



RUSHIL
DECOR LIMITED
WE'LL MAKE IT

RDL/072/2020-21
Date: 31.12.2020

To,
The National Stock Exchange of India Ltd
Exchange Plaza,
Bandra – Kurla Complex,
Bandra (E),
Mumbai – 400 051
NSE EQUITY SYMBOL: RUSHIL

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001
SCRIPT CODE: 533470

ISIN: INE573K01017

Dear Sir/Madam,

Ref.: First Call Money Notice Dated November 12, 2020 (“First Call Money Notice”)

Sub: Reminder Notice to the holders of Partly Paid-up Equity Shares of Rushil Decor Limited (“the Company”)

In furtherance to the stock exchange intimation Letter No RDL/051/2020-21 dated 13th November, 2020, we would like to inform you that the company has provided another opportunity to the holders of Partly Paid up Rights Equity shares of the company who had not paid the First Call Money of Rs. 12.50 per shares upto 2nd December, 2020. The Company has served the reminder notice to such shareholders for payment of First call money by providing a separate window of 16 days i.e. from Thursday, December 31, 2020 to Friday, January 15, 2021 for the payment of First Call money.

For reference, we herewith attached the specimen copy of the Reminder Call Notice being sent to the shareholders.

This is for your information and record. Please take the same into your records.

Thanking You,

For, Rushil Decor Limited



Hasmukh K. Modi
Company Secretary

Encl.: Draft Reminder Call Notice



RUSHIL DÉCOR LTD., RUSHIL HOUSE, NEAR NEELKANTH GREEN BUNGALOW,
OFF SINDHU BHAVAN ROAD, SHILAJ, AHMEDABAD-380058, GUJARAT, INDIA.

REGD. OFFICE: S. NO. 125, NEAR KALYANPURA PATIA, VILLAGE ITLA, GANDHINAGAR-MANSA ROAD,
TA. KALOL, DIST. GANDHINAGAR-382845, GUJARAT, INDIA. | CIN: L25209GJ1993PLC019532

PH: +91-79-61400400 | FAX: +91-79-61400401 | EMAIL: INFO@RUSHIL.COM | WWW.RUSHIL.COM



RUSHIL DECOR LIMITED

Registered Office: S. No. 125, Near Kalyanpura Patia, Gandhinagar Mansa Road, Kalol, Village Itla, Gandhinagar – 382 845, Gujarat, India.

Telephone: +91 98 2543 8039

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: Mr. Hasmukh Kanubhai Modi, Company Secretary and Compliance Officer,

E-mail: ipo@rushil.com; **Website:** www.rushil.com;

Corporate Identification Number: L25209GJ1993PLC019532

FINAL DEMAND OF FIRST CALL CUM FORFEITURE NOTICE TO THE HOLDERS OF PARTLY PAID-UP EQUITY SHARES OF RUSHIL DECOR LIMITED, WHO HAVE NOT PAID THE FIRST CALL MONEY PURSUANT TO THE NOTICE DATED NOVEMBER 12, 2020, TO MAKE THE PAYMENT OF FIRST CALL MONEY WITHIN THE PERIOD STATED HEREIN.

Date:

SEPARATE WINDOW OPEN DATE: December 31, 2020
SEPARATE WINDOW CLOSE DATE: January 15, 2021

Name:

CHEQUE/DEMAND DRAFT SHOULD BE MADE PAYABLE TO "RUSHIL DECOR LIMITED CALL MONEY COLLECTION A/C" IN CASE OF RESIDENT SHAREHOLDERS AND NON-RESIDENT SHAREHOLDERS. (PLEASE REFER TO GENERAL INSTRUCTIONS 1 & 2 of First Call Money Notice Dated November 12, 2020)

Address:

PAYMENT FOR CALL MONEY WILL BE ACCEPTED BY YES BANK LTD AT THEIR DESIGNATED BRANCHES (PLEASE REFER TO GENERAL INSTRUCTIONS 13 of First Call Money Notice Dated November 12, 2020)

Dear Sir/ Madam,

SUB.: FINAL DEMAND CUM FORFEITURE NOTICE TO THE HOLDERS OF PARTLY PAID-UP EQUITY SHARES OF THE COMPANY FOR MAKING PAYMENT OF FIRST CALL MONEY OF ₹ 12.5 (CONSISTING OF ₹ 2.5 TOWARDS FACE VALUE AND ₹ 10 TOWARDS SECURITIES PREMIUM) PER SHARE ON PARTLY PAID-UP EQUITY SHARES ALLOTTED PURSUANT TO THE RIGHTS ISSUE.

