

MAX VENTURES INVESTMENT HOLDINGS PRIVATE LIMITED

Registered Office: Max House, 1, Dr. Jha Marg, Okhla, New Delhi – 110 020

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CIN: U74899DL1988PTC030778

Email Id: secretarial@maxventures.co.in

March 29, 2022

Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400021

Listing Department
National Stock Exchange of India
Limited
Exchange Plaza, Bandra Kurla
Complex,
Bandra (East)
Mumbai – 400051

The Secretary
Max Financial
Services Limited
Railmajra, Tehsil
Balachaur, Distt.
Nawanshahr
Punjab - 144533

Dear Sir / Madam,

SUB. DISCLOSURE UNDER REGULATION 31(1) AND 31(2) OF SEBI (SAST) REGULATIONS, 2011

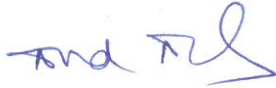
Please find enclosed disclosures in terms of Regulation 31(1) and 31(2) of SEBI (SAST) Regulations, 2011.

Also find enclosed herewith Annexure II in terms of SEBI Circular No. SEBI/HO/CFD/DCR1/CIR/P/2019/90 dated August 7, 2019.

You are requested to take note of the above.

Thanking you.

Yours faithfully,
For **Max Ventures Investment Holdings Pvt. Ltd.**



Arvind Aggarwal
(Director)

Encl. as above

Disclosure by the Promoter(s) to the stock exchanges and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)		Max Financial Services Ltd.										
Names of the Stock Exchanges where the shares of the target company are listed		BSE Ltd. & National Stock Exchange of India Ltd.										
Date of reporting		March 29, 2022										
Name of the promoter or PAC on whose shares encumbrance has been created/ released/invoked		Max Ventures Investment Holdings Private Limited										
Details of the creation of encumbrances												
Name of the promoter(s) or PACs with him (*)	Promoter holding in the target company (1)		Details of events pertaining to encumbrance (3)				Post event holding of encumbered shares creation [(2)+(3)] / release [(2)-(3)] / invocation [(1)-(3)]					
	Number	% of total share capital	Number	% of share capital	Name of the entity in whose favour shares encumbered***	Number		% of total share capital				
Max Ventures Investment Holdings Pvt. Ltd	50380920	14.60%	41387039	11.99%	Creation of Pledge on Shares	25.03.2022	Creation of Pledge on Shares	200000	0.06%	Lender: Infina Finance Private Ltd	41587039	12.05%
			41587039	12.05%	Creation of Pledge on Shares	25.03.2022	Creation of Pledge on Shares	200000	0.06%	Trustee: NA	41787039	12.11%
			41787039	12.11%	Creation of Pledge on Shares	25.03.2022	Creation of Pledge on Shares	150000	0.04%	Lender: BlackRock Asia-Pacific Private Credit Opp. Fund II (SG) VCC	41937039	12.15%
			41937039	12.15%	Creation of Pledge on Shares	25.03.2022	Creation of Pledge on Shares	120000	0.03%	Trustee: Vistra ITCL India Pvt Ltd	42057039	12.18%
			42057039	12.18%	Creation of Pledge on Shares	25.03.2022	Creation of Pledge on Shares	380000	0.11%	Lender: Tata Capital Financial Services Ltd and Tata Housing Finance Limited	42437039	12.29%

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42437039	12.29%	Creation of Pledge on Shares	28.03.2022	Creation of Pledge on Shares	Security for Loan	97000	0.03%	Lender: Birla Finance Limited Trustee: NA	42534039	12.32%
42534039	12.32%	Creation of Pledge on Shares	28.03.2022	Creation of Pledge on Shares	Security for Loan	101000	0.03%	Lender: Birla Finance Limited Trustee: NA	42635039	12.35%
42635039	12.35%	Creation of Pledge on Shares	28.03.2022	Creation of Pledge on Shares	Security for Loan	290000	0.08%	Lender: Hero Fincorp Ltd. Trustee: NA	42925039	12.43%
42925039	12.43%	Creation of Pledge on Shares	28.03.2022	Creation of Pledge on Shares	Security for Loan	127000	0.04%	Lender: Hero Fincorp Ltd. Trustee: NA	43052039	12.47%
43052039	12.47%	Creation of Pledge on Shares	28.03.2022	Creation of Pledge on Shares	Security for Loan	213000	0.06%	Lender: Axis Finance Limited Trustee: Catalyst Trusteeship Ltd	43265039	12.53%
43265039	12.53%	Creation of Pledge on Shares	28.03.2022	Creation of Pledge on Shares	Security for Loan	212000	0.06%	Lender: STCI Finance Ltd. Trustee: NA	43477039	12.59%
Mr. Analjit Singh	110000	0.03%	Nil	Nil						
Mrs. Neelu Analjit Singh	100000	0.03%	Nil	Nil						
Ms. Piya Singh	110333	0.03%	Nil	Nil						
Mrs. Tara Singh Vachani	100000	0.03%	Nil	Nil						

