

To,  
BSE Limited  
Listing Department  
P.J. Tower, Dalal Street,  
Mumbai – 400 001

To,  
National Stock Exchange of India Limited  
Listing Department  
Exchange Plaza, Plot No. C/1,  
G-Block, Bandra Kurla Complex, Bandra  
(East), Mumbai – 400 051

Script Code:**539251**

Symbol :**BALKRISHNA**

Dear Sir / Madam,

**Sub: Filing of Pre-Issue Advertisement pursuant to the proposed Rights Issue of Equity Shares of Balkrishna Paper Mills Limited (“Company”).**

We wish to inform you that the Pre-issue Advertisement pursuant to the proposed Rights Issue of Equity Shares of the “Company” was published on 28<sup>th</sup> March, 2024 in the below mentioned Newspapers:

1. Financial Express - English Daily (all editions);
2. Jansatta - Hindi Daily (all editions); and
3. Mumbai Lakshadweep - Marathi Daily (Mumbai edition).

We now submit herewith the e-clipping copies of the aforesaid newspapers.

Kindly take the above in your records.

Thanking you,

Yours faithfully,

**For Balkrishna Paper Mills Limited**

(Omprakash Singh)  
**Company Secretary and Compliance Officer**

**Encl:** As above.





This advertisement is for information purposes only and does not constitute an offer or an invitation or a recommendation to purchase, to hold or 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 15<sup>th</sup> March, 2024 the "Letter of Offer" ("LOF") filed with the National Stock Exchange of India Limited ("NSE"), BSE Limited ("BSE") and the Securities and Exchange Board of India ("SEBI").

# BALKRISHNA PAPER MILLS LIMITED

(CIN- L21098MH2013PLC244963)

Our Company was originally incorporated on 29<sup>th</sup> June, 2013 under the provisions of the Companies Act, 1956. In the name and style of Nirvakra Paper Mills Limited vide certificate of Incorporation dated 29<sup>th</sup> June, 2013 issued by Registrar of Company, Mumbai. Our Company i.e. erstwhile Nirvakra Paper Mills Limited (NPML) had entered into Scheme of Arrangement under Section 391 to 394 of the Companies Act, 1956 with erstwhile Balkrishna Paper Mills Limited (BPML) (Amalgamated Company) (CIN: L21030MH2007PLC176869) and Balkrishna Industries Limited (BIL) (CIN: L39999MH1990PLC1012185) vide Scheme of Arrangement which was duly sanctioned by the Hon'ble Court of Bombay on December 19, 2014 and the said sanctioned Order copy of Scheme of Arrangement under section 391 to 394 of the Companies Act, 1956 was filed vide Form No. INC-29 with Registrar of Companies, Maharashtra, Mumbai on February 10, 2015. In view of the above Scheme of Arrangement becoming effective, the erstwhile BPML (Amalgamated Company) stands Amalgamated with BIL, and ceased to be in existence. Consequently upon above, the entire Paper Business of BIL was transferred to erstwhile NPML (CIN: L21098MH2013PLC244963). Thereafter, the name of the Company was changed from "Nirvakra Paper Mills Limited" to "Balkrishna Paper Mills Limited" vide Fresh Certificate of Incorporation issued by Registrar of Companies, Mumbai, on 23<sup>rd</sup> August, 2016. For further details in relation to our Company, please refer to the registered office "General Information" beginning on page 42 of the Letter of Offer.

Registered Office: A/7, Trade World, Kamala City, Senapati Bapat Marg, Lower Parel West, Mumbai, Maharashtra, 400013, Tel: +91-22-68330651, Email Id: [bpmlho@bpml.in](mailto:bpmlho@bpml.in) Website: [www.bpml.in](http://www.bpml.in)  
Contact Person: Mr. Omprakash Singh, Company Secretary & Compliance Officer

## PROMOTERS OF OUR COMPANY

**MS. ASHADEVI RAMESHKUM PODDAR,  
MS. VIBHADEVI SHRIKISHAN PODDAR,  
MR. SHRIKISHAN DHARAPRASAD PODDAR,  
MR. RAMESHKUM DHARAPRASAD PODDAR,  
MR. ANURAG PAWANKUM PODDAR,**

**MR. AVNISH PAWANKUM PODDAR,  
MR. GAURAV PRAMOD PODDAR,  
MR. ANKIT PODDAR,  
MS. SANGEETA PRAMODKUM PODDAR,  
MS. MADHUDEVI PAWANKUM PODDAR,**