REF. 1: ISSUE OF 49,77,111 PARTLY PAID UP EQUITY SHARES OF FACE VALUE OF ₹10 EACH OF RUSHIL DÉCOR LIMITED (THE "COMPANY") FOR CASH AT A PRICE OF ₹50 (INCLUDING A PREMIUM OF ₹40) PER EQUITY SHARE ("RIGHTS EQUITY SHARES") FOR AN AMOUNT AGGREGATING UPTO ₹2,489 LAKHS ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY IN THE RATIO OF 1 RIGHT EQUITY SHARE FOR EVERY 3 FULLY PAID-UP EQUITY SHARES HELD BY SUCH ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON SEPTEMBER 11, 2020 (THE "RIGHTS ISSUE").

2: FIRST CALL MONEY NOTICE DATED NOVEMBER 12, 2020 ("FIRST CALL MONEY NOTICE").

First Call Notice Number	Folio Number/ DP ID & Client ID	No. of Rights Equity Shares held as on Record Date	Amount due and payable (₹) First Call @ ₹12.5 per Rights Equity Share



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Contact Person: Mr. Hasmukh Kanubhai Modi, Company Secretary and Compliance Officer,

E-mail: ipo@rushil.com; **Website:** www.rushil.com;

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The First Call Money Notice dated November 12, 2020 had been sent through E-mails on November 12, 2020 and by Courier on November 13, 2020, to all the persons holding Rights Equity Shares as on the record date i.e. November 11, 2020, including you.

In accordance with the First Call Money Notice, the last date for payment of First Call money was December 2, 2020. However, the Fund Raising Committee of the Board of Directors of the Company in their meeting held on Saturday, December 26, 2020 has decided to give another opportunity to the shareholders holding Rights Equity Shares, who have not paid the First Call money up to December 2, 2020, by providing a separate window of 16 days i.e. from Thursday, December 31, 2020 to Friday, January 15, 2021 for the payment of First Call money. Further, the Rights Equity Shares of such shareholders who shall pay the First Call money within the 16 day period from Thursday, December 31, 2020 to Friday, January 15, 2021 will be admitted for listing and trading under the new ISIN No. i.e. INE9573K01023, allotted for the Rights Equity Shares.

Accordingly, Notice is hereby sent to you intimating about the opportunity to make payment of the First Call money through a separate window from Thursday, December 31, 2020 to Friday, January 15, 2021.

You are requested to make payment of the First Call money on or before Friday, January 15, 2021 failing which the application money already paid in relation to the Rights Equity Shares in respect of which the First Call payable remains unpaid may be forfeited for non-payment of first call money, in accordance with the disclosure included in the Letter of Offer and in terms of the Articles of Association of the Company. Additionally, as per the provisions of the Articles of Association of the Company, you would also not be able to exercise voting rights in respect of the Partly Paid Equity Shares on which First Call money payable by you have not been paid latest by Final Due Date.

Please note that the payment for the First Call money will be accepted by YES Bank Limited at their designated branches provided in the general instructions of the First Call Money Notice, till Friday, January 15, 2021. The First Call money will not be accepted by YES Bank Limited after Friday, January 15, 2021. Failure to pay the first call money, as aforesaid shall render the Partly Paid Rights Equity Shares, including the amount already paid thereon, liable to be forfeited.

For making payment of the First Call money and for other related information, you are requested to refer and carefully read the general instructions of the First Call Money Notice dated November 12, 2020 sent to you earlier.

All capitalized terms not defined herein would have the same meaning as attributed to it in the Letter of Offer.

Please read carefully the instructions overleaf.