For MAX VENTURES INVESTMENT HOLDINGS PRIVATE LIMITED



ARVIND AGGARWAL
DIRECTOR

Place: Noida

Date: March 29, 2022

* The names of all the Promoters, their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.

** loans taken by the company, personal borrowing, third party pledge, etc.

*** include name of both the lender and the trustee who may hold shares directly or on behalf of the lender.

Annexure - II

Format for disclosure of reasons for encumbrance

(In addition to Annexure - I prescribed by way of circular dated August 05, 2015)

Name of listed company	Max Financial Services Ltd
Name of the recognised stock exchanges where the shares of the company are listed	BSE Ltd. & National Stock Exchange of India Ltd.
Name of the promoter(s) / PACs whose shares have been encumbered	Refer Annexure - IIA
Total promoter shareholding in the listed company	No. of shares – 5,08,01,253 % of total share capital – 14.72%
Encumbered shares as a % of promoter shareholding	a) Pledge of Shares - 85.58% b) Covenant with certain lenders to keep shares free from any encumbrance through Free Share obligation / non-disposal undertakings
Whether encumbered share is 50% or more of promoter shareholding	YES
Whether encumbered share is 20% or more of total share capital	NO

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ANNEXURE - IIA

Name of the Promoter(s) / PACs whose shares have been encumbered

S. NO.	NAME	NO. OF SHARES	%
1	ANALJIT SINGH	1,10,000	0.03
2	NEELU ANALJIT SINGH	1,00,000	0.03
3	PIYA SINGH	1,10,333	0.03
4	TARA SINGH VACHANI	1,00,000	0.03
5	MAX VENTURES INVESTMENT HOLDINGS PRIVATE LIMITED	5,03,80,920	14.60
	TOTAL	5,08,01,253	14.72



