

Saffron Capital Advisors Private Limited

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

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

September 18, 2020

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

Dear Sirs,

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

Issue of up to 49,77,111 equity shares with a face value of ₹ 10 each ("Rights Equity Shares") of Rushil Décor Limited ("Company") for cash at a price of ₹ 50/- each including a share premium of ₹ 40/- per Rights Equity Share ("Issue Price") for an aggregate amount not exceeding ₹ 2489 Lakhs on a rights basis to the existing Equity Shareholders of the Company in the ratio of 01(One) Rights Equity Share(s) for every 03 (Three) fully paid-up Equity Share(s) held by the existing Equity Shareholders on the record date, that is on September 11, 2020 (the "Rights Issue")

Please see enclosed herewith soft copy of Pre-Issue Advertisement published on September 18, 2020 for the Rights Issue of the Company.

Due to the ongoing pandemic and the lockdown imposed by several State Governments and the Central Government, we are presently submitting a soft copy of the Pre-Issue Advertisement and undertake to submit the hard copies of the Pre Issue Advertisement and a soft copy of the same on CD, once the lockdown is lifted.

Business Standard	English (National Daily)	All Editions
Business Standard	Hindi (National Daily)	All Editions
Jai Hind	Gujarati (Regional Language)	Ahmedabad Edition

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

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

Thanking you,

Yours sincerely,

For and on behalf of Saffron Capital Advisors Private Limited

Authorized Signatory Name: Gaurav Khandelwal

Localsboren

Designation: Asst. Vice President- ECM



RUSHIL DECOR LIMITED

Corporate Office (Address where books of account and papers are maintained): Rushil House, Near Neelkanth Green Bungalow, Off. Sindhu Bhavan Road, Shilai, Ahmedabad-380 058, Gujarat, India, Tel: +91 79 6140 0400 Contact Person: Hasmukh Kanubhai Modi, Company Secretary and Compliance Officer, E-mail: ipo@rushil.com; Website: www.rushil.com; Corporate Identification Number: L25209GJ1993PLC019532

SHARES IS 5 TIMES THE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED "TERMS OF THE ISSUE" ON PAGE 236 OF THE LETTER OF OFFER.

PUBLIC ANNOUNCEMENT

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

Rushil Décor Limited ("Company" or "Issuer") was originally incorporated as 'Rushil Décor Private Limited' on May 24, 1993 as a private limited companies Act, 1956 with the Registrar of Companies, Gujarat, Dadra and Nagar Haveli ("RoC"). Pursuant to a special resolution of our Shareholders passed in an extra-ordinary general meeting dated November 19, 2007 our Company was converted into a public limited company was changed to 'Rushil Décor Limited' and a fresh certificate of incorporation dated December 04, 2007 consequent to the conversion was issued to our Company by the Registrar of Companies, Gujarat, Dadra and Nagar Haveli. For details of change in the name of our Company and Registered Office of our Company, see "History and Certain Corporate Matters" on page 135 of the Letter of Offer.

PROMOTERS OF OUR COMPANY

GHANSHYAMBHAI AMBALAL THAKKAR, KRUPESH GHANSHYAMBHAI THAKKAR, KRUPA KRUPESH THAKKAR, M/S. RUSHIL INTERNATIONAL AND KRUPESH GHANSHYAMBHAI THAKKAR HUF

ISSUE OPENS ON LAST DATE FOR ON MARKET RENUNCIATION * ISSUE CLOSES ON MONDAY, SEPTEMBER 21, 2020 TUESDAY, SEPTEMBER 29, 2020 MONDAY, OCTOBER 5, 2020

Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the Issue Closing Date

*The Board of Directors or a duly authorized committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that the Issue will not remain open in excess of 30 (thirty) days from the Issue Opening Date. SSUE OF UPTO 49.77.111 EQUITY SHARES OF FACE VALUE ₹ 10 EACH ("RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 50 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 40 PER EQUITY SHARES) (THE "ISSUE PRICE"), AGGREGATING UPTO ₹ 2.489 LAKHS ON A RIGHTS BASIS TO THE EXISTING EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 RIGHTS EQUITY SHARE FOR EVERY 3 FULLY PAID UP EQUITY SHARES HELD BY THE EXISTING EQUITY SHAREHOLDERS ON THE RECORD DATE. THAT IS ON FRIDAY, SEPTEMBER 11, 2020 (THE "ISSUE"). THE ISSUE PRICE FOR THE RIGHTS EQUITY

PAYMENT METHOD* Amount Payable per Rights Equity Share i.e. Issue Price Face value (₹) Total Premium (₹) 12.50 On Application 2.50 On First Call 2.50 10 12.50 On Second Call 2.50 10 12.50 On Third and Final Call 2.50 10 12.50 Total 10 40 50

For details on the payment method, please refer to the chapter titled "Terms of the Issue" on page 236 of the Letter of Offer.

ASBA*

Simple, Safe, Smart way of Application - Make use of it!!!

*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For further details read section on ASBA below

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI circular, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020, bearing reference number SEBI/HO/CFD/DIL/67/2020 dated April 21, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated May 6, 2020, and SEBI circular bearing reference number SEBI/HO/CFD/DIL1/CIR/P/2020/136 dated July 24, 2020 (Collectively hereafter referred to as "SEBI Rights Issue Circular SEBI/CFD/DIL/ASBA/1/2009/30/12 dated December 30, 2009, SEBI circular CIR/CFD/DIL/1/2011 dated April 29, 2011 and the SEBI circular, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020 (Collectively hereafter referred to as "ASBA Circulars"), all Investors desiring to make an Application in this Issue are mandatorily required to use either the ASBA process or the optional mechanism instituted only for resident Investors in this Issue. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA or the optional mechanism instituted only for resident Investors in this Issue, i.e., B-WAP (only for Original Shareholders). Original Shareholders shall mean the Resident Shareholders who are holding the Equity Shares of our Company as on the Record Date i.e. Friday, September 11, 2020 (hereinafter referred to as the "Original Shareholders"). For details of procedure for application by the resident Eligible Equity Shares holding Equity Shares in physical form as on the Record Date i.e. Friday, September 11, 2020, see "Procedure for Application by Eligible Equity Shareholders holding Equity Shares in physical form" on page 252 of the Letter of Offer.

Further, in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date i.e. Friday, September 11, 2020 and desirous of subscribing to Rights Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar to the Issue at www.bigshareonline.com at least two Working Days prior to the Issue Closing Date i.e., Monday, October 5, 2020. They may also communicate with the Registrar with the help of the helpline number (+91 22 6263 8200) and their email address (rightsissue@bigshareonline.com)

Facility for Application in the Issue :

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI Rights Issue Circulars and ASBA Circulars, all Investors desiring to make an Application in this Issue are mandatorily required to use either the ASBA process or the optional mechanism instituted only for Original Resident Shareholders in this Issue, i.e., B-WAP. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA or using B-WAP and make online payment using their internet banking or UPI facility from their own bank account thereat.

Procedure for Application through ASBA Process

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

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

Registrar's Web-based Application Platform (B-WAP)

In accordance with SEBI circular SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated May 6, 2020, a separate web based application platform, i.e., the B-WAP facility (accessible at www.bigshareonline.com), has been instituted for making an Application in this Issue by resident Original Shareholder. Further, B-WAP is only an additional option and not a replacement of the ASBA process. At the B-WAP, resident Investors can access and submit the online Application Form in electronic mode using the B-WAP and make online payment using their internet banking or UPI facility from their own bank account thereat

PLEASE NOTE THAT ONLY RESIDENT INVESTORS CAN SUBMIT AN APPLICATION USING THE B-WAP, B-WAP FACILITY WILL BE OPERATIONAL FROM THE ISSUE OPENING DATE (i.e., FROM 9.00 AM (IST) ON SEPTEMBER 21, 20201, FOR RISKS ASSOCIATED WITH THE B-WAP PROCESS, SEE "RISK FACTORS - THE B-WAP PAYMENT MECHANISM FACILITY PROPOSED TO BE USED FOR THIS ISSUE MAY BE EXPOSED TO RISKS, INCLUDING RISKS ASSOCIATED WITH PAYMENT GATEWAYS".

