



November 30, 2024

To
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400001

Scrip Code: 534060

Subject: Intimation of publication of post-issue advertisement with respect to the Rights Issue of Fully paid up Equity Shares of PMC Fincorp Limited (“the Company”) pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in terms of the provisions of Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018.

Dear Sir/Madam,

With reference to the captioned subject and in reference to our earlier intimations regarding the Rights Issue of equity shares of PMC Fincorp Limited (“the Company”), enclosed herewith are the copies of Post Issue advertisement made by the Company “Jansatta” (Hindi Edition) and “Financial Express” (English Edition) on November 30, 2024.

Kindly take the same on your records.

Thanking You,

For PMC Fincorp Limited

Kailash
Company Secretary & Compliance Officer
Membership Number: A51199

Enclosure: a/a

SALE SEASON

Air India said it would offer up to 12% off on base fares for flights to or from the US, Europe, Australia, Southeast Asia, and South Asia.

Air India will offer more discounts if bookings are made via UPI, net banking and ICICI credit cards

The discounts can be availed only from the airline's website and mobile apps

Indigo said the sale would feature one-way fares starting from ₹1,199 for domestic routes and ₹5,199 for international. The offer is for Jan 1- Mar 31

Customers can also book seats for ₹99 and enjoy discounts of up to 15% on pre-paid excess baggage



DISCOUNT OFFERS LIVE FROM NOV 29 TO DEC 2

Now, airlines line up Black Friday deals

Air India offers up to 20% off on base fares for domestic flights

RAGHAV AGGARWAL New Delhi, November 29

INDIAN AIRLINES SUCH as Air India and IndiGo on Friday announced their Black Friday Sale, offering discounts of up to 20% for flights between January 1 to March 31. The bookings for these offers is open from November 29 till December 2.

The sale usually starts after Thanksgiving and marks the beginning of the Christmas shopping season. In the USA, it is considered to be the busiest shopping period.

Several consumer companies have announced their Black Friday sale including

apparel brands like H&M and Superdry, and tech giants like Apple, Samsung and Amazon.

On Friday, Tata Group-owned Air India said it would offer up to 20% off base fares for domestic flights in India, and up to 12% off base fares for flights to or from the United States, Europe, Australia, Southeast Asia, and South Asia.

The discount will be valid for travel until June 30, 2025. For flights to and from India to Australia and North America, the discounts will be available for travel until October 30, 2025. It can be availed only on the airline's website and mobile apps.

Air India will also not charge any convenience fee on bookings for domestic and international flights.

Moreover, it would offer additional discounts if bookings are made through UPI, internet banking and ICICI

Bank credit cards.

IndiGo, India's largest airline, announced that it would offer discounts for flights between January 1 to March 31, 2025.

The sale would feature one-way fares starting from ₹1,199 for domestic flight bookings and ₹5,199 for international ones.

"Customers can also book seats for ₹99, enjoy discounts of up to 15% on pre-paid excess baggage and save up to 50% on the fast-forward service, for both domestic and international sectors," IndiGo said in a statement.

Internationally, several other airlines have also announced similar Black Friday sales, including Etihad Airways, Qatar Airways and American Airlines. Singapore Airlines, which has a 25% stake in Air India, is also running its Black Friday sale since November 26.

Xebia's AI revenue at 25%, firm targets to treble it

PADMINI DHURVARAJ Bengaluru, November 29

GLOBAL IT CONSULTANCY and services company Xebia is now generating a quarter of its revenue from artificial intelligence (AI), with plans to triple this figure within three years, the firm's global CEO Anand Sahay told FE.

Speaking about the company's focus, Sahay explained that AI has become integral to their operations and growth strategy, particularly through initiatives such as embedding AI in software development and creating small language models (SLMs). "Our revenue from AI stands at 25% today, and this is only set to grow. We see AI as a driver of transformation, not just productivity," Sahay said.

AI has significantly enhanced developer productivity at Xebia. The time required



for developers to execute tasks has been reduced by 60%, while the time needed to create use cases has seen a 30% cut. These efficiencies have been achieved by leveraging AI tools such as co-pilots and embedding AI within the software development life-cycle (SDLC), he added.

"Through AI, our developers have become more efficient.

Tasks that used to take hours or days can now be completed much faster, freeing up time for innovation," Sahay said.

He added that the use of AI has also elevated skill levels. "A 4-5 year experienced developer is now operating at the level of someone with 12 years of experience, thanks to the capabilities AI brings to the table," he said.

