



LUHARUKA MEDIA & INFRA LIMITED

A-301, Hetal Arch, Opp. Natraj Market, S.V. Road, Malad (West), Mumbai – 400064.

Tel No.: 022- 6894-8500/08/09 Fax: 022-2889 2527

E-mail : info@luharukamediainfra.com ; URL: www.luharukamediainfra.com

CIN: L65100MH1987PLC044094

Ref No: LMIL/SEC/2024-25/28

Date: July 29, 2024

To,
The Manager,
Department of Corporate Services,
BSE Limited,
Phirozee Jeejeeboy Towers,
Dalal Street, Fort,
Mumbai - 400 001.
Scrip Code: 512048

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”).

Pursuant to Regulation 30 of the SEBI Listing Regulations, we **Luharuka Media & Infra Limited** (“**LMIL/Company/we/us**”) hereby inform you that the Company is launching a new range of financial products under a new brand name "DhanSafal". This brand signifies our commitment to success and prosperity in financial endeavours.

As we introduce "DhanSafal", our goal is to strengthen our connection with customers and solidify our market presence by providing transparent and reliable financial services. This initiative aims to empower investors and partners by equipping them with the necessary tools and support to navigate and succeed in the ever-evolving financial markets.

Further, the disclosure as required under Regulation 30 of the SEBI Listing Regulations is as under:

Sr. No	Particulars	Description
1.	Name of the Brand	DhanSafal
2.	Name of the Products	1.Safal Udyog Loans 2.Safal MSME Loans 3.Safal Sampati Loans (LAP)
3.	Date of Launch	July 29, 2024
4.	Category of the Product	Financial Services
5.	Whether caters to domestic/international market	Domestic Market
6.	Name of the countries in which product is launched	India

In conjunction with this launch, we are pleased to introduce our New Logo for identity of our New Brand Name, i.e., “DhanSafal”, symbolizing dedication to excellence which is as follows:





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Further, the digital platform for “DhanSafal” will be live for our stakeholders at www.Dhansafal.com and for any queries, the stakeholders may contact at:

Phone No.: 022-6894-8500

Email ID.: care@dhansafal.com

For more information, attaching herewith a brief information about the New Brand and same is also made available on the website of the Company at www.luharukamediainfra.com.

You are requested to take the above information on your record.

Thanking you,

Yours faithfully,

For Luharuka Media & Infra Limited

Ankur Agrawal
Managing Director
DIN: 06408167

DhanSafal

By Luharuka Media & Infra Ltd.



ABOUT US

DhanSafal is a comprehensive financial services brand dedicated to bridging the gap between the structured banking sector and local money lenders. Our Mission is to deliver a wide range of cost-effective financial solutions with a focus on ethical practices and a customer-centric approach.

Our goal is to offer a broad spectrum of financial solutions that are not only cost-effective but also tailored to meet the unique needs of each customer. The aim is to set a new standard in financial accessibility and inclusivity, making a positive impact on the lives of our clients and the communities we serve.

DhanSafal shall manage the finances and provide loans. DhanSafal is here to support your ambitions with professionalism and care. Experience a new standard of financial services with us-where your goals drive our innovations.



Our Mission

At DhanSafal, our mission is to empower dreams through accessible financial services, supporting both entrepreneurs and individuals in achieving their goals.

Our vision

Our vision is to become the foremost, esteemed, and relied-upon financial institution, distinguished by unparalleled customer service delivered by dedicated, compassionate, and empowered employees.

INTRODUCING THREE LOAN PRODUCTS



**Safal Udyog
Loans**



**Safal MSME
Loans**



**Safal
Sampati
Loans (LAP)**



SAFAL UDYOG LOANS



01

Our Safal Working Capital Loans offer flexible and hassle-free financing against residential or commercial properties of to meet customer's short-term capital requirements. Whether it's managing inventory, handling overhead costs, or seizing growth opportunities, we've got you covered.



SAFAL MSME LOANS



02

Small and Medium Enterprises (MSMEs) are the backbone of our economy. At DhanSafal, we understand the unique challenges faced by MSMEs and offer customized secured loan products to support their growth aspirations.