Yours Sincerely,

For RUSHIL DECOR LIMITED

Hasmukh K. Modi

Company Secretary and Compliance Officer

ACKNOWLEDGEMENT SLIP FIRST CALL MONEY

Received by Cheque/DD No. _____ dated _____ for ₹ _____ drawn on _____ (name of bank & branch) being the payment towards First Call money for the above Rights Equity Shares. (Details to be filled by the shareholder)

Name of the First/Sole Shareholder:

Folio No./ DP ID/Client ID:

No. of Rights Equity Shares:

First Call notice no.:

Date:

Collecting Bank's Signature and Stamp

Date: _____

Note: Cheque subject to realisation



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Contact Person: Mr. Hasmukh Kanubhai Modi, Company Secretary and Compliance Officer,

E-mail: ipo@rushil.com; **Website:** www.rushil.com;

Corporate Identification Number: L25209GJ1993PLC019532

Date: _____

Name of First/Sole Shareholder:

First Call Notice Number	Folio Number/DP ID & Client ID	No. of Rights Equity Shares held as on Record Date	PAN	Amount due and payable (₹) First Call @ ₹12.5 per Rights Equity Share

Payment details (to be filled in by the shareholder):

First Call Money Due (₹)	Cheque/Demand Draft Amount (₹)	Cheque/Demand Draft No.	Drawn on (Bank & Branch)	Date of Payment	Bank Serial No. (To be filled by the Bank)

GENERAL INSTRUCTIONS

- Shareholders are requested to send cheque/demand draft along with each First Call money notice. Cheque/demand draft should be made payable to "Rushil Décor Limited Call Money Collection A/c" in case of resident shareholders or non-resident shareholders applying on repatriable basis or non-repatriable basis payable at Ahmedabad, and crossed "Account Payee Only". Further please mention First Call notice no., folio no./ DP ID no./ client ID no./ no. of Rights Equity Shares at the back of the cheque/ demand draft. Cash payment shall not be accepted.
- Shareholders who are unable to deposit the First Call money to Yes Bank Ltd branches may send their money along with the duly completed acknowledgement slip by registered post/speed post to (1) Company's Registrar i.e. Bigshare Services Pvt. Ltd, 1st Floor, Bharat Tin Works Building, Opp. Vasant Oasis, Makwana Road, Marol, Andheri (East), Mumbai, Maharashtra, 400059, India; or (2) addressing to Company's Secretarial Department sitting at the Corporate Office of the Company at Rushil House, Near Neelkanth Green Bungalow, Off. Sindhu Bhavan Road, Shilaj, Ahmedabad-380 058, Gujarat, India, quoting full name of the sole/first joint applicant, First Call notice no., folio no./ DP ID no./ client ID no./ no. of Rights Equity Shares at the back of the cheque/ demand draft so that the same are received on or before last date of payment of First Call money i.e. Friday, January 15, 2021. The Company or its Registrar will not be liable for any delayed receipt, and reserves the right to reject such delayed receipts.
- Shareholders are requested to carefully read the other instructions which are mentioned in the First Call Money Notice dated November 12, 2020.
- Please ignore this notice if you have already sent the Cheque/Demand Draft at the office of the RTA or Corporate office of the Company at Ahmedabad.**
- Non-payment of the First Call money within the Final Due Date will make the Rights Equity Shares liable for forfeiture, including the amount paid thereon, in terms of the provisions of the Articles of Association of the Company and the Letter of Offer dated September 7, 2020.
- Cheque/ demand draft should be drawn on any bank branch specified in this First Call money notice. Outstation cheques/bank drafts, cash, money orders and postal orders will not be accepted. No post-dated cheque will be accepted and shall be liable to be rejected.
- First Call money notice accepted by the bank is not a final confirmation of the First Call money acceptance as the same will be subject to checking at the bank and Company.
- The First Call money due on the number of Rights Equity Shares held by the investors needs to be paid in full. Investors may please note that no part payment would be accepted and part payment would be treated as non-payment of First Call money which shall render the Partly paid Rights Equity shares, including the amount already paid thereon, liable to be forfeited.