For guidance on the Application process through B-WAP and resolution of difficulties faced by the Investors, the Investors are advised to carefully read the frequently asked questions, visit the online/ electronic dedicated investor helpdesk on the Website of the Registrar to the Issue at www.bigshareonline.com or call helpline number (+91 22 6263 8200) For details, see "Procedure for Application through B-WAP" on page 247 of the Letter of Offer

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

n accordance with the SEBI Rights Issue Circulars, (a) the Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date; or (b) the Eligible Equity Shares in physical form as on Record Date and who have not furnished the details of their demat account to the Registrar or our Company at least wo Working Days prior to the Issue Closing Date, desirous of subscribing to Rights Equity Shares may also apply in this Issue during the Issue Period. Application by such Eligible Equity Shareholders is subject to following conditions:

- (i) the Eligible Equity Shareholders apply only through the alternative application platform, B-WAP (for Original Shareholders only);
- the Eligible Equity Shareholders are residents:
- the Eligible Equity Shareholders are not making payment from non-resident account;
- (iv) the Eligible Equity Shareholders shall not be able to renounce their Rights Entitlements; and
- (v) the Eligible Equity Shareholders shall receive Rights Equity Shares, in respect of their Application, only in demat mode.

Accordingly, such resident Eligible Equity Shareholders are required to, within 6 (six) months from the Allotment Date, send a communication to our Company or the Registrar containing the name(s), Indian address, email address, contact details and the details of their demat account along with copy of self attested PAN and self-attested client maste sheet of their demat account either by post, speed post, courier, electronic mail or hand delivery, to enable process of credit of Rights Equity Shares in such demat account Such resident Eligible Equity Shareholders must check the procedure for Application by and credit of Rights Equity Shares in "Terms of the Issue" - "Procedure for Application by Eligible Equity Shares in physical form" and "Credit and Transfer of Rights Equity Shares in case of Shareholders holding Equity Shares in physical form"

Physical Form and disposal of Rights Equity Shares for non-receipt of demat account details in a timely manner" on pages 252 and 260, respectively. ALLOTMENT IN DEMATERIALIZED FORM ONLY: Investors may please note that the Rights Equity Shares in the Issue can be allotted only in dematerialized form and to the same depository account in which the Rights Entitlements are held by such Applicant on the issue closing date. In accordance with the SEBI Rights Issue Circulars, the Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date and who have not furnished the details of their demat account to the Issue Closing Date, desirous of subscribing to Rights Equity Shares may also apply in the Issue during the Issue Period, Such

Eligible Equity Shareholders must check the procedure for Application by the Physical Shareholders and Credit and Transfer of Rights Equity Shares in Physical Form and disposal of Rights Equity Shares for non-receipt of demat account details in a timely manner set out on pages 252 and 260, respectively of the Letter DISPATCH OF THE ABRIDGED LETTER OF OFFER ("ALOF") AND APPLICATION FORM: The dispatch of the ALOF and Application Form for the Issue was completed on September 16, 2020 by Registrar to the Issue, i.e., Bigshare Services Private Limited to the Eligible Equity Shareholders of the Company, whose names appeared in the Registe of Members/Beneficial Owners of the Company, on the Record date, i.e., Friday, September 11, 2020 through electronic dispatch to the shareholders who have registered their email ids.

AVAILABILITY OF APPLICATION FORM: The Registrar has electronically dispatched an Application Form to all Eligible Equity Shareholders as per their Rights Entitlements on the Record Date for the Issue. The Renouncees and Eligible Equity Shareholders who have not received the Application Form can download the same from the websites of the Registrar (www.bigshareonline.com), the Company (www.rushil.com), the Lead Manager (www.saffronadvisor.com) and the Stock Exchanges (www.bseindia.com and www.nseindia.com). Original Resident Investors applying through the B-WAP can access and submit the online Application Form in electronic mode using the B-WAP at

CREDIT OF RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNTS: Pursuant to provisions of the SEBI ICDR Regulations and in terms of the Letter of Offer, the Rights Entitlements of the Eligible Equity Shareholders have been credited in their respective demat account under the ISIN - INE573K20017 on September 15, 2020.

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

APPLICATION ON PLAIN PAPER UNDER ASBA PROCESS: An Eligible Equity Shareholder who has neither received the Application to subscribe to the Application Form either from our Company, Registrar to the Issue, Lead Manager to the Issuer or from the website of the Registrar, can make an Application to subscribe to the Issue on plain paper through ASBA process. Eligible Equity Shareholders shall submit the plain paper application to the Designated Branch of the SCSB for authorizing such SCSB to block an amount equivalent to the amount payable on the application in the said bank account maintained with the same SCSB. Applications on plain paper will not be accepted from any address outside India.

The envelope should be super scribed "Rushil Décor Limited – Rights Issue" and should be postmarked in India. The application on plain paper, duly signed by the Eligible Equity Shareholders, in the same order and as per the specimen recorded with our Company/Depositories, must reach the office of the Registrar to the Issue before the Issue Closing Date and should contain the following particulars:

1) Name of our Company, being Rushil Decor Limited; 2) Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository); 3) Registered Folio Number/DP and Client ID No.; 4) Number of Equity Shares held as on Record Date; 5) Allotment option – onl lematerialised form; 6) Number of Rights Equity Shares entitled to; 7) Number of Rights Equity Shares applied for within the Rights Equity Shares applied for within the Rights Equity Shares applied for within the Rights Equity Shares applied for if any; 9) Total number of Rights Equity Shares applied for, 10) Total amount paid at the rate of ₹50 per Rights Equity Shares applied for within the Rights Equity Shares a Account such as the account number, name, address and branch of the relevant SCSB; 12) In case of NR Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FCNR/NRO Account such as the account number, name, address and branch of the SCSB with which the account is maintained; 13) Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to this Issue; 14) Authorisation to the Designated Branch of the SCSB to block an amount equivalent to the Application Money in the ASBA Account; and 15) Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the sequence and order as they appear in the records of the SCSB).

Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilize the Application even if it is received subsequently. may make an Application to subscribe to the Issue on plain paper, along with ar account payee cheque or demand draft drawn at par, net of bank and postal charges, payable at Mumbai and the Investor should send such plain paper Application by registered post directly to the Registrar to the Issue.

All Applicants in the United States shall include the following:

"I/we hereby make the representations, warranties, acknowledgments and agreements set forth in the chapter of the Letter of Offer titled "Other Regulatory and Statutory Disclosures - Transfer Restrictions - Persons in the United States" and

All Applicants outside the United States shall include the following:

Il/we hereby make the representations, warranties, acknowledgments and agreements set forth in the chapter of the Letter of Offer titled "Other Regulatory and Statutory Disclosures - Transfer Restrictions - Persons outside the United States". In case an Investor makes an Application as well as on plain paper, his application is liable to be rejected.

Application on plain paper cannot be submitted through B-WAP.

LAST DATE FOR APPLICATION: The last date for submission of the duly filled in Application Form is the Issue Closing Date i.e., Monday, October 5, 2020. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the provisions of the Articles of Association, and subject to the Issue Period not exceeding 30 days from the Issue Opening Date i.e. Monday, September 21, 2020. If the Application together with the amount payable is either (i) not blocked with an SCSB; or (ii) not received by the Bankers to the Issue or the Registrar on or before the close of banking hours on the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Equity Shares hereby offered, as provided under "Terms of the Issue - Basis of Allotment" on page 259 of the Letter of Offer APPLICANTS MAY PLEASE NOTE THAT THE RIGHTS FOLLITY SHARES CAN BE TRADED ON THE STOCK EXCHANGE ONLY IN DEMATERIAL ISED FORM

LISTING: The existing Equity Shares of our Company are listed on BSE and NSE ("Stock Exchanges"). Our Company has received 'in-principle' approvals from the BSE and NSE for listing the Rights Equity Shares to be allotted pursuant to this Issue vide their letters even dated August 17, 2020. For the purpose of this Issue, the Designated Stock

DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE Limited should not in anyway be deemed or construed that the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer Clause of BSE" on page 227 of the Letter of Offer.