Details of all existing events / agreements pertaining to encumbrance

	Encumbrance 1 27.08.2019	Encumbrance 2 29.10.2020	Encumbrance 3 29.10.2020	Encumbrance 4 27.01.2021	Encumbrance 5 02.02.2021	Encumbrance 6 06.09.2021	Encumbrance 7 07.03.2021
Date of creation of encumbrance / date of agreement							
Type of encumbrance (pledge, lien, negative lien, non-disposal undertaking etc. or any other covenant, transaction, condition or arrangement in the nature of encumbrance)	Pledge	Pledge	Free shares covenant	Pledge	Pledge	Free shares covenant	Free shares covenant
No. of shares encumbered	10,00,000	81,80,000	1,52,40,376	39,16,108	13,08,000	1,77,80,439	76,20,188
% of shares encumbered	0.29	2.37	4.42	1.13	0.38	5.15	2.21
Name of the entity in whose favour shares encumbered (X)	Vistra ITCL (India) Ltd. On behalf of Yes Bank Ltd.	Catalyst Trusteeship Ltd on behalf of Tata Capital Financial Services Ltd and Tata Capital Housing Finance Limited	Catalyst Trusteeship Ltd on behalf of Tata Capital Financial Services Ltd.	Hero Fincorp Ltd.	Aditya Birla Finance Limited	Aditya Birla Finance Limited	Catalyst Trusteeship Limited on behalf of (i) ESOF III Investment Fund; and (ii) ECL Finance Limited
Whether the entity X is a scheduled commercial bank, public financial institution, NBFC or housing finance company? If No, provide the nature of the business of the entity.	Yes	Yes	Yes	Yes	Yes	Yes	(i) ESOF III Investment Fund is an AIF; and (ii) ECL Finance Limited is a NBFC
Names of all other entities in the agreement	Vana Enterprises Limited	Max Ventures Investment Holdings Private Limited	Max Ventures Investment Holdings Private Limited	Max Ventures Investment Holdings Private Limited	Max Ventures Investment Holdings Private Limited	Max Ventures Investment Holdings Private Limited	None
Whether the encumbrance is relating to any debt instruments viz. debenture, commercial paper, certificate of deposit etc.? If yes, provide details about the instrument, including credit rating. If yes,	No	No	No	No	No	No	Yes
1. Name of the issuer							Max Ventures Investment Holdings Pvt. Ltd.
2. Details of the debt instrument							40,000 unlisted redeemable non-convertible debentures
3. Whether the debt instrument is listed on stock exchanges?							Unlisted
4. Credit Rating of the debt instrument?							Unrated
5. ISIN of the instrument							1. INE709V07037 2. INE709V07045 3. INE709V07052 4. INE709V07060 5. INE709V07078 6. INE709V07086 7. INE709V07094
Security Cover / Asset Cover	73,21,00,000 45,00,00,000	5,98,85,78,000 2,97,50,00,000	11,15,74,79,196 2,97,50,00,000	2,86,69,82,667 1,40,00,00,000	95,75,86,800 46,75,00,000	13,01,70,59,062 55,00,00,000	5,57,87,39,598 4,00,00,00,000
End use of money	Personal use by promoters and PACs	Personal use by promoters and PACs	Personal use by promoters and PACs	Personal use by promoters and PACs	Personal use by promoters and PACs	Personal use by promoters and PACs	Personal use by promoters and PACs
Provide details including amount, purpose of raising money by listed company, schedule for utilization of amount, repayment schedule etc. (a) Personal use by promoters and PACs (b) For the benefit of listed company (a) Any other reason (please specify)							

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Details of all existing events / agreements pertaining to encumbrance

	Encumbrance 8 09.03.2021	Encumbrance 9 26.03.2021	Encumbrance 10 18.05.2021	Encumbrance 11 18.05.2021	Encumbrance 12 15.06.2021	Encumbrance 13 30.06.2021	Encumbrance 14 16.08.2021
Date of creation of encumbrance / date of agreement							
Type of encumbrance (pledge, lien, negative lien, non-disposal undertaking etc. or any other covenant, transaction, condition or arrangement in the nature of encumbrance)	Pledge	Pledge	Pledge	Free shares covenant	Pledge	Pledge	Pledge
No. of shares encumbered	96,60,600	16,78,643	22,51,818	50,80,125	27,97,870	34,20,000	22,51,000
% of shares encumbered	2.80	0.49	0.65	1.47	0.81	0.99	0.65
Specific details about the encumbrance	Catalyst Trusteeship Limited on behalf of (i) ESOF III Investment Fund; and (ii) ECL Finance Limited	Hero Fincorp Ltd.	Infina Finance Private Ltd	Infina Finance Private Ltd	STCI Finance Ltd.	Vistra ITCL India Pvt Ltd on behalf of BlackRock Asia-Pacific Private Credit Opp. Fund II (SG) VCC	Infina Finance Private Ltd
Whether the entity X is a scheduled commercial bank, public financial institution, NBFC or housing finance company? If No, provide the nature of the business of the entity.	(i) ESOF III Investment Fund is an AIF; and (ii) ECL Finance Limited is a NBFC	Yes	Yes	Yes	Yes	No. The entity is an AIF	Yes
Names of all other entities in the agreement	None	None	None	None	None	None	None
Whether the encumbrance is relating to any debt instruments viz. debenture, commercial paper, certificate of deposit etc.? If yes, provide details about the instrument, including credit rating. If yes,	Yes	No	No	No	No	Yes	No
1. Name of the issuer	Max Ventures Investment Holdings Pvt. Ltd.					Max Ventures Investment Holdings Pvt. Ltd.	
2. Details of the debt instrument	40,000 unlisted redeemable non-convertible debentures					1,400 unlisted redeemable non-convertible debentures	
3. Whether the debt instrument is listed on stock exchanges?	Unlisted					Unlisted	
4. Credit Rating of the debt instrument?	Unrated					Unrated	
5. ISIN of the instrument	1. INE709V07037 2. INE709V07045 3. INE709V07052 4. INE709V07060 5. INE709V07078 6. INE709V07086 7. INE709V07094					1. INE709V07102 2. INE709V07110 3. INE709V07128	
Value of shares on the date of event / agreement (A)	7,07,25,25,260	1,22,89,34,540	1,64,85,55,958	3,71,91,59,732	2,04,83,20,627	2,50,37,82,000	1,64,79,57,100
Amount involved (against which shares have been encumbered) (B)	4,00,00,00,000	60,00,00,000	75,00,00,000	75,00,00,000	1,00,00,00,000	1,40,00,00,000	75,00,00,000
Ratio of A / B	1.77	2.05	2.20	4.96	2.05	1.79	2.20
Borrowed amount to be utilized for what purpose – (a) Personal use by promoters and PACs (b) For the benefit of listed company	Personal use by promoters and PACs	Personal use by promoters and PACs	Personal use by promoters and PACs	Personal use by promoters and PACs	Personal use by promoters and PACs	Personal use by promoters and PACs	Personal use by promoters and PACs
Provide details including amount, purpose of raising money by listed company, schedule for utilization of amount, repayment schedule etc. (a) Any other reason (please specify)							