Ultraviolet aims to hit full output capacity in 2-3 years

NARAYANAN V Chennai, November 29

TVS MOTOR-BACKED premium electric vehicle (EV) maker Ultraviolet (UV) plans to reach full production capacity of 30,000 vehicles annually within the next 2-3 years, driven by the expansion of its domestic distribution network and entry into global markets.

The Bengaluru-based firm on Friday officially entered the Chennai market with a new showroom, as part of its strategy to reach 25 cities by March 2025. It is currently present in eight cities including Ben-

The firm has officially entered the Chennai market with a new showroom, as part of its strategy to reach 25 cities by March 2025

galuru, Delhi and Hyderabad.

Speaking on the sidelines, Narayan Subramaniam, co-founder and CEO of Ultraviolet, said, the company operates a production facility in Bengaluru with an annual capacity of 10,000-12,000 units per shift. "We are ramping up capacity in line with our

expansion plans across different cities," he said, adding that the company expects to achieve full capacity of 30,000 vehicles in three shifts by 2027.

Ultraviolet currently offers the 'F77 Mach 2' brand of premium electric motorcycles, which competes in the 300-500cc mid-segment against ICE-powered models.

Subramaniam said the company will begin retailing the F77 Mach 2 in Turkey, Germany, Spain, France, and Italy from early 2025. "Three years from now, 30% of our sales volume will come from overseas markets," Subramaniam noted.

KTM rejig unlikely to impact its India partnership ops

SWARAJ BAGGONKAR Mumbai, November 29

AS THE AUSTRIAN motorcycle brand KTM struggles to raise capital at home, the 17-year-old Bajaj Auto-KTM partnership in India is unlikely to be affected by this financial turmoil as operations are expected to continue as usual.

Bajaj Auto manufactures and sells two-wheelers for KTM and other brands from its factory near Pune, under an agreement with Pierer Mobility, which owns the troubled company KTM AG.

Notably, KTM filed for judicial restructuring proceedings on Friday with self-administration, as its management does not expect to be able to secure the necessary 'high three-digit' million figure funding.

"Indeed, this is an exercise to address the issue of expanded debt and liquidity. KTMAG has always been run as an independent company, though Bajaj is, of course, supportive. Various options will be developed by them over the next 90 days," said a source privy to the matter. "The local India business of

KTM, managed by Bajaj Auto, of products made and sold here is not affected and carries on as usual," the source added.

The aim of the judicial restructuring proceedings, kick-started by Pierer Mobility, is to agree on a reorganisation plan with the creditors within 90 days. A redemptions is intended to restimulate the existence of the KTM Group, the company stated.

A mail sent to Pierer Mobility remained unanswered at the time of going to press.

Bajaj Auto International Holdings BV (BAIH), the 100% subsidiary of Bajaj Auto, is the holding company for the equity stake held in Pierer Mobility. In FY24, BAIH, the biggest subsidiary of Bajaj Auto, contributed 3.68% to the consolidated net profit of Bajaj Auto of ₹7,708 crore.

Bajaj Auto has a capacity of 145,000 units per year at its Chakan factory. During FY24, nearly 65,000 units of KTM motorcycles were sold in India and an unspecified number were exported to markets like the US, Europe, the UK and Latin America.

REORGANISATION PLANS

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The aim of the judicial restructuring proceedings, kick-started by Pierer Mobility, is to agree on a reorganisation plan with the creditors within 90 days

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FROM THE FRONT PAGE

GDP growth at 7-quarter low

THE GROWTH RATES declined both on annual and sequential bases in Q2, for manufacturing (2.2% on year), construction (7.7%), electricity (3.3%), mining (-0.1%) and financial services (6.7%).

"Trade, hotels, transport communications, etc," the largest services sector, too, showed the weakness of consumption. This sector which typically outgrows the GDP expanded at relatively subdued rates in Q1 (5.7%) and Q2 (6%) of the current fiscal.

Gross value added (GVA), the more accurate measure of economic activities, grew 5.6% in Q2, marginally higher than the GDP, whereas in the previous quarter, the GVA expanded at a higher rate (6.8%) than the GDP.

While many, including the RBI, maintain that prospects of private consumption, the mainstay of aggregate demand, looked bright on the back of improved agricultural outlook and rural demand, the NSO data don't corroborate it.

Private final consumption expenditure (PFCE) grew faster than the overall GDP in Q2 at 6%, but it was on a much weaker base (2.6%) than the GDP's. Still, the PFCF retained its share in GDP at 56.3% for both Q1 and Q2 of the current fiscal, while the same was 52.9% in Q4FY24, because other components of



expenditure weakened.