DISCLAIMER CLAUSE OF NSE: It is to be distinctly understood that the permission given by NSE should not in any way, be deemed or construed that the Letter of Offer has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer Clause of NSE" on page 228 of the Letter of Offer. AVAILABILITY OF THE LETTER OF OFFER: A copy of the Letter of Offer can be downloaded from the website of a) our Company at www.rushil.com; b) the Registrar to the Issue at www.bigshareonline.com; c) the Lead Manager at www.saffronadvisor.com d) SEBI and the Stock Exchanges at www.sebi.gov.in, www.bseindia.com and www.nseindia.com; and e) the Registrar's web-based application platform B-WAP. Further, on account of prevailing COVID-19 conditions and in accordance with the SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated May 6, 2020 and the General Circular No. 21/2020 dated May 11, 2020 issued by the Ministry of

Corporate Affairs, Government of India ("MCA Circular"), the hard copy of Letter of Offer is not physically dispatched by the Company and accordingly, the Eligible Equity Shareholders who makes a request for the Letter of Offer will be provided the soft copy of the Letter of Offer by the Company or the Registrar or the Lead Manager only through email. NOTICE TO OVERSEAS SHAREHOLDERS: No action has been or will be taken to permit the Issue in any jurisdiction where action would be required for that purpose, except in India. Accordingly, the Rights Entitlements or Rights Equity Shares may not be offered or sold, directly or indirectly, and the Letter of Offer, the Abridged Letter of Offer or any offering materials or advertisements in connection with the Issue may not be distributed, in whole or in part, in any jurisdiction. Receipt of the Letter of Offer or the Abridged Letter of Offer will not constitute an offer in those jurisdictions in which it would be illegal to make such are offer ("Restricted Jurisdictions") and, in those circumstances, the Letter of Offer and the Abridged Letter of Offer must be treated as sent for information purposes only and should not be acted upon for subscription to the Rights Equity Shares and should not be copied or redistributed. Accordingly, persons receiving a copy of the Letter of Offer or the Abridged Letter of Offer or Application Form should not, in connection with the issue of the Rights Equity Shares or the Rights Equity Shares or the Abridged Letter of Offer or the Abridged of Offer or Application Form is received by any person in any Restricted Jurisdiction, or by their agent or nominee, they must not seek to subscribe to the Rights Equity Shares or the Rights Entitlements referred to in the Letter of Offer and the Abridged Letter of Offer. Envelopes containing an Application Form should not be dispatched from a Restricted Jurisdiction and all the persons subscribing for the Rights Equity Shares must provide an Indian address. For more details, see "Other Regulatory and Statutory Disclosures - Selling Restrictions" on page 229 of the Letter of Offer.

The Rights Entitlements and the Rights Eduity Shares have not been and will not be registered under the Securities Act of 1933. as amended (the "Securities Act"), or the securities laws of any state of the United States of America and may not be offered or sold in the United States of America, its territories and possessions, any State of the United States, and the District of Columbia ("United States"), except in a transaction not subject to, or exempt from, the registration requirements of the Securities laws. The Rights Entitlements and Rights Equity Shares are being offered and sold only (a) to persons in the United States who are reasonably believed to be qualified institutional buyers as defined in Rule 144 A under the Securities Act ("U.S. QiBs") pursuant to Section 4(a)(2) of the Securities Act and (b) to persons outside the United States in reliance on Regulation S under the Securities Act ("Regulation S"). In addition, until the expiry of 40 days after the commencement of the Issue, an offer or sale of Rights Entitlements or Rights Equity Shares in the United States by a dealer (whether or not it is participating in the Issue) may violate the registration requirements of the Securities Act if such offer or sale is made otherwise than in accordance with an exemption from registration under the Securities Act. The Rights Equity Shares are transferable only in accordance with the restrictions described in "Other Regulatory and Statutory Disclosures -Selling Restrictions" on page 229 of the Letter of Offer.

The Application Form along with the Abridged Letter of Offer and the Rights Entitlement Letter has been sent through email to email address if they have provided an Indian address to our Company or who are located in jurisdictions where the offer and sale of the Rights Equity Shares is permitted under laws of such iurisdictions.

BANKER TO THE ISSUE AND REFUND BANK: ICICI Bank Limited MONITORING AGENCY: NA

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

605, Center Point, 6th floor, Andheri Kurla Road, J. B. Nagar, Andheri (East), Mumbai - 400 059,

Contact Person: Amit Wagle / Gaurav Khandelwal, SEBI Registration Number: INM 000011211

Maharashtra, India. **Telephone**: +91 22 4082 0914/915 **Facsimile**: +91 22 4082 0999

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

- 1. To update the respective email addresses/ mobile numbers in the records maintained by the Registrar or our Company, Eligible Equity Shareholders should visit www.bigshareonline.com:
- 2. To update the demat account details by Eligible Equity Shareholders holding Equity Shareholders holding Equity Shares in physical form, the Eligible Equity Share in the manner provided on their website (www.bigshareonline.com). They may also communicate with the Registrar with the help of the helpline number (+91 22 6263 8200) and their email address (rightsissue@bigshareonline.com).
- 3. For Frequently asked questions and investor helpdesk guidance on the Application process and resolution of difficulties faced by the Investors, visit www.bigshareonline.com. Unless otherwise specified, all capitalised terms used herein shall have the same meaning ascribed to such terms in the Letter of Offer.

LEAD MANAGER TO THE ISSUE

Validity of Registration: Permanent

SAFFRON CAPITAL ADVISORS PRIVATE LIMITED

Investor grievance: investorgrievance@saffronadvisor.com

REGISTRAR TO THE ISSUE **BIGSHARE SERVICES PRIVATE LIMITED**

 1^{st} floor, Bharat Tin Works Building, Opp. Vasant Oasis, Makwana Road, Marol, Andheri (East), Mumbai- 400 059, Maharashtra, India. Telephone: +91 22 6263 8200 Facsimile: +91 22 6263 8299

E-mail: rightsissue@bigshareonline.com Website: www.bigshareonline.com Contact person: Arvind Tandel Investor grievance: investor@bigshareonline.com SEBI Registration No: INR000001385 Validity of Registration: Permanent

RUSHIL DÉCOR LIMITED

Hasmukh Kanubhai Modi, Rushil House, Near Neelkanth Green Bungalow, Off. Sindhu Bhavan Road, Shilaj, Ahmedabad-380 058, Gujarat, India, RUSHIL Telephone: +91 79 6140 0400 E-mail: ipo@rushil.com

COMPANY SECRETARY AND COMPLIANCE OFFICER

Website: www.rushil.com

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

For Rushil Decor Limited

Hasmukh Kanubhai Modi

Company Secretary& Compliance Officer

Date : September 18, 2020

Place : Ahmedabad

SAFFRONI

Disclaimer: Our Company is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to issue Equity Shares on a rights basis and has filed a Letter of Offer is available on the website of SEBI at www.sebi.gov.in and the Stock Exchanges where the Equity Shares are listed i.e. BSE at www.bseindia.com and NSE at www.nseindia.com and the website of the Lead Manager at www.saffronadvisor.com. Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the Letter of Offer including the section "Risk Factors" beginning on page 28 of the Letter of Offer. This announcement has been prepared for publication in India and may not be released in the United States. This announcement does not constitute an offer of Equity Shares for sale in any jurisdiction, including the United States, and any Equity Shares described in this announcement may not be offered or sold in the United States absent registration unde he US Securities Act of 1933, as amended, or an exemption from registration. There will be no public offering of Equity Shares in the United States.



RUSHIL DECOR LIMITED

RUSHIL Corporate Office (Address where books of account and papers are maintained): Rushil House, Near Neelkanth Green Bungalow, Off. Sindhu Bhavan Road, Shilaj, Ahmedabad-380 058, Guiarat, India, Tel: +91 79 6140 0400 Contact Person: Hasmukh Kanubhai Modi, Company Secretary and Compliance Officer, E-mail: ipo@rushil.com; Website: www.rushil.com; Corporate Identification Number: L25209GJ1993PLC019532

PUBLIC ANNOUNCEMENT

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

Rushil Décor Limited ("Company" or "Issuer") was originally incorporated as 'Rushil Décor Private Limited' on May 24, 1993 as a private limited companies Act, 1956 with the Registrar of Companies, Gujarat, Dadra and Nagar Haveli ("RoC"). Pursuant to a special resolution of our Shareholders passed in an extra-ordinary general meeting dated November 19, 2007 our Company was converted into a public limited company and subsequently, the name of our Company was changed to 'Rushil Décor Limited' and a fresh certificate of incorporation dated December 04, 2007 consequent to the conversion was issued to our Company by the Registrar of Companies, Gujarat, Dadra and Nagar Haveli. For details of change in the name of our Company and Registered Office of our Company, see "History and Certain Corporate Matters" on page 135 of the Letter of Offer.

PROMOTERS OF OUR COMPANY

GHANSHYAMBHAI AMBALAL THAKKAR, KRUPESH GHANSHYAMBHAI THAKKAR, KRUPA KRUPESH THAKKAR, M/S. RUSHIL INTERNATIONAL AND KRUPESH GHANSHYAMBHAI THAKKAR HUF

* ISSUE CLOSES ON ISSUE OPENS ON LAST DATE FOR ON MARKET RENUNCIATION **TUESDAY, SEPTEMBER 29, 2020** MONDAY, OCTOBER 5, 2020

Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the Issue Closing Date.