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Contact Person: Mr. Hasmukh Kanubhai Modi, Company Secretary and Compliance Officer,

E-mail: ipo@rushil.com; **Website:** www.rushil.com;

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9. On payment of the First Call money in respect of the Rights Equity Shares, the partly paid up Equity Shares shall be converted into partly paid-up Equity Shares paid up to the extent of First Call and would be credited to a new ISIN No.
10. In case of non-receipt of the First Call notice, shareholders can request by email or letter, for the duplicate First Call money notice to the Registrars to the Rights Issue, Bigshare Services Pvt. Ltd, at 1st floor, Bharat Tin Works Building, Opp. Vasant Oasis, Makwana Road, Marol, Andheri (East), Mumbai- 400 059, Maharashtra, India. The shareholder can also request at the Company's corporate office address at Ahmedabad or can mail to cs2@rushil.com or costing@rushil.com with cc to ipo@rushil.com.
11. The shareholder must mention his/her permanent account number ("PAN") allotted under the Income Tax Act, 1961.
12. All correspondence in this regard may be addressed to Registrar to the Issue:
Bigshare Services Pvt. Ltd

1st Floor, Bharat Tin Works Building, Opp. Vasant Oasis, Makwana Road, Marol, Andheri (East), Mumbai, Maharashtra-400059, India; **Telephone:** +91 22 6263 8200; **Facsimile:** +91 22 6263 8299 **E-mail:** rightsissue@bigshareonline.com; Investor grievance email: investor@bigshareonline.com; **Contact Person:** Arvind Tandel; **Website:** www.bigshareonline.com; **SEBI Registration No.:** INR000001385

