in the Offer. The Offer Shares have not been and will not be registered underany securities law of any Other Jurisdictions.

This advertisement and the Notice are not for release, publication or distribution, in whole or in part, in the United States of America, or the District of Columbia (together, the "United States"), and is neither an offer to sell nor a solicitation of an offer to buy within the United States any securities of the Company. The Offer Shares have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"), or under the securities laws of any state of the United States and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from the issuer or the selling security holder and that will contain detailed information about the company and management, as well as financial statements. The Offer Shares are being offered and sold (a) within the United States only to "qualified institutional buyers" (as defined in Rule 144A under the Securities Act, or pursuant to another exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and (b) outside the United States in offshore transactions in reliance upon Regulation S under the Securities Act, and (c) outside the United States are hereby notified that the Seller may be relying on the exemption from the provisions of Section 5 of the Securities Act. The purchasers of Offer Shares are hereby advised that any resale of Offer Shares must be made in accordance with the registration requirements.

and if the Company has been, is, or will be treated as a PFIC in any taxable year U.S. taxpayers that hold the Offer Shares (directly and, in certain cases, indirectly) may be subject to significant adverse tax consequences. The PFIC rules are complex. Prospective purchasers should consult their own tax advisors regarding the U.S. federal, state and local tax implications to them of acquiring the Offer Shares. By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood the Notice. In addition, each broker, except for the Seller's Broker, will be deemed to have represented that it is located outside the United States and

No determination has been made as to whether the Company has been, is, or will become a passive foreign investment company ("PFIC") within the meaning of Section 1297 of the United States Internal Revenue Code of 1986, as amended, for U.S. federal income tax purposes. No analysis has been undertaken to determine if the Company is a PFIC,

that none of it, its affiliates (as defined in Rule 405 under the Securities Act) or any person acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S) in connection with the offer or sale of the Offer Shares, (b) engaged or will engage in any form of "general solicitation" or "general advertising" (each, within the meaning of Regulation D under the Securities Act) or (c) offered or will offer and sell the Offer Shares except outside the United States in reliance upon Regulation S or within the United States in reliance upon Regulation S or within the United States to persons reasonably believed to be QIBs in transactions exempt from the registration requirements of the Securities Act. Except for the Seller's Broker, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States. By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood the Notice, and (c) made the representations, warranties, agreements and acknowledgements set out in (i) or (ii)

immediately below, as appropriate:

## (i) Persons Outside the United States

- . It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the Securities Act; . (i) It was outside the United States (within the meaning of Regulation S) at the time the offer of the Offer Shares was made to it and it was outside the United States acting on behalf of its customers, each of its customers has
- confirmed to it that such customer was outside the United States at the time the offer Shares was made to it and such customer was outside the United States when such customer's buy order for the Offer Shares was originated; It did not submit a bid for and will not be acquiring the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S);
- . It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, resell, pledge or otherwise transfer the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of Regulation S or pursuant to another available exemption from the registration requirements under the Securities Act and in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India;
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;
- . Where it is submitting a bid as fiduciary or agent for one or more investor or managed accounts, it represents and warrants that it was authorized in writing by each such managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and
- acknowledgments herein for and on behalf of each such account, reading the reference to 'it' to include such accounts; The placing of orders for the purchase of the Offer Shares and resultant purchase on successful allocation is and will be lawful under the laws of the jurisdictions in which it places such orders to purchase of the Offer Shares and resultant purchase of the purchase of the Offer Shares is consummated, including under all applicable
- regulations and guidelines, including the OFS Guidelines; . It will not hold or seek to hold the Seller or the Seller's Broker or any of their respective affiliates responsible or liable in any manner whatsoever in respect of any losses incurred in connection with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares;
- It agrees to indemnify and hold the Seller and the Seller and the Seller and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties or agreements. It agrees that the indemnity set forth in this paragraph shall survive the resale of
- It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will promptly notify the Seller.
- Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company. (ii) Persons in the United States
- It understands that the Offer Shares have not been and will not be registered under the Securities Act or under the securities Act or under the securities and that the Offer Shares to it is being made in reliance on Rule 144A or another available exemption from the registration requirements of the Securities Act and in
- accordance with any applicable state securities laws; . (i) It is a QIB and is purchasing Offer Shares for its own account or for the account or fanother QIB and (ii) is aware that the Offer Shares are being sold to it in reliance on the exemption from, or in a transaction not subject to, the registration
- requirements of the Securities Act; It did not submit a bid for and will not be acquiring the Offer Shares as a result of any general solicitation or general advertising (within the meaning of Rule 502(c) under the Securities Act); It represents and warrants that it is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, sell, pledge or otherwise transfer such Offer Shares (a) in the United States (i) to a person
- who the seller reasonably believes is a QIB in a transaction meeting the requirements of Rule 144A, (ii) pursuant to another available exemption from the registration requirements of the Securities Act, or (iv) pursuant to an effective registration statement under the Securities Act, or (b) outside the United States in an offshore transaction complying with Rule 903 or Rule 904 of Regulation S, as applicable, in each case in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India. Except for sales made in accordance with Rule 903 or 904 of Regulation S, it will, and each subsequent purchaser is required to, notify any subsequent purchaser from it of the resale restrictions referred to in (a) above;
- It is not an affiliate (as defined in Rule 405 under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company;
- It represents that prior to acquiring the Offer Shares, it has all the information relating to the Company and the Offer Shares which it believes is necessary for the purpose of making its investment decision;
- It understands that Offer Shares purchased pursuant to Rule 144A or another available exemption under the Securities Act will be "restricted securities," within the meaning of Rule 144 under the Securities Act and it agrees that for so long as they remain restricted securities, it shall not deposit such Offer Shares into any unrestricted depository facility established or maintained by any depository bank;
- The placing of orders for the purchase of the Offer Shares and resultant purchase of the Offer Shares and resultant purchase of the University of the purchase of the Offer Shares and resultant purc Indian laws, regulations and guidelines, including the OFS Guidelines;
- Where it is submitting a bid as fiduciary or agent for one or more investor or managed account to purchase the Offer Shares for each managed account and to make (and it hereby makes) the representations, warranties, agreements and acknowledgments
- herein for and on behalf of each such account, reading the reference to 'it' to include such accounts;
- It will not hold or seek to hold the Seller or the Seller or the Seller's Broker or any of their respective affiliates responsible or liable for any misstatements in or omissions from any publicly available information concerning the Company or the Offer or otherwise responsible or liable for any misstatements in or omissions from any publicly available information concerning the Company or the Offer or otherwise responsible or liable for any misstatements in or omissions.
- with transactions entered into by the brokers acting on its behalf in connection with the purchase of the Offer Shares; It agrees to indemnify and hold the Seller and the Seller's Broker harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses that the indemnity set forth in this paragraph shall survive the resale of
- the Offer Shares; . Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein;
- It acknowledges that the Seller and the Seller's Broker and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements is no longer accurate it will

promptly notify the Seller.

Any resale or other transfer, or attempted resale or other transfer, of the Offer Shares made other than in compliance with the above-mentioned restrictions shall not be recognized by the Company. This advertisement and the Notice are not for publication or distribution, in whole or in part, in the United States, except that the Seller's Broker may send copies of this Notice to persons in the United States who they reasonably believe to be QIBs.

> Thanking You. Yours faithfully, On behalf of Shah Family Trust Dr. Vikram Shah Trustee of Shah Family Trust

> > Lucknow