*The Board of Directors or a duly authorized committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that the Issue will not remain open in excess of 30 (thirty) days from the Issue Opening Date. ISSUE OF UPTO 49,77,111 EQUITY SHARES OF FACE VALUE ₹ 10 EACH ("RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 50 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 40 PER EQUITY SHARES) (THE "ISSUE PRICE"), AGGREGATING UPTO ₹ 2,489 LAKHS ON A RIGHTS BASIS TO THE EXISTING EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 RIGHTS EQUITY SHARE FOR EVERY 3 FULLY PAID UP EQUITY SHARES HELD BY THE EXISTING EQUITY SHAREHOLDERS ON THE RECORD DATE. THAT IS ON FRIDAY, SEPTEMBER 11, 2020 (THE "ISSUE"), THE ISSUE PRICE FOR THE RIGHTS EQUITY SHARES IS 5 TIMES THE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED "TERMS OF THE ISSUE" ON PAGE 236 OF THE LETTER OF OFFER.

PAYMENT METHOD* Amount Payable per Rights Equity Share i.e. Issue Price | Face value (₹) Premium (₹) On Application 12.50 2.50 On First Call 2.50 10 12.50 On Second Call 2.50 10 12.50 On Third and Final Call 10 2.50 12.50 Total 10 40 50

For details on the payment method, please refer to the chapter titled "Terms of the Issue" on page 236 of the Letter of Offer.

ASBA*

Simple, Safe, Smart way of Application - Make use of it!!!

*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For further details read section on ASBA below

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI circular, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020, bearing reference number SEBI/HO/CFD/DIL/67/2020 dated April 21, 2020, SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/18 dated May 6, 2020, and SEBI circular bearing reference number SEBI/HO/CFD/DIL1/CIR/P/2020/136 dated July 24, 2020 (Collectively hereafter referred to as "SEBI Rights Issue Circular SEBI/CFD/DIL/ASBA/1/2009/30/12 dated December 30, 2009, SEBI circular CIR/CFD/DIL1/CIR/P/2020/136 dated July 24, 2020 (Collectively hereafter referred to as "SEBI Rights Issue Circular SEBI/CFD/DIL/ASBA/1/2009/30/12 dated December 30, 2009, SEBI circular CIR/CFD/DIL1/CIR/P/2020/136 dated July 24, 2020 (Collectively hereafter referred to as "SEBI Rights Issue Circular SEBI/CFD/DIL/ASBA/1/2009/30/12 dated December 30, 2009, SEBI circular CIR/CFD/DIL1/CIR/P/2020/136 dated July 24, 2020 (Collectively hereafter referred to as "SEBI Rights Issue Circular SEBI/CFD/DIL/ASBA/1/2009/30/12 dated December 30, 2009, SEBI circular CIR/CFD/DIL1/CIR/P/2020/136 dated July 24, 2020 (Collectively hereafter referred to as "SEBI Rights Issue Circular SEBI/CFD/DIL/ASBA/1/2009/30/12 dated December 30, 2009, SEBI circular SEBI/ SEBI circular, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020 (Collectively hereafter referred to as "ASBA Circulars"), all Investors desiring to make an Application in this Issue are mandatorily required to use either the ASBA process or the optional mechanism instituted only for resident Investors in this Issue. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA or the optional mechanism instituted only for resident Investors in this Issue, i.e., B-WAP (only for Original Shareholders). Original Shareholders shall mean the Resident Shareholders who are holding the Equity Shares of our Company as on the Record Date i.e. Friday, September 11, 2020 (hereinafter referred to as the "Original Shareholders"). For details of procedure for application by the resident Eligible Equity Shareholders holding Equity Shares in physical form as on the Record Date i.e. Friday, September 11, 2020, see "Procedure for Application by Eligible Equity Shareholders holding Equity Shares in physical form" on page 252 of the Letter of Offer.

Further, in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares only, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date i.e. Friday, September 11, 2020 and desirous of subscribing to Rights Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar to the Issue at www.bigshareonline.com at least two Working Days prior to the Issue Closing Date i.e., Monday, October 5, 2020. They nay also communicate with the Registrar with the help of the helpline number (+91 22 6263 8200) and their email address (rightsissue@bigshareonline.com)

Facility for Application in the Issue:

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI Rights Issue Circulars and ASBA Circulars, all Investors desiring to make an Application in this Issue are mandatorily required to use either the ASBA process or the optional mechanism instituted only for Original Resident Shareholders in this Issue, i.e., B-WAP. Investors should carefully read the provisions applicable to such Applications before making their Application Form in electronic mode using the B-WAP and make online payment using their internet banking or UPI facility from their own bank account thereat.

Procedure for Application through ASBA Process

investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSB or online/electronic Application by such SCSB) for authorising such SCSB to block Application Money payable on the Application in their respective ASBA Accounts. Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorisation to the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application. For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, please refer the above-mentioned link. Please note that subject to SCSBs complying with the requirements of SEBI Circular No. CIR/CFD/DIL/13/2012 dated September 25, 2012 within the periods stipulated therein, ASBA Applications may be submitted at the Designated Branches of the SCSBs, in case of Applications made through ASBA facility.

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

Registrar's Web-based Application Platform (B-WAP)

In accordance with SEBI circular SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated May 6, 2020, a separate web based application platform, i.e., the B-WAP facility (accessible at www.bigshareonline.com), has been instituted for making an Application in this Issue by resident Original Shareholder. Further, B-WAP is only an additional option and not a replacement of the ASBA process. At the B-WAP, resident Investors can access and submit the online Application Form in electronic mode using the B-WAP and make online payment using their internet banking or UPI facility from their own bank account thereat.

PLEASE NOTE THAT ONLY RESIDENT INVESTORS CAN SUBMIT AN APPLICATION USING THE B-WAP FACILITY WILL BE OPERATIONAL FROM THE ISSUE OPENING DATE [i.e., FROM 9.00 AM (IST) ON SEPTEMBER 21, 2020]. FOR RISKS ASSOCIATED WITH THE B-WAP PROCESS, SEE "RISK FACTORS - THE B-WAP PAYMENT MECHANISM FACILITY PROPOSED TO BE USED FOR THIS ISSUE MAY BE EXPOSED TO RISKS, INCLUDING RISKS ASSOCIATED WITH PAYMENT GATEWAYS".

For guidance on the Application process through B-WAP and resolution of difficulties faced by the Investors, the Investors are advised to carefully read the frequently asked questions, visit the online/electronic dedicated investor helpdesk on the Website of the Registrar to the Issue at www.bigshareonline.com or call helpline number (+91 22 6263 8200) For details, see "Procedure for Application through B-WAP" on page 247 of the Letter of Offer

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

In accordance with the SEBI Rights Issue Circulars, (a) the Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date; or (b) the Eligible Equity Shares in physical form as on Record Date and who have not furnished the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, desirous of subscribing to Rights Equity Shares may also apply in this Issue during the Issue Period. Application by such Eligible Equity Shareholders is subject to following conditions:

- the Eligible Equity Shareholders apply only through the alternative application platform, B-WAP (for Original Shareholders only);
- (ii) the Eligible Equity Shareholders are residents;
- (iii) the Eligible Equity Shareholders are not making payment from non-resident account;
- (iv) the Eligible Equity Shareholders shall not be able to renounce their Rights Entitlements; and
- (v) the Eligible Equity Shareholders shall receive Rights Equity Shares, in respect of their Application, only in demat mode.

Accordingly, such resident Eligible Equity Shareholders are required to, within 6 (six) months from the Allotment Date, send a communication to our Company or the Registrar containing the name(s), Indian address, contact details and the details of their demat account along with copy of self attested PAN and self-attested client maste sheet of their demat account either by post, speed post, courier, electronic mail or hand delivery, to enable process of credit of Rights Equity Shares in such demat account.