13. **COLLECTION BANK BRANCHES FOR RESIDENT AND NON-RESIDENT APPLICANTS :** YES BANK LTD : **AGRA:** GROUND AND FIRST FLOOR, 116/18, SANJAY PALACE, AGRA -282002, UTTAR PRADESH, Tel: 0562-4049008 : **AHMEDABAD:** 102/103, CG CENTRE, CG ROAD, AHMEDABAD-380009, GUJARAT, Tel: 079-6609922: **AMRITSAR:** 42,MALL ROAD, NEXT TO RITZ HOTEL, AMRITSAR-143001, PUNJAB, Tel: 0183 – 5031605: **AURANGABAD:** A7, GROUND FLOOR, AURANGABAD BUSINESS CENTRE, AURANGABAD-431001, MAHARASHTRA Tel: 0240 6619000: **BENGALURU:** GROUND FLOOR, PRESTIGE OBELISK, MUNICIPAL NO 3, KASTURBA ROAD, BANGALORE-560001, KARNATAKA Tel: 080-30429001: **VADODARA:** GROUND FLOOR, CORNER SQUARE, RACE COURSE CIRCLE, NEXT TO WEST SIDE/ INOX, BARODA- 390007, GUJARAT, Tel: 0265-6619328: **BHAVNAGAR:** UNIT NO.G-1, Part G-2 G-3 Of , THE BUILDING KNOWN AS "SILVER ARC", PLOT NO.9, WAGHAWADI ROAD, BHAVNAGAR-364001, GUJARAT, Tel: 0278-6631001: **CHANDIGARH:** SHOP CUM OFFICE (SCO) NO 151-152, SECTOR 9C, MADHYA MARG, CHANDIGARH-160017, CHANDIGARH, Tel: 0172-6659114: **CHENNAI:** UTHAMAR GANDHI SALAI, OPP PARK HOTEL, NUNGAMBAKKAM, CHENNAI- 600034, TAMIL NADU, Tel: 044-66765024: **COIMBATORE:** MANCHESTER KRISHNA LANDMARK, AVINASHI ROAD, COIMBATORE- 641018, TAMIL NADU, Tel: 0422-6649102: **NEW DELHI:** 11/48, NYAYA MARG, CHANAKYAPURI, NEW DELHI- 110021, DELHI, Tel: 011-30259035: **HYDERABAD:** MAYANK TOWERS, SURVEY NO.31 (OLD),31/2 (NEW), RAJ BHAVAN ROAD,SOMAJIGUDA, HYDERABAD- 500082, ANDHRA PRADESH, Tel: 9704018222: **INDORE:** YES BANK LTD,9/1/1 M.G ROAD,ADJOINING TREASURE ISLAND, INDORE-452001,MADHYA PRADESH, Tel: 0731-4275000, **JAIPUR:** G2, GROUND FLOOR, GREEN HOUSE, PLOT O-15, ASHOK MARG, JAIPUR- 302001, RAJASTHAN, Tel: 0141-3983820: **JALANDHAR:** YES BANK LTD, GROUND FLOOR, SATNAM COMPLEX, BMC CHOWK, JALANDHAR -144001, PUNJAB, Tel: 0181 5029064: **JODHPUR:** GROUND FLOOR,117/4, PWD COLONY, JODHPUR-342001, RAJASTHAN, Tel: 9829962324: **KANPUR:** GROUND FLOOR, PADAM TOWERS 14/113, CIVIL LINES, KANPUR- 208001, UTTAR PRADESH, Tel: 0512-6710140: **KOCHI:** YES BANK LTD, FIRST FLOOR, PUTHURAN PLAZA, KPCC JUNCTION, M G ROAD, KOCHI - 682011, KERALA, Tel: 0484-6641009: **KOLKATA:** RUSSEL STREET, KOLKATA-700017, WEST BENGAL, Tel: 033-39879165: **LUCKNOW:** TULSI COMPLEX, 12, RANI LAXMIBAI MARG, HAZRATGANJ, LUCKNOW-226001, UTTAR PRADESH, Tel: 0522-4099102: **LUDHIANA:** B-XX/2427/928, GF- FF, GOBIND NAGAR, FEROZEPUR ROAD, LUDHIANA-141001, PUNJAB, Tel: 0161-4689043: **MUMBAI:** 1 A MITTAL CHAMBERS, NARIMAN POINT OPP INOX THEATRE, MUMBAI- 400021, MAHARASHTRA, Tel: 022-66749000: **NAGPUR:** GR FLOOR SWAMI SADAN, PLOT NO 206/1 A GPO SQUARE, VIP ROAD CIVIL LINES, NAGPUR-440001, MAHARASHTRA, Tel: 0712-6628822: **NASHIK:** SHOP NO 9 TO 13, AGORA, CANADA, CORNER, JUNCTION OF SHARANPUR AND, COLLEGE ROAD, NASHIK-422002, MAHARASHTRA, Tel: 2536619000: **PANAJI:** GROUND AND FIRST FLOOR, PLOT-SANTO AGOSTINHO,18TH JUNE ROAD, OPP HDFC BANK, PANAJI- 403001, GOA, Tel: 0832-6659000-106: **PATNA:** GROUND FLOOR, RAJENDRA RAM PLAZA, EXHIBITION ROAD, PATNA-800001, BIHAR, Tel: 06123009016: **PUNE:** KARAN SELEN, BHANDARKAR ROAD, SHIVAJI NAGAR, PUNE-411004, MAHARASHTRA, Tel: 020-30149054: **RAJKOT:** FIRST FLOOR, NATH EDIFICE, PLOT NO 21/2S, NO.450/C, JCT DR YAGNIK RD AND RACE COURSE RD, RAJKOT-360001, GUJARAT, Tel: 0281 – 6691401: **SHIMLA:** GROUND LEVEL, TIMBER HOUSE, CART ROAD, SHIMLA-171001, HIMACHAL PRADESH, Tel: 0177 – 6629022: **SRINAGAR:** UNIT NO 1-6, 2ND FLOOR, M.S. MALL SITE, RESIDENCY ROAD ESTATE, SRINAGAR-190001, JAMMU AND KASHMIR, Tel: 0194-2483132: **SURAT:** GR FLOOR,MANGALDEEP, RING ROAD, NEAR MAHAVIR HOSPITAL, NEAR RTO, SURAT-395001, GUJARAT, Tel: 0261-6600126, **UDAIPUR:** YES BANK LTD, 29, GOVERDHAN PLAZA, OPP LOKKHAMANDAL, UDAIPUR - 313002, RAJASTHAN, Tel: 0294-5105731: **VISAKHAPATNAM:** YES BANK LTD, GROUND FLOOR, SUN TOWER TS NO 1187 OF BLOCK NO 53, WALT AIR MAIN ROAD, VISAKHAPATNAM -530007, ANDHRA PRADESH, Tel: 0891-6623000: **BHUBANESHWAR:** 31 BAPUJI NAGAR BHUBHANESHWAR-751009, ODISHA, Tel: 9937500891: **GUWAHATI:** GF AND FF BUILDING NO-115 GOYAL ENCLAVE G.S, GUWAHATI-781005, ASSAM, TEL: 9435031462.