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Details of all existing events / agreements pertaining to encumbrance

	Encumbrance 15	Encumbrance 16	Encumbrance 17	Encumbrance 18	Encumbrance 19	Encumbrance 20
Date of creation of encumbrance / date of agreement	16.08.2021	07.09.2021	06.09.2021	30.09.2021	30.09.2021	20.12.2021
Type of encumbrance (pledge, lien, negative lien, non-disposal undertaking etc. or any other covenant, transaction, condition or arrangement in the nature of encumbrance)	Free shares covenant	Pledge	Free shares covenant	Pledge	Pledge	Pledge
No. of shares encumbered	1,52,40,376	12,59,000	1,77,80,439	18,59,000	9,75,000	29,20,000
% of shares encumbered	4.42	0.36	5.15	0.54	0.28	0.85
Name of the entity in whose favour shares encumbered (X)	Infina Finance Private Ltd	Aditya Birla Finance Limited	Aditya Birla Finance Limited	Catalyst Trusteeship Ltd on behalf of Axis Finance Limited	Catalyst Trusteeship Ltd on behalf of Axis Finance Limited	Catalyst Trusteeship Ltd on behalf of Tata Capital Financial Services Ltd
Whether the entry X is a scheduled commercial bank, public financial institution, NBFC or housing finance company? If No, provide the nature of the business of the entity.	Yes	Yes	Yes	Yes	Yes	Yes
Names of all other entities in the agreement	None	Max Ventures Investment Holdings Private Limited	Max Ventures Investment Holdings Private Limited	Max Ventures Investment Holdings Private Limited and SKA Diagnostic Private Limited	Max Ventures Investment Private Limited and SKA Diagnostic Private Limited	Max Ventures Investment Holdings Private Limited
Whether the encumbrance is relating to any debt instruments viz. debenture, commercial paper, certificate of deposit etc.? If yes, provide details about the instrument, including credit rating - if yes,	No	No	No	No	No	No
1. Name of the issuer						
2. Details of the debt instrument						
3. Whether the debt instrument is listed on stock exchanges?						
4. Credit Rating of the debt instrument?						
5. ISIN of the instrument						
Security Cover / Asset Cover	Value of shares on the date of event / agreement (A) Amount involved (against which shares have been encumbered) (B) Ratio of A / B	11,15,74,79,196 75,00,00,000 14.88	13,01,70,59,062 45,00,00,000 28.93	1,36,09,73,900 1,23,94,00,000 1.10	71,37,97,500 73,28,43,750 0.97	2,13,77,32,000 1,07,00,00,000 2.00
End use of money	Borrowed amount to be utilized for what purpose – (a) Personal use by promoters and PACs (b) For the benefit of listed company Provide details including amount, purpose of raising money by listed company, schedule for utilization of amount, repayment schedule etc. (a) Any other reason (please specify)	Personal use by promoters and PACs	Personal use by promoters and PACs	Personal use by promoters and PACs	Personal use by promoters and PACs	Personal use by promoters and PACs