Such resident Eligible Equity Shareholders must check the procedure for Application by and credit of Rights Equity Shares in "Terms of the Issue". "Procedure for Application by Eligible Equity Shares in Obling Equity Shares in physical form" and "Credit and Transfer of Rights Equity Shares in case of Shareholders holding Equity Shares in ALLOTMENT IN DEMATERIALIZED FORM ONLY: Investors may please note that the Rights Equity Shares in the Issue can be allotted only in dematerialized form and to the same depository account in which the Rights Entitlements are held by such Applicant on the issue closing date. In accordance with the SEBI Rights Issue

Circulars, the Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date and who have not furnished the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, desirous of subscribing to Rights Equity Shares may also apply in the Issue during the Issue Period. Such Eligible Equity Shareholders must check the procedure for Application by the Physical Shareholders and Credit and Transfer of Rights Equity Shares in Physical Form and disposal of Rights Equity Shares for non-receipt of demat account details in a timely manner set out on pages 252 and 260, respectively of the Letter DISPATCH OF THE ABRIDGED LETTER OF OFFER ("ALOF") AND APPLICATION FORM: The dispatch of the ALOF and Application Form for the Issue was completed on September 16, 2020 by Registrar to the Issue, i.e., Bigshare Services Private Limited to the Eligible Equity Shareholders of the Company, whose names appeared in the Register

of Members/Beneficial Owners of the Company, on the Record date, i.e., Friday, September 11, 2020 through electronic dispatch to the shareholders who have registered their email ids. AVAILABILITY OF APPLICATION FORM: The Registrar has electronically dispatched an Application Form to all Eligible Equity Shareholders as per their Rights Entitlements on the Record Date for the Issue. The Renouncees and Eligible Equity Shareholders who have not received the Application Form can download the same from the websites of the

Registrar (www.bigshareonline.com), the Company (www.rushil.com), the Lead Manager (www.saffronadvisor.com) and the Stock Exchanges (www.bseindia.com and www.nseindia.com). Original Resident Investors applying through the B-WAP can access and submit the online Application Form in electronic mode using the B-WAP at www.bigshareonline.com CREDIT OF RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNTS: Pursuant to provisions of the SEBI ICDR Regulations and in terms of the Letter of Offer, the Rights Entitlements of the Eligible Equity Shareholders have been credited in their respective demat account under the ISIN - INE573K20017 on September 15, 2020.

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

APPLICATION ON PLAIN PAPER UNDER ASBA PROCESS: An Eligible Equity Shareholder who has neither received the Application Form nor is in a position to obtain the Application Form either from our Company, Registrar to the Issue, Lead Manager to the Issuer or from the website of the Registrar, can make an Application to subscribe to the Issue on plain paper through ASBA process. Eligible Equity Shareholders shall submit the plain paper application to the Designated Branch of the SCSB for authorizing such SCSB to block an amount equivalent to the amount payable on the application in the said bank account maintained with the same SCSB. Applications on plain paper will not be

The envelope should be super scribed "Rushil Décor Limited – Rights Issue" and should be postmarked in India. The application on plain paper, duly signed by the Eligible Equity Shareholders, in the same order and as per the specimen recorded with our Company/Depositories, must reach the office of the Registrar to the Issue before the Issue Closing Date and should contain the following particulars:

1) Name of our Company, being Rushil Decor Limited; 2) Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository); 3) Registered Folio Number/DP and Client ID No.; 4) Number of Equity Shares held as on Record Date; 5) Allotment option – only dematerialised form; 6) Number of Rights Equity Shares entitled to; 7) Number of Rights Equity Shares applied for within the Rights Equity Shares applied for, if any; 9) Total number of Rights Equity Shares applied for; 10) Total amount paid at the rate of ₹50 per Rights Equity Share; 11) Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSB; 12) In case of NR Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FCNR/NRO Account such as the account number, name, address and branch of the SCSB with which the account is maintained; 13) Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to this Issue; 14) Authorisation to the Designated Branch of the SCSB to block an amount equivalent to the Application Money in the ASBAAccount; and 15) Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSB)

Please note that the Eliquible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilize the Application even if it is received subsequently, may make an Application to subscribe to the Issue on plain paper, along with an account payee cheque or demand draft drawn at par, net of bank and postal charges, payable at Mumbai and the Investor should send such plain paper Application by registered post directly to the Registrar to the Issue.

All Applicants in the United States shall include the following:

*I/we hereby make the representations, warranties, acknowledgments and agreements set forth in the chapter of the Letter of Offer titled "Other Regulatory and Statutory Disclosures - Transfer Restrictions - Persons in the United States" and

All Applicants outside the United States shall include the following:

"I/we hereby make the representations, warranties, acknowledgments and agreements set forth in the chapter of the Letter of Offer titled "Other Regulatory and Statutory Disclosures - Transfer Restrictions - Persons outside the United States"

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

Application on plain paper cannot be submitted through B-WAP.

LAST DATE FOR APPLICATION: The last date for submission of the duly filled in Application Form is the Issue Closing Date i.e., Monday, October 5, 2020. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the provisions of the Articles of Association, and subject to the Issue Period not exceeding 30 days from the Issue Opening Date i.e. Monday, September 21, 2020. If the Application together with the amount payable is either (i) not blocked with an SCSB; or (ii) not received by the Bankers to the Issue or the Registrar on or before the close of banking hours on the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Equity Shares hereby offered, as provided under "Terms of the Issue - Basis of Allotment" on page 259 of the Letter of Offer.

APPLICANTS MAY PLEASE NOTE THAT THE RIGHTS EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGE ONLY IN DEMATERIALISED FORM. LISTING: The existing Equity Shares of our Company are listed on BSE and NSE ("Stock Exchanges"). Our Company has received 'in-principle' approvals from the BSE and NSE for listing the Rights Equity Shares to be allotted pursuant to this Issue vide their letters even dated August 17, 2020. For the purpose of this Issue, the Designated Stock

DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the Letter of Offer has been cleared or approved by BSE Limited, nor does it certification that the Letter of Offer has been cleared or approved by BSE Limited, nor does it certification that the Letter of Offer has been cleared or approved by BSE Limited has been cleared by BSE of Offer. The investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer Clause of BSE" on page 227 of the Letter of Offer DISCLAIMER CLAUSE OF NSE: It is to be distinctly understood that the permission given by NSE should not in any way, be deemed or construed that the Letter of Offer. The investors are advised to refer to the Letter of

Offer for the full text of the "Disclaimer Clause of NSE" on page 228 of the Letter of Offer. AVAILABILITY OF THE LETTER OF OFFER: Acopy of the Letter of Offer can be downloaded from the website of a) our Company at www.rushil.com; b) the Registrar to the Issue at www.bigshareonline.com; c) the Lead Manager at www.saffronadvisor.com d) SEBI and the Stock Exchanges at www.sebi.gov.in, www.bseindia.com and www.nseindia.com; and e) the Registrar's web-based application platform B-WAP. Further, on account of prevailing COVID-19 conditions and in accordance with the SEBI circular bearing reference number SEBI/HO/CFD/DILZ/CIR/P/2020/78 dated May 6, 2020 and the General Circular No. 21/2020 dated May 11, 2020 issued by the Ministry of

Corporate Affairs, Government of India ("MCA Circular"), the hard copy of Letter of Offer is not physically dispatched by the Company and accordingly, the Eligible Equity Shareholders who makes a request for the Letter of Offer will be provided the soft copy of the Letter of Offer by the Company or the Registrar or the Lead Manager only through email. NOTICE TO OVERSEAS SHAREHOLDERS: No action has been or will be taken to permit the Issue in any jurisdiction where action would be required for that purpose, except in India. Accordingly, the Rights Entitlements or Rights Equity Shares may not be offered or sold, directly or indirectly, and the Letter of Offer, the Abridged Letter of Offer or any offering materials or advertisements in connection with the Issue may not be distributed, in whole or in part, in any jurisdiction, except in accordance with legal requirements applicable in such jurisdiction. Receipt of the Letter of Offer or the Abridged Letter of Offer will not constitute an offer in those jurisdictions in which it would be illead to make such an offer ("Restricted Jurisdictions") and, in those circumstances, the Letter of Offer and the Abridged Letter of Offer must be treated as sent for information purposes only and should not be acted upon for subscription to the Rights Equity Shares and should not be copied or redistributed. Accordingly, persons receiving a copy of the Letter of Offer or the Abridged Letter of Offer or Application Form should not, in connection with the issue of the Rights Equity Shares or the Rights Equity Shares or the Abridged Letter of Offer to any person outside India where to do so, would or might contravene local securities laws or regulations. If the Letter of Offer or the Abridged Letter of Offer or Application Form is received by any person in any Restricted Jurisdiction, or by their agent or nominee, they must not seek to subscribe to the Rights Equity Shares or the Rights Entitlements referred to in the Letter of Offer and the Abridged Letter of Offer. Envelopes containing an Application Form should not be dispatched from a Restricted

Jurisdiction and all the persons subscribing for the Rights Equity Shares must provide an Indian address. For more details, see "Other Regulatory and Statutory Disclosures - Selling Restrictions" on page 229 of the Letter of Offer. The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the Securities Act of 1933, as amended (the "Securities Act"), or the securities laws of any state of the United States of America and may not be offered or sold in the United States of America, its territories and possessions, any State of the United States, and the District of Columbia ("United States"), except in a transaction not subject to, or exempt from, the registration requirements of the Securities laws. The Rights Entitlements and Rights Equity Shares are being offered and sold only (a) to persons in the United States who are reasonably believed to be qualified institutional buyers as defined in Rule 144 A under the Securities Act ("U.S. QiBs") pursuant to Section 4(a)(2) of the Securities Act and (b) to persons outside the United States in reliance on Regulation S"). In addition, until the expiry of 40 days after the commencement of the Issue, an offer or sale of Rights Entitlements or Rights Equity Shares in the United States by a dealer (whether or not it is participating in the Issue) may violate the registration requirements of the Securities Act. The Rights Equity Shares are transferable only in

accordance with the restrictions described in "Other Regulatory and Statutory Disclosures -Selling Restrictions" on page 229 of the Letter of Offer. The Application Form along with the Abridged Letter of Offer and the Rights Entitlement Letter has been sent through email dodress if they have provided an Indian address to our Company or who are located in jurisdictions where the offer and sale of the Rights Equity Shares is permitted under laws of such