Our Safal MSME Loans provide quick access to funds for expanding operations, upgrading technology, or fulfilling working capital needs.



SAFAL SAMPATI LOANS (LAP)



03

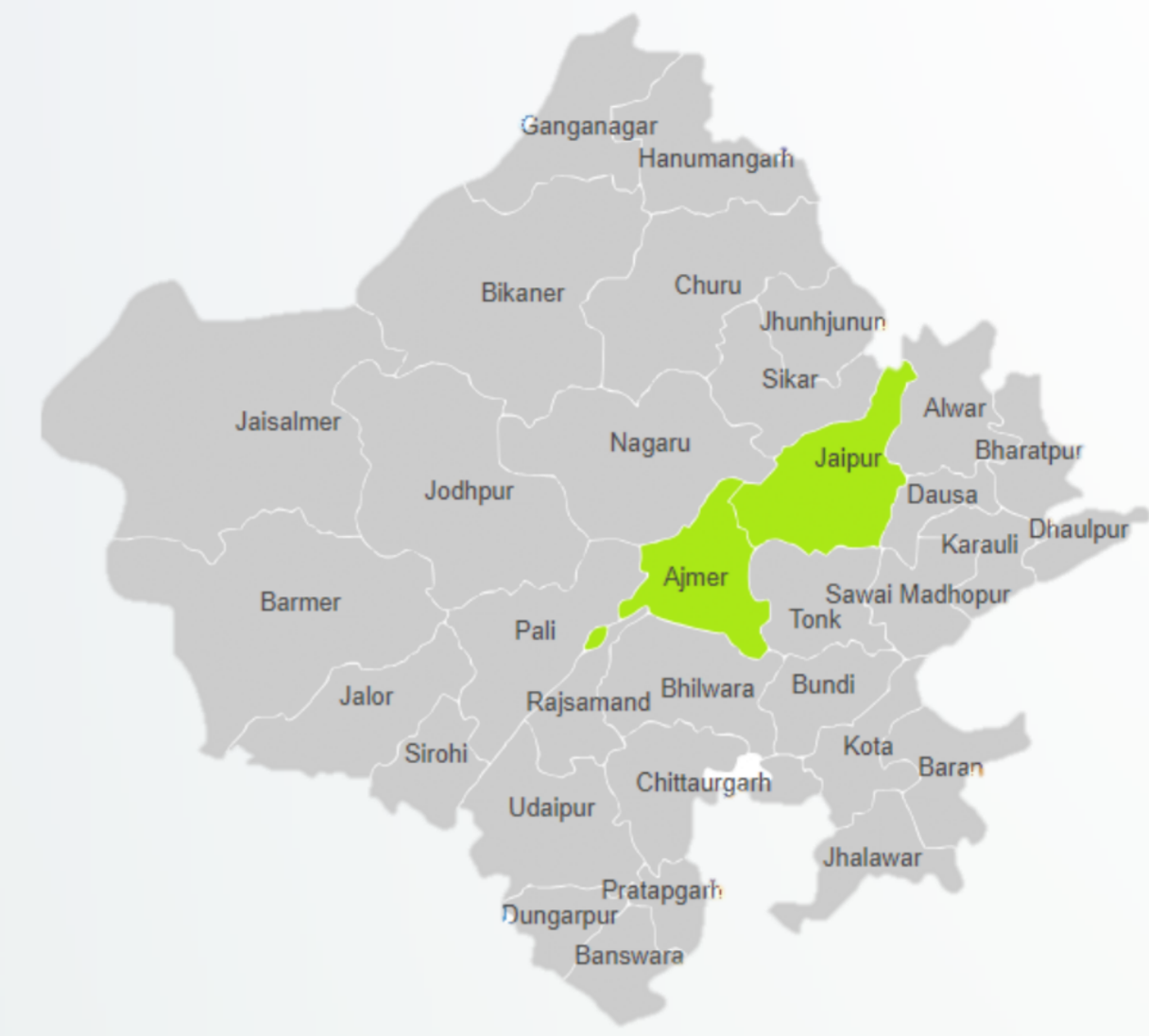
Unlock the potential of your property assets with Safal Sampati Loans. Whether you're looking to expand your business, invest in a new venture, or consolidate high-interest debt, our Loan Against Property (LAP) solutions offer competitive interest rates and flexible repayment options tailored to your needs.