Gross fixed capital formation (GFCF), the proxy of investment, grew just 5.4% in Q2 compared with 7.5% in Q1 and 9.7% in Q2FY24. A slowing of government capital expenditure - down 14.7% on year for April-October with a likely fall in states' expenditures too in H1 - was one of the reasons for the low GFCF growth. Asset-creating spending by the general government is yet to gain ground after the elections-induced torpor.

The weakness of domestic demand, particularly urban consumption demand, in Q2 was severe enough to nullify positive contribution to GDP from external demand. Net exports contributed positively to the GDP growth by 1.5 percentage points in Q2. The weakness of the manufacturing sector is clear from the modest 4% growth in index of industrial production in the first half of the current fiscal, compared with 6.3% and 7.3%, respectively, in the corresponding periods of FY24 and FY23.

Among the three broad sec-

tors of the economy, the bright spot was 'primary sector - agriculture & mining - which grew at 3% in Q2 compared to 2.7% in Q1. On the other hand, the secondary sector - manufacturing, electricity & construction - grew only 3.9% in Q2, much lower than 8.4% in Q1; and the tertiary sector - services - grew at 7.1% in Q2 compared with 7.2% in Q1.

The "agriculture, livestock, forestry and fishing" sector grew 3.5% in Q2, compared with 2% in Q1 and 1.7% on Q2FY24. The GVA growth was 20 bps higher than the GDP growth in Q2, as the growth in "net taxes on products" declined to a seven-quarter low at 2.7%.

According to India Ratings and Research (Ind-Ra), the GDP growth in FY25 could be lower than GVA growth, which was not the case last year. In FY24, the GDP growth was 100 bps higher than the GVA growth at 8.2%.

Upasna Bhardwaj, chief economist, Kotak Mahindra Bank, said that the GDP figures reflect "the highly disappointing" corporate earnings data. High frequency data so far suggest that a festivity-linked revival in activity may provide a marginally better growth figure in H2, but overall growth for FY25 is going to be around 100 bps lower than the RBI's estimate, she said.

It's between US & Adani, says Centre

HE SAID THE government had not received any request to serve summons or arrest warrants in the matter. He said such requests are part of mutual legal assistance and are examined on merits.

The US Department of Justice had last week unsealed a criminal indictment against Adani and others for allegedly paying \$250 million in bribes to Indian officials to gain solar energy contracts and allegedly lying about the same to raise money from investors in the US.

US Attorney for Eastern District of New York Breon Peace had said, "As alleged, the defendants orchestrated an elaborate scheme to bribe Indian government officials to secure contracts worth billions of dollars and Gautam S Adani, Sagar R Adani and Vneet S Jaain lied about the bribery scheme as they sought to raise capital from US and international investors."

The group, in its response, reassured investors that none of the 11 public companies under the conglomerate's portfolio were facing indictment.

Aster to be No. 3 hospital chain...

THE COMPANY ALSO said the merger opens up opportunities for both brownfield and greenfield expansion, with plans for 3,500 new beds planned between FY24 and FY27.

Aster is valued at a multiple of 36.6x on FY24 adjusted post IND AS EV/Ebitda, while QCIL is valued at a multiple of 25.2x based on FY24 adjusted post IND AS EV/Ebitda.

Under the agreed swap ratio, Aster shareholders will hold 57.3% and QCIL shareholders 42.7% in the merged entity. The entity will be jointly controlled by Aster promoters and Blackstone, holding 24% and 30.7%, respectively. Azad Moopen will continue as executive chairman of the merged entity, while Varun Khanna, group MD of QCIL, will serve as the MD and Group CEO of the

newly-formed Aster DM Quality Care.

"The new combined entity, Aster DM Quality Care, is poised to become one of the largest healthcare players in the industry, setting new benchmarks in patient-centric care, innovation and accessibility," said Azad Moopen, founder and chairman of Aster DM Healthcare.

Ahead of the merger, Aster will acquire a 5% stake in QCIL from Blackstone and TPG through a primary share issuance for a 3.6% stake under 'initial share acquisition'. Following this, QCIL will be merged into Aster via a scheme of amalgamation. The transaction is subject to shareholder and regulatory approvals.

Meanwhile, shares of Aster DM Healthcare closed 2% higher on the NSE at ₹500.55.

Aakash AoA: SC asks NCLAT to take call

THIS RESOLUTION, PROPOSED during an EGM, had the potential to dilute the shareholding rights of certain investors. Aakash challenged the NCLT order in the Karnataka High Court, arguing that the tribunal had failed to provide sufficient reasons for halting the resolution. The NCLT's November 20 order was in response to an oppression and mismanagement petition filed by Singapore VII Topco IPTe, an entity owned by Blackstone, which holds a 6.97% stake in Aakash. The petition alleged that the amendment to the AoA violated shareholder rights granted under a previous merger framework agreement (MFA).