BANKER TO THE ISSUE AND REFUND BANK: ICICI Bank Limited

MONITORING AGENCY: NA

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

- 1. To update the respective email addresses/ mobile numbers in the records maintained by the Registrar or our Company, Eligible Equity Shareholders should visit www.bigshareonline.com;
- 2. To update the demat account details by Eligible Equity Shareholders holding Equity Shareholders are required to communicate with the Registrar to the Issue in the manner provided on their website (www.bigshareonline.com). They may also communicate with the Registrar with the help of the helpline number (+91 22 6263 8200) and their email address (rightsissue@bigshareonline.com).
- 3. For Frequently asked questions and investor helpdesk guidance on the Application process and resolution of difficulties faced by the Investors, visit www.bigshareonline.com. Unless otherwise specified, all capitalised terms used herein shall have the same meaning ascribed to such terms in the Letter of Offer

LEAD MANAGER TO THE ISSUE SAFFRON CAPITAL ADVISORS PRIVATE LIMITED

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

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

Investor grievance: investorgrievance@saffronadvisor.com

Contact Person: Amit Wagle / Gauray Khandelwal, SEBI Registration Number: INM 00001121 Validity of Registration: Permanent



REGISTRAR TO THE ISSUE **BIGSHARE SERVICES PRIVATE LIMITED**

1st floor, Bharat Tin Works Building, Opp. Vasant Oasis, Makwana Road, Marol, Andheri (East), Mumbai- 400 059, Maharashtra, India. Telephone: +91 22 6263 8200 Facsimile: +91 22 6263 8299

E-mail: rightsissue@bigshareonline.com Website: www.bigshareonline.com Contact person : Arvind Tandel Investor grievance: investor@bigshareonline.com SEBI Registration No: INR000001385 Validity of Registration: Permanent

COMPANY SECRETARY AND COMPLIANCE OFFICER RUSHIL DÉCOR LIMITED

RUSHIL

Hasmukh Kanubhai Modi, Rushil House, Near Neelkanth Green Bungalow, Off. Sindhu Bhavan Road, Shilaj, Ahmedabad-380 058, Gujarat, India, **Telephone**: +91 79 6140 0400 **E-mail**: ipo@rushil.com Website: www.rushil.com

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

For Rushil Decor Limited

Sd/ Hasmukh Kanubhai Modi

Date: September 18, 2020 Place: Ahmedabad

Company Secretary & Compliance Officer

Disclaimer: Our Company is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to issue Equity Shares on a rights basis and has filed a Letter of Offer with the Stock Exchanges. The Letter of Offer is available on the website of SEBI at www.sebi.gov.in and the Stock Exchanges where the Equity Shares are listed i.e. BSE at www.bseindia.com and NSE at www.nseindia.com and the website of the Lead Manager at www.saffronadvisor.com. Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the Letter of Offer including the section "Risk Factors" beginning on page 28 of the Letter of Offer. This announcement has been prepared for publication in India and may not be released in the United States. This announcement does not constitute an offer of Equity Shares for sale in any jurisdiction, including the United States, and any Equity Shares described in this announcement may not be offered or sold in the United States absent registration unde the US Securities Act of 1933, as amended, or an exemption from registration. There will be no public offering of Equity Shares in the United States



RUSHIL DECOR LIMITED

RUSHIL Corporate Office (Address where books of account and papers are maintained): Rushil House, Near Neelkanth Green Bungalow, Off. Sindhu Bhavan Road, Shilaj, Ahmedabad-380 058, Gujarat, India, Tel: +91 79 6140 0400 Contact Person: Hasmukh Kanubhai Modi, Company Secretary and Compliance Officer, E-mail: ipo@rushil.com; Website: www.rushil.com; Corporate Identification Number: L25209GJ1993PLC019532

PUBLIC ANNOUNCEMENT

publication or distribution outside India and is not an Offer Document)

Rushil Décor Limited ("Company" or "Issuer") was originally incorporated as 'Rushil Décor Private Limited' on May 24, 1993 as a private limited companies, Gujarat, Dadra and Nagar Haveli ("RoC"). Pursuant to a special resolution of our Shareholders passed in an extra-ordinary general meeting dated November 19, 2007 our Company was converted into a public limited company was changed to 'Rushil Décor Limited' and a fresh certificate of incorporation dated December 04, 2007 consequent to the conversion was issued to our Company by the Registrar of Companies, Gujarat, Dadra and Nagar Haveli. For details of change in the name of our Company and Registered Office of our Company, see "History and Certain Corporate Matters" on page 135 of the Letter of Offer.

> PROMOTERS OF OUR COMPANY GHANSHYAMBHAI AMBALAL THAKKAR, KRUPESH GHANSHYAMBHAI THAKKAR, KRUPA KRUPESH THAKKAR, M/S. RUSHIL INTERNATIONAL AND KRUPESH GHANSHYAMBHAI THAKKAR HUF

ISSUE OPENS ON LAST DATE FOR ON MARKET RENUNCIATION * ISSUE CLOSES ON TUESDAY, SEPTEMBER 29, 2020 MONDAY, SEPTEMBER 21, 2020 MONDAY, OCTOBER 5, 2020

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

ISSUE OF UPTO 49,77,111 EQUITY SHARES OF FACE VALUE ₹10 EACH (*RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹50 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹40 PER EQUITY SHARE) (THE "ISSUE PRICE"), AGGREGATING UPTO ₹2,489 LAKHS ON A RIGHTS BASIS TO THE EXISTING EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 RIGHTS EQUITY SHARE FOR EVERY 3 FULLY PAID UP EQUITY SHARES HELD BY THE EXISTING EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON FRIDAY, SEPTEMBER 11, 2020 (THE "ISSUE"). THE ISSUE PRICE FOR THE RIGHTS EQUITY SHARES IS 5 TIMES THE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED "TERMS OF THE ISSUE" ON PAGE 236 OF THE LETTER OF OFFER.

PAYMENT METHOD* Amount Payable per Rights Equity Share i.e. Issue Price Face value (₹) 12.50 On Application 2.50 10 On First Call 12.50 2.50 10 On Second Call 2.50 10 12.50 On Third and Final Call 2.50 10 12.50 Total 10 40 50

*For details on the payment method, please refer to the chapter titled "Terms of the Issue" on page 236 of the Letter of Offer.

ASBA*

Simple, Safe, Smart way of Application - Make use of it!!!

*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For further details read section on ASBA below

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI circular, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/18 dated May 6, 2020, and SEBI circular bearing reference number SEBI/HO/CFD/DIL1/CIR/P/2020/136 dated July 24, 2020 (Collectively hereafter referred to as "SEBI Rights Issue Circular SEBI/CFD/DIL/ASBA/1/2009/30/12 dated December 30, 2009, SEBI circular CIR/CFD/DIL/1/2011 dated April 29, 2011 and the SEBI circular, bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020 (Collectively hereafter referred to as "ASBA Circulars"), all Investors desiring to make an Application in this Issue are mandatorily required to use either the ASBA process or the optional mechanism instituted only for resident Investors in this Issue. Investors should carefully read the provisions applicable to such Applications before making their Applications through ASBA or the optional mechanism instituted only for resident Investors in this Issue, i.e., B-WAP (only for Original Shareholders). Original Shareholders shall mean the Resident Shareholders who are holding the Equity Shares of our Company as on the Record Date i.e. Friday, September 11, 2020 (hereinafter referred to as the "Original Shareholders"). For details of procedure for application by the resident Eligible Equity Shareholders holding Equity Shares in physical form as on the Record Date i.e. Friday, September 11, 2020, see "Procedure for Application by Eligible Equity Shareholders holding Equity Shares in physical form" on page 252 of the Letter of Offer.

Further, in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shares in physical form as on Record Date i.e. Friday, September 11, 2020 and desirous of subscribing to Rights Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar to the Issue at www.bigshareonline.com at least two Working Days prior to the Issue are advised to furnish the details of their demat account to may also communicate with the Registrar with the help of the helpline number (+91 22 6263 8200) and their email address (rightsissue@bigshareonline.com).