**MR. PAWANKUM DHARAPRASAD PODDAR,  
MS. GITADEVI DHARAPRASAD PODDAR,  
MR. ABHISHEK S PODDAR,  
MR. HARSHIT S PODDAR**

## THE ISSUE

ISSUE OF UPTO 21,74,66,000 EQUITABLE SHARES OF FACE VALUE OF RS. 10 EACH ("EQUITY SHARES") OF BALKRISHNA PAPER MILLS LIMITED ("BPML" OR THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF RS. 21.00 PER EQUITY SHARE (INCLUDING PREMIUM OF RS. 11.00 PER EQUITY SHARE) ("ISSUE PRICE") FOR AN AGGREGATE AMOUNT NOT EXCEEDING RS. 4,51,67,30,000 LACS TO THE ELIGIBLE EQUITY SHAREHOLDERS ON RIGHTS BASIS IN THE RATIO OF 2 (TWO) EQUITY SHARES FOR EVERY 1 (ONE) FULLY PAID UP EQUITY SHARE HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, I.E. 15<sup>TH</sup> MARCH, 2024 (THE "ISSUE"). THE ISSUE PRICE IS 2.10 TIMES OF FACE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, PLEASE SEE THE CHAPTER TITLED "TERMS OF THE ISSUE" ON PAGE 115 OF THE LETTER OF OFFER.

**ISSUE OPENS ON  
TUESDAY, 2<sup>ND</sup> APRIL, 2024**

**LAST DATE OF MARKET RENUNCIATIONS\*  
MONDAY, 8<sup>TH</sup> APRIL, 2024**

**ISSUE CLOSES ON\*\*  
MONDAY, 15<sup>TH</sup> APRIL, 2024**

\*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 Renunciations on or prior to the Issue Closing Date.  
\*\*Our Board or a Right Issue Committee thereof will have the right to extend the Issue period as it may determine from time to time but not exceeding 30 (thirty) days from the Issue Opening Date (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.

## ASBA\*

Applications 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 details, check section on ASBA below.

In accordance with Regulation 76 of the SEBI (ICDR) Regulations, SEBI circular bearing reference number SEBI/MD/DO/LL/DIR/2020/13 dated January 22, 2020, SEBI circular bearing reference number SEBI/MD/DO/LL/DIR/2020/47 dated April 21, 2020, SEBI circular bearing reference number SEBI/MD/DO/LL/DIR/2020/73 dated May 6, 2020, SEBI circular bearing reference number SEBI/MD/DO/LL/DIR/2020/136 dated July 24, 2020 and SEBI circular bearing reference number SEBI/MD/DO/LL/DIR/2020/137 dated August 11, 2020, SEBI circular bearing reference number SEBI/MD/DO/LL/DIR/2020/138 dated August 11, 2020 and SEBI circular bearing reference number SEBI/MD/DO/LL/DIR/2020/139 dated August 11, 2020 (collectively hereinafter referred to as "ASBA Circulars"), all Shareholders desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Shareholders should carefully read the provisions applicable to such Applicants before making their Application through ASBA. For details, see "Making of an Application Through the ASBA Process" on page 118 of the Letter of Offer.

(i) Details of the ASBA Account such as the SCDS account number, name, address and branch of the relevant SCDS;  
(ii) In case of non-eligible Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FCNR account such as the account number, name, address and branch of the SCDS with which the account is maintained;  
(iii) Authorization by the Designated Branch of the SCDS to block an amount equivalent to the Application Money in the SCDS account;  
(iv) 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 SCDS); and  
(v) If you are not an offer, sell or otherwise transfer any of the Rights Equity Shares which may be acquired by us in any application or under any circumstances in which such offer or sell or otherwise or to any person to whom it is made, you shall make such offer, sell or otherwise transfer under circumstances that will result in compliance with any applicable laws or regulations. We warrant, and each account for which we are acting as a custodian, will comply with any applicable laws or regulations in connection with the application of our services.

WHO HAVE BOUGHT RIGHTS ENTITLEMENTS, SHALL REQUIRE TO MAKE AN APPLICATION AND APPLY FOR SHARES OFFERED UNDER RIGHTS ISSUE. IF THEY WANT TO SUBSCRIBE TO THE SHARES OFFERED UNDER RIGHTS ISSUE.  
**Practical Entitlements**  
The Equity Shares are being offered on a rights basis to existing Eligible Equity Shareholders in the ratio of 2 (Two) Equity Shares for every 1 (One) Equity Share held on the Record Date. As per SEBI Rights Issue Circulars, the fractional entitlements are held open, in terms of parent lots, three out of fractional shares.  
**FOR PROCEDURE OF APPLICATION BY SHAREHOLDERS WHO HAVE PURCHASED THE RIGHT ENTITLEMENT THROUGH AN MARKET RENUNCIATION, PLEASE REFER TO THE HEADING TITLED "PROCEDURE FOR APPLICATION THROUGH THE ASBA PROCESS" ON PAGE 113 OF THE LETTER OF OFFER.**

Please note that 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 Equity Shares shall be made in dematerialized form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to Equity Shares in this Issue are advised to furnish the details of their demat account at the Registrar or our Company at least two Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date. If you are not an offer, sell or otherwise transfer any of the Rights Equity Shares which may be acquired by us in any application or under any circumstances in which such offer or sell or otherwise or to any person to whom it is made, you shall make such offer, sell or otherwise transfer under circumstances that will result in compliance with any applicable laws or regulations. We warrant, and each account for which we are acting as a custodian, will comply with any applicable laws or regulations in connection with the application of our services.