The investors have argued that the proposed amendments were designed to dilute their stake in Aakash, a profitable

entity acquired by Byju's in 2021 for \$1 billion. They have also contended that Byju's, struggling financially, depended heavily on Aakash for its valuation and operational stability. However, Aakash and its shareholders have countered this saying that the investors had obtained shares as a result of a merger framework agreement (MFA). The merger did not get through as planned, as a result of which they do not have any right in the company. They have also pointed out that Think and Learn had initiated arbitration against it in the Singapore International Arbitration Centre (SIAC) in this regard.

In its November 20 order, the NCLT directed Aakash to refrain from enforcing the EGM resolution until the main petition was resolved.

This is only an advertisement for information purposes and not for publication, distribution or release directly or indirectly outside India. This advertisement does not constitute an offer or an invitation or a recommendation to purchase, to hold, to subscribe, or to sell securities. This is not an announcement for the offer document. All capitalized terms used herein and not defined herein shall have the meaning assigned to them in the Letter of Offer dated October 25, 2024, the "Letter of Offer" or "LOF", filed with the BSE Limited ("BSE" or "Stock Exchange"), and the Securities and the Exchange Board of India ("SEBI").

PMC FINCORP LIMITED

Our Company was originally incorporated with the name and style of Priti Mercantile Company Limited under the Companies Act, 1956, and a certificate of incorporation was granted by the Registrar of Companies, U.P., Kanpur on February 04, 1985. Subsequently, the name of the Company was changed from "Priti Mercantile Company Limited" to its present name i.e. "PMC Fincorp Limited" and a fresh certificate of incorporation was granted by the Registrar of Companies, Uttar Pradesh on March 20, 2014. For detailed information of the change of Registered Office please refer to chapter "General Information" on page number 47 of the Letter of Offer.

Registered Office: B-10, VIP Colony, Civil Lines, Rampur, Uttar Pradesh - 244901, India.
Corporate Office: Flat No. 201 & 202, 2nd Floor, Rattan Jyoti Building, 18, Rajendra Place, New Delhi-110008, India.
Telephone No.: 011-47631025, 26, 27; Email: contact@pmcfincorp.com; Website: www.pmfincorp.com
Contact Person: Mr. Kaishav, Company Secretary, and Compliance Officer
Corporate Identification Number: L27109UP1985PLC006998

PROMOTERS OF OUR COMPANY:

MR. RAJ KUMAR MODI, MS. REKHA MODI, MR. PRABHAT MODI AND M/S RAJ KUMAR MODI HUF

FOR PRIVATE CIRCULATION TO THE ELIGIBLE EQUITY SHAREHOLDERS OF PMC FINCORP LIMITED ONLY

ISSUE OF UP TO 17,80,20,400 FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF ₹1 EACH ("RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT AN ISSUE PRICE OF ₹2.75/- PER RIGHTS EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹1.75/- PER EQUITY SHARE) ("ISSUE PRICE"), AGGREGATING TO ₹4,895.56/- LAKH ON A RIGHTS BASIS TO THE EXISTING ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 (ONE) RIGHTS EQUITY SHARE FOR EVERY 3 (THREE) FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY ON THE RECORD DATE, THAT IS, ON FRIDAY, OCTOBER 25, 2024 (THE "ISSUE"). FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED "TERMS OF THE ISSUE" ON PAGE 128 OF THE LETTER OF OFFER.

BASIS OF ALLOTMENT

The Board of Directors of PMC Fincorp Limited wishes to thank all its shareholders and investors for their response to the issue which opened for subscription on Thursday, November 07, 2024 and closed on Tuesday, November 19, 2024, and the last date for on-market renunciation of Rights Entitlements was Tuesday, November 12, 2024. Out of the total 6,289 Applications for 22,80,38,530 Rights Equity Shares, 888 Applications for 39,07,900 Rights Equity Shares were rejected due to technical reason as disclosed in the Letter of Offer. The total number of valid applications received were 5,401 Application for 18,69,62,993 Rights Equity Shares, which was 105.02% of the issue size. In accordance with the Letter of Offer and the Basis of allotment finalized on November 25, 2024, the Registrar to the Issue and BSE Limited ("BSE"), the Designated Stock Exchange for the Issue, the Company has on November 25, 2024, allotted 17,80,20,400 Rights Equity Shares to the successful applicants. All valid applications have been considered for allotment.