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI Rights Issue Circulars and ASBA Circulars, all Investors desiring to make an Application in this Issue are mandatorily required to use either the ASBA process or the optional mechanism instituted only for Original Resident Shareholders in this Issue, i.e., B-WAP. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA or using B-WAP and make online payment using their internet banking or UPI facility from their own bank account thereat.

Procedure for Application through ASBA Process

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

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

In accordance with SEBI circular SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated May 6, 2020, a separate web based application platform, i.e., the B-WAP facility (accessible at www.bigshareonline.com), has been instituted for making an Application in this Issue by resident Original Shareholder. Further, B-WAP is only an additional option and not a replacement of the ASBA process. At the B-WAP, resident Investors can access and submit the online Application Form in electronic mode using the B-WAP and make online payment using their internet banking or UPI facility from their own bank account thereat.

PLEASE NOTE THAT ONLY RESIDENT INVESTORS CAN SUBMIT AN APPLICATION USING THE B-WAP, B-WAP FACILITY WILL BE OPERATIONAL FROM 9.00 AM (IST) ON SEPTEMBER 21, 2020]. FOR RISKS ASSOCIATED WITH THE B-WAP PROCESS, SEE "RISK FACTORS - THE B-WAP PAYMENT MECHANISM FACILITY PROPOSED TO BE USED FOR THIS ISSUE MAY BE EXPOSED TO RISKS, INCLUDING RISKS ASSOCIATED WITH PAYMENT GATEWAYS".

For guidance on the Application process through B-WAP and resolution of difficulties faced by the Investors, the Investors are advised to carefully read the frequently asked questions, visit the online/electronic dedicated investor helpdesk on the website of the Registrar to the Issue at www.bigshareonline.com or call helpline number (+91 22 6263 8200) For details, see "Procedure for Application through B-WAP" on page 247 of the Letter of Offer.

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

In accordance with the SEBI Rights Issue Circulars, (a) the Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date and who have not furnished the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, desirous of subscribing to Rights Equity Shares may also apply in this Issue during the Issue Period. Application by such Eligible Equity Shareholders is subject to following conditions:

- the Eligible Equity Shareholders apply only through the alternative application platform, B-WAP (for Original Shareholders only);
- the Eligible Equity Shareholders are residents;
- (iii) the Eligible Equity Shareholders are not making payment from non-resident account;
- (iv) the Eligible Equity Shareholders shall not be able to renounce their Rights Entitlements; and
- (v) the Eligible Equity Shareholders shall receive Rights Equity Shares, in respect of their Application, only in demat mode.

Accordingly, such resident Eligible Equity Shareholders are required to, within 6 (six) months from the Allotment Date, send a communication to our Company or the Registrar containing the name(s), Indian address, email address, contact details and the details of their demat account along with copy of self attested PAN and self-attested client master sheet of their demat account either by post, speed post, courier, electronic mail or hand delivery, to enable process of credit of Rights Equity Shares in such demat account.

Such resident Eligible Equity Shareholders must check the procedure for Application by and credit of Rights Equity Shares in "Terms of the Issue" - "Procedure for Application by Eligible Equity Shares in physical form" and "Credit and Transfer of Rights Equity Shares in case of Shareholders holding Equity Shares in physical form" and "Credit and Transfer of Rights Equity Shares in case of Shareholders holding Equity Shares in physical form" and "Credit and Transfer of Rights Equity Shares in case of Shareholders holding Equity Shares in case of Shareholders holding Equity Shares in physical form" and "Credit and Transfer of Rights Equity Shares in case of Shareholders holding Equity Shareholders h Physical Form and disposal of Rights Equity Shares for non-receipt of demat account details in a timely manner on pages 252 and 260, respectively.

ALLOTMENT IN DEMATERIALIZED FORM ONLY: Investors may please note that the Rights Equity Shares in the Issue can be allotted only in dematerialized form and to the same depository account in which the Rights Entitlements are held by such Applicant on the issue closing date. In accordance with the SEBI Rights Issue Circulars, the Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date and who have not furnished the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, desirous of subscribing to Rights Equity Shares in physical Form and disposal of Rights Equity Shares in Case of Shareholders must check the procedure for Application by the Physical Shareholders and Credit and Transfer of Rights Equity Shares in Physical Form and disposal of Rights Equity Shares in Physical Form and disposal of Rights Equity Shares for non-receipt of demat account details in a timely manner set out on pages 252 and 260, respectively of the Letter

DISPATCH OF THE ABRIDGED LETTER OF OFFER ("ALOF") AND APPLICATION FORM: The dispatch of the ALOF and Application Form for the Issue, i.e., Bigshare Services Private Limited to the Eligible Equity Shareholders of the Company, whose names appeared in the Register of Members/Beneficial Owners of the Company, on the Record date, i.e., Friday, September 11, 2020 through electronic dispatch to the shareholders who have registered their email ids.

AVAILABILITY OF APPLICATION FORM: The Registrar has electronically dispatched an Application Form to all Eligible Equity Shareholders who have not received the Application Form can download the same from the websites of the Registrar (www.bigshareonline.com), the Company (www.rushil.com), the Lead Manager (www.saffronadvisor.com) and the Stock Exchanges (www.bseindia.com). Original Resident Investors applying through the B-WAP can access and submit the online Application Form in electronic mode using the B-WAP at CREDIT OF RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNTS: Pursuant to provisions of the SEBI ICDR Regulations and in terms of the Letter of Offer, the Rights Entitlements of the Eligible Equity Shareholders have been credited in their respective demat account under the ISIN-INE573K20017 on September 15, 2020.

Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar (i.e., www.bigshareonline.com) by entering their DP ID and Client ID or Folio Number (in case of Eligible Equity Shareholders holding Equity Shares in physical form). The link for the same shall also be available on the website of our Company (i.e., www.rushil.com). APPLICATION ON PLAIN PAPER UNDER ASBA PROCESS: An Eligible Equity Shareholder who has neither received the Application to subscribe to the

The envelope should be super scribed "Rushil Décor Limited - Rights Issue" and should be postmarked in India. The application on plain paper, duly signed by the Eligible Equity Shareholders, in the same order and as per the specimen recorded with our Company/Depositories, must reach the office of the Registrar to the Issue

1) Name of our Company, being Rushil Decor Limited; 2) Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository); 3) Registered Folio Number/DP and Client ID No.; 4) Number of Equity Shares held as on Record Date; 5) Allotment option — only dematerialised form; 6) Number of Rights Equity Shares entitled to; 7) Number of Rights Equity Shares applied for within the Rights Equity Shares applied for, if any; 9) Total number of Rights Equity Shares applied for; if any; 9) Total number of Rights Equity Shares applied for within the Rights Equity Shares applied for, if any; 9) Total number of Rights Equity Shares applied for Rights Equit Account such as the account number, name, address and branch of the relevant SCSB; 12) In case of NR Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FCNR/NRO Account such as the account number, name, address and branch of the SCSB with which the account is maintained; 13) Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to this Issue; 14) Authorisation to the Designated

Branch of the SCSB to block an amount equivalent to the Application Money in the ASBAAccount; and 15) Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSB). Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilize the Application even if it is received subsequently, may make an Application to subscribe to the Issue on plain paper, along with an account payee cheque or demand draft drawn at par, net of bank and postal charges, payable at Mumbai and the Investor should send such plain paper Application by registered post directly to the Registrar to the Issue.

All Applicants in the United States shall include the following:

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

"I/we hereby make the representations, warranties, acknowledgments and agreements set forth in the chapter of the Letter of Offer tittled "Other Regulatory and Statutory Disclosures - Transfer Restrictions - Persons in the United States" and All Applicants outside the United States shall include the following:

"I/we hereby make the representations, warranties, acknowledgments and agreements set forth in the chapter of the Letter of Offer titled "Other Regulatory and Statutory Disclosures - Transfer Restrictions - Persons outside the United States".