Who we understand and agree that the Rights Entitlements under Rights Equity Shares may not be forfeited, resold, pledged or otherwise transferred in an offshore transaction in compliance with Regulation 5, or otherwise used as an exemption from, or as a reservation right subject to, the registration requirements of the US Securities Act.  
If you (if any) are, and the person, if any, for whose account it is, are not acquiring such Rights Entitlements and/or the Equity Shares in this Issue, outside the U.S. (or any other country or territory) that is a "Responsible Jurisdiction" and/or are acquiring the Rights Entitlements and/or the Equity Shares in an offshore transaction meeting the requirements of Regulation 5.  
We acknowledge that the Company, its Affiliates and others may rely upon the truth and accuracy of the foregoing representations and warranties.

WHICH HAVE BOUGHT RIGHTS ENTITLEMENTS, SHALL REQUIRE TO MAKE AN APPLICATION AND APPLY FOR SHARES OFFERED UNDER RIGHTS ISSUE. IF THEY WANT TO SUBSCRIBE TO THE SHARES OFFERED UNDER RIGHTS ISSUE.  
**Practical Entitlements**  
The Equity Shares are being offered on a rights basis to existing Eligible Equity Shareholders in the ratio of 2 (Two) Equity Shares for every 1 (One) Equity Share held on the Record Date. As per SEBI Rights Issue Circulars, the fractional entitlements are held open, in terms of parent lots, three out of fractional shares.  
**FOR PROCEDURE OF APPLICATION BY SHAREHOLDERS WHO HAVE PURCHASED THE RIGHT ENTITLEMENT THROUGH AN MARKET RENUNCIATION, PLEASE REFER TO THE HEADING TITLED "PROCEDURE FOR APPLICATION THROUGH THE ASBA PROCESS" ON PAGE 113 OF THE LETTER OF OFFER.**

### PROCEDURE FOR APPLICATION THROUGH THE ASBA PROCESS

Shareholders desiring to make an Application in this Issue through ASBA, should carefully read the provisions applicable to such Applicants before making their Application through ASBA. For details, see "Making of an Application Through the ASBA Process" on page 118 of the Letter of Offer. Shareholders desiring to make an Application in this Issue through ASBA, should carefully read the provisions applicable to such Applicants before making their Application through ASBA. For details, see "Making of an Application Through the ASBA Process" on page 118 of the Letter of Offer.

### LAST DATE FOR APPLICATION

The last date for submission of the duly filled in Application Form or a plain paper Application Form, as the case may be, to the Designated Branch of the SCDS, shall be 11:59 AM on Monday, 8<sup>th</sup> April, 2024. The Issue Closing Date, i.e. 15<sup>th</sup> March, 2024, shall be the last date for submission of the duly filled in Application Form or a plain paper Application Form, as the case may be, to the Designated Branch of the SCDS, for the purpose of the Issue. The Issue Closing Date, i.e. 15<sup>th</sup> March, 2024, shall be the last date for submission of the duly filled in Application Form or a plain paper Application Form, as the case may be, to the Designated Branch of the SCDS, for the purpose of the Issue.

### DISCLAIMER CLAUSE OF BSE

The Draft Letter of Offer has not been filed with SEBI in terms of SEBI (ICDR) Regulations as the size is below Rs. 5,000 Crores. The present issue being of less than Rs. 5,000 Crores, our Company is in compliance with the provisions of Regulation 2 of the SEBI (ICDR) Regulations and our Company shall file the copy of the Letter of Offer presented in accordance with the SEBI (ICDR) Regulations with SEBI for information and dissemination on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in).

### DISPATCH OF THE ADMITTED LETTER OF OFFER ("LOF") AND APPLICATION FORM

The Dispatch of the Admitted Letter of Offer and the Application Form for the Issue was completed on 27<sup>th</sup> March, 2024 by the Registrar in the Issue. The Dispatch of the Admitted Letter of Offer and the Application Form for the Issue was completed on 27<sup>th</sup> March, 2024 by the Registrar in the Issue.

### DISPATCH AND AVAILABILITY OF ISSUE MATERIAL

The Dispatch of the Admitted Letter of Offer and the Application Form for the Issue was completed on 27<sup>th</sup> March, 2024 by the Registrar in the Issue. The Dispatch of the Admitted Letter of Offer and the Application Form for the Issue was completed on 27<sup>th</sup> March, 2024 by the Registrar in the Issue.

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### DISPATCH OF RIGHTS ENTITLEMENTS TO DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS

The Dispatch of the Admitted Letter of Offer and the Application Form for the Issue was completed on 27<sup>th</sup> March, 2024 by the Registrar in the Issue. The Dispatch of the Admitted Letter of Offer and the Application Form for the Issue was completed on 27<sup>th</sup> March, 2024 by the Registrar in the Issue.

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