1. The breakup of valid applications received through ASBA (after technical rejections) is given below:

| Category | Number of Valid Applications Received | Number of Rights Equity Shares Applied for | No. of Rights Equity Shares Allotted against Rights Entitlement (A) | No. of Rights Equity Shares Allotted against Additional Rights Equity Shares Applied for (B) | Total Rights Equity Shares Allotted (C=A+B) |
|------------------------------|---------------------------------------|--|---|--|---|
| Eligible Equity Shareholders | 5,341 | 17,72,70,588 | 8,77,68,847 | 8,50,60,215 | 17,28,29,062 |
| Renounees | 60 | 96,92,405 | 51,91,338 | 0 | 51,91,338 |
| Total | 5,401 | 18,69,62,993.00 | 9,29,60,185 | 8,50,60,215 | 17,80,20,400 |

2. Information regarding total Applications received:

| Category | Applications Received | | Rights Equity Shares Applied for | | Rights Equity Shares Allotted | | |
|------------------------------|-----------------------|--------|----------------------------------|-----------------|-------------------------------|--------------|-----------------|
| | Number | % | Number | Value | % | Number | Value |
| Eligible Equity Shareholders | 5,406 | 85.96 | 21,47,12,210 | 59,04,58,577.50 | 94.16 | 17,28,29,062 | 47,52,79,920.50 |
| Renounees* | 61 | 0.97 | 96,92,905 | 2,66,55,488.75 | 4.25 | 51,91,338 | 14,27,61,79.50 |
| Other Rejected Bids | 822 | 13.07 | 36,33,415 | 99,91,891.25 | 1.59 | 0 | 0 |
| Total | 6,289 | 100.00 | 22,80,38,530 | 62,71,05,957.50 | 100.00 | 17,80,20,400 | 48,95,56,100.00 |

*The investors identified on the basis of PAN) whose names do not appear in the list of Eligible Equity Shareholders on the record date and who hold the REs as on the issue closing date and have applied in the Issue are considered as Renounees.

Intimation for Allotment/refund/rejection cases: The dispatch of allotment advice cum refund intimation and intimation for rejection, as applicable, to the investors has been completed on November 25, 2024. The instructions to SCsBs for unblocking of funds in case of ASBA Application were given on November 25, 2024. The listing application was filed with BSE on Tuesday November 26, 2024, and subsequently the listing approval was received on Wednesday, November 27, 2024 from BSE. The credit of Rights Equity Shares in the dematerialized form to the respective demat account of allottees was completed on November 28, 2024 & November 29, 2024, in CDSL & NSDL respectively. Pursuant to the listing and trading approvals granted by BSE, the Rights Equity Shares allotted in the issue are expected to commence trading on BSE with effect from Tuesday December 03, 2024. The Rights Equity Shares will trade under the same ISIN as Equity Shares (i.e. INE793G01035). In accordance with the SEBI Circular dated January 22, 2020, the request for extinguishment of ISIN pertaining to Rights Entitlement has been sent to NSDL and CDSL on Thursday, November, 2024.

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

DISCLAIMER CLAUSE OF BSE: It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer clause of the BSE Limited," on page 175 of the LOF.

REGISTRAR TO THE ISSUE

Skyline Financial Services Private Limited
Address: D-153A, First Floor, Okhla Industrial Area, Phase-I, New Delhi 110020
Telephone: 011-40450193-197
E-mail: ipo@skylinert.com / grievances@skylinert.com
Investor grievance: grievances@skylinert.com
Website: www.skylinert.com
Contact Person: Mr. Anuj Raina
SEBI Registration No: INR000003241

Investors may contact the Registrar to the Issue or our Company Secretary and Compliance Officer for any pre-issue or post-issue related matters. All grievances relating to the ASBA process may be addressed to the Registrar to the Issue, with a copy to the SCsB, giving full details such as name, address of the applicant, contact number(s), E-mail address of the sole/first holder, folio number or demat account, number of Rights Equity Shares applied for, amount blocked, ASBA Account number and the Designated Branch of the SCsB where the Application Forms, or the plain paper application, as the case may be, was submitted by the investors along with a photocopy of the acknowledgment slip.

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE, THE RIGHTS EQUITY SHARES, OR THE BUSINESS PROSPECTS OF THE COMPANY.

For PMC Fincorp Limited
On behalf of the Board of Directors
Sd/-
Kaishav
Company Secretary and Compliance Officer

Date: November 29, 2024
Place: New Delhi

The letter of Offer is available on the website of SEBI www.sebi.gov.in, the Stock Exchange i.e. BSE at www.bseindia.com and the company i.e. www.pmfincorp.com. Investors should note that the investment in equity shares involves a degree of risk and for details relating to the same, please see the section entitled "Risk Factors" beginning on page 23 of the LOF.