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

LAST DATE FOR APPLICATION: The last date for submission of the duly filled in Application Form is the Issue Closing Date i.e., Monday, October 5, 2020. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the provisions of the Articles of Association, and subject to the Issue Period not exceeding 30 days from the Issue Opening Date i.e. Monday, September 21, 2020. If the Application together with the amount payable is either (i) not blocked with an SCSB; or (ii) not received by the Bankers to the Issue or the Registrar on or before the close of banking hours on the Issue Closing Date i.e. Monday, September 21, 2020. If the Application together with the amount payable is either (i) not blocked with an SCSB; or (ii) not received by the Bankers to the Issue or the Registrar on or before the close of banking hours on the Issue Closing Date i.e. Monday, September 21, 2020. If the Application together with the amount payable is either (i) not blocked with an SCSB; or (ii) not received by the Bankers to the Issue Opening Date i.e. Monday, September 21, 2020. If the Application together with the amount payable is either (i) not blocked with an SCSB; or (ii) not received by the Bankers to the Issue Opening Date i.e. Monday, September 21, 2020. If the Application together with the amount payable is either (i) not blocked with an SCSB; or (ii) not received by the Bankers to the Issue Opening Date i.e. Monday, September 21, 2020. If the Application together with the amount payable is either (i) not blocked with an SCSB; or (ii) not received by the Bankers to the Issue Opening Date i.e. Monday, September 21, 2020. If the Application together with the amount payable is either (ii) not blocked with an SCSB; or (iii) not blocked with a SCSB; or (iii) not blo Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Equity Shares hereby offered, as provided under "Terms of the Issue - Basis of Allotment" on page 259 of the Letter of Offer. APPLICANTS MAY PLEASE NOTE THAT THE RIGHTS EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGE ONLY IN DEMATERIALISED FORM.

LISTING: The existing Equity Shares of our Company are listed on BSE and NSE ("Stock Exchanges"). Our Company has received 'in-principle' approvals from the BSE and NSE for listing the Rights Equity Shares to be allotted pursuant to this Issue vide their letters even dated August 17, 2020. For the purpose of this Issue, the Designated Stock

DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer Clause of BSE" on page 227 of the Letter of Offer.

DISCLAIMER CLAUSE OF NSE: It is to be distinctly understood that the permission given by NSE should not in any way, be deemed or construed that the Letter of Offer has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer Clause of NSE" on page 228 of the Letter of Offer.

AVAILABILITY OF THE LETTER OF OFFER: Acopy of the Letter of Offer can be downloaded from the website of a) our Company at www.rushil.com; b) the Registrar to the Issue at www.saffronadvisor.com d) SEBI and the Stock Exchanges at www.sebi.gov.in, www.bseindia.com and www.nseindia.com; and e) the Registrar's web-based application platform B-WAP. Further, on account of prevailing COVID-19 conditions and in accordance with the SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated May 6, 2020 and the General Circular No. 21/2020 dated May 11, 2020 issued by the Ministry of Corporate Affairs, Government of India ("MCA Circular"), the hard copy of Letter of Offer is not physically dispatched by the Company and accordingly, the Eligible Equity Shareholders who makes a request for the Letter of Offer will be provided the soft copy of the Letter of Offer by the Company or the Registrar or the Lead Manager only through email. NOTICE TO OVERSEAS SHAREHOLDERS: No action has been or will be taken to permit the Issue in any jurisdiction where action would be required for that purpose, except in India. Accordingly, the Rights Entitlements or Rights Equity Shares may not be offered or sold, directly or indirectly, and the Letter of Offer, the Abridged Letter of Offer or any offering materials or advertisements in connection with the Issue may not be distributed, in whole or in part, in any jurisdiction, except in accordance with legal requirements applicable in such jurisdiction. Receipt of the Letter of Offer or the Abridged Letter of Offer will not constitute an offer in those jurisdictions in which it would be illegal to make such an offer ("Restricted Jurisdictions") and, in those circumstances, the Letter of Offer and the Abridged Letter of Offer must be treated as sent for information purposes only and should not be acted upon for subscription to the Rights Equity Shares and should not be copied or redistributed. Accordingly, persons receiving a copy of the Letter of Offer or the Abridged Letter of Offer or Application Form should not, in connection with the issue of the Rights Equity Shares or the Rights Equity Shares or the Abridged Letter of Offer to any person outside India where to do so, would or might contravene local securities laws or regulations. If the Letter of Offer or the Abridged Letter of Offer or Application Form is received by any person in any Restricted Jurisdiction, or by their agent or nominee, they must not seek to subscribe to the Rights Entitlements referred to in the Letter of Offer and the Abridged Letter of Offer. Envelopes containing an Application Form should not be dispatched from a Restricted

Jurisdiction and all the persons subscribing for the Rights Equity Shares must provide an Indian address. For more details, see "Other Regulatory and Statutory Disclosures - Selling Restrictions" on page 229 of the Letter of Offer. The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the Securities Act of 1933, as amended (the "Securities Act"), or the securities and may not be offered or sold in the United States of America, its territories and possessions, any State of the United States, and the District of Columbia ("United States"), except in a transaction not subject to, or exempt from, the registration requirements of the Securities Act and applicable state securities Act and applicable state securities. qualified institutional buyers as defined in Rule 144 A under the Securities Act ("U.S. QiBs") pursuant to Section 4(a)(2) of the Securities Act ("Regulation S"). In addition, until the expiry of 40 days after the commencement of the Issue, an offer or sale of Rights Entitlements or Rights Equity Shares in the United States by a dealer (whether or not it is participating in the Issue) may violate the registration requirements of the Securities Act. The Rights Equity Shares are transferable only in

accordance with the restrictions described in "Other Regulatory and Statutory Disclosures -Selling Restrictions" on page 229 of the Letter of Offer. The Application Form along with the Abridged Letter of Offer and the Rights Entitlement Letter has been sent through email to email address if they have provided an Indian address to our Company or who are located in jurisdictions where the offer and sale of the Rights Equity Shares is permitted under laws of such

BANKER TO THE ISSUE AND REFUND BANK: ICICI Bank Limited

MONITORING AGENCY: NA

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

- 1. To update the respective email addresses/ mobile numbers in the records maintained by the Registrar or our Company, Eligible Equity Shareholders should visit www.bigshareonline.com;
- 2. To update the demat account details by Eligible Equity Shareholders holding Equity Shareholders are required to communicate with the Registrar to the Issue in the manner provided on their website (www.bigshareonline.com). They may also communicate with the Registrar with the help of the helpline number (+91 22 6263 8200) and their email address (rightsissue@bigshareonline.com).
- 3. For Frequently asked questions and investor helpdesk guidance on the Application process and resolution of difficulties faced by the Investors, visit www.bigshareonline.com. Unless otherwise specified, all capitalised terms used herein shall have the same meaning ascribed to such terms in the Letter of Offer.

LEAD MANAGER TO THE ISSUE SAFFRON CAPITAL ADVISORS PRIVATE LIMITED

605, Center Point, 6th floor, Andheri Kurla Road, J. B. Nagar, Andheri (East), Mumbai - 400 059, Maharashtra, India. Telephone: +91 22 4082 0914/915 Facsimile: +91 22 4082 0999 E-mail: rights.issue@saffronadvisor.com Website: www.saffronadvisor.com

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



REGISTRAR TO THE ISSUE **BIGSHARE SERVICES PRIVATE LIMITED**

1st floor, Bharat Tin Works Building, Opp. Vasant Oasis, Makwana Road, Marol, Andheri (East). Mumbai- 400 059, Maharashtra, India, Telephone: +91 22 6263 8200 Facsimile: +91 22 6263 8299 E-mail: rightsissue@bigshareonline.com Website: www.bigshareonline.com Contact person: Arvind Tandel Investor grievance; investor@bigshareonline.com

SEBI Registration No: INR000001385 Validity of Registration: Permanent

RUSHIL

COMPANY SECRETARY AND COMPLIANCE OFFICER RUSHIL DÉCOR LIMITED Hasmukh Kanubhai Modi, Rushil House, Near Neelkanth Green Bungalow, Off. Sindhu Bhavan Road, Shilaj, Ahmedabad-380 058, Gujarat, India,

Telephone: +91 79 6140 0400 E-mail: ipo@rushil.com Website: www.rushil.com Investors may contact the Registrar to Issue / Compliance Officer in case of any Pre Issue/ Post Issue related

problems such as non-receipt of Allotment advice/demat credit etc.

For Rushil Decor Limited

Place: Ahmedabad Disclaimer: Our Company is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to issue Equity Shares on a rights basis and has filed a Letter of Offer with the Stock Exchanges. The Letter of Offer with the Stock Exchanges where the Equity Shares are

Date: September 18, 2020

Hasmukh Kanubhai Modi Company Secretary& Compliance Officer

listed i.e. BSE at www.bseindia.com and NSE at www.nseindia.com and the website of the Lead Manager at www.saffronadvisor.com. Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the Letter of Offer including the section "Risk Factors" beginning on page 28 of the Letter of Offer. This announcement has been prepared for publication in India and may not be released in the United States absent registration under any invisdiction, including the United States, and any Equity Shares described in this announcement may not be offered or sold in the United States absent registration under

the US Securities Act of 1933, as amended, or an exemption from registration. There will be no public offering of Equity Shares in the United States.

