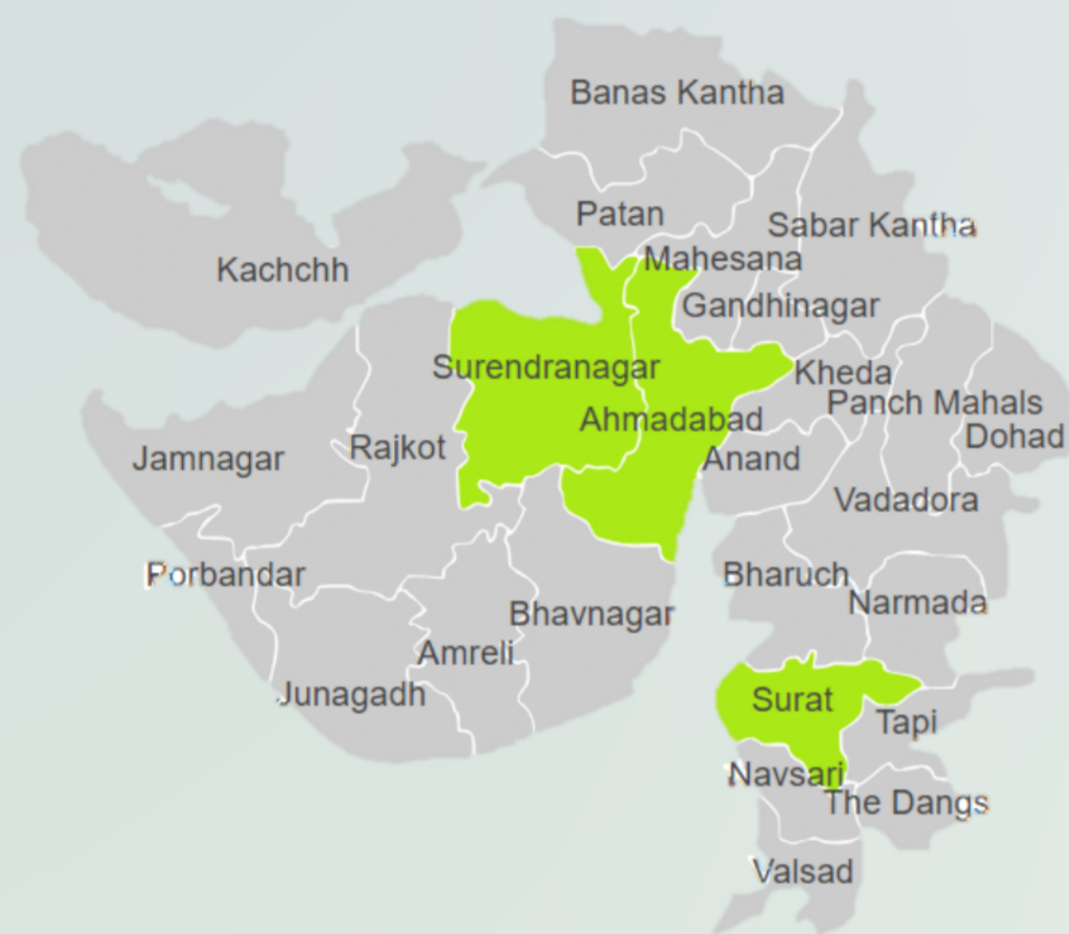
TARGET MARKET

RAJASTHAN

- ▶ Emerging Market Potential
- ▶ Strong Agricultural Base
- ▶ Tourism and Hospitality Industry Strategic Geographic Location
- ▶ Growing SME Sector – Handicrafts, Textile and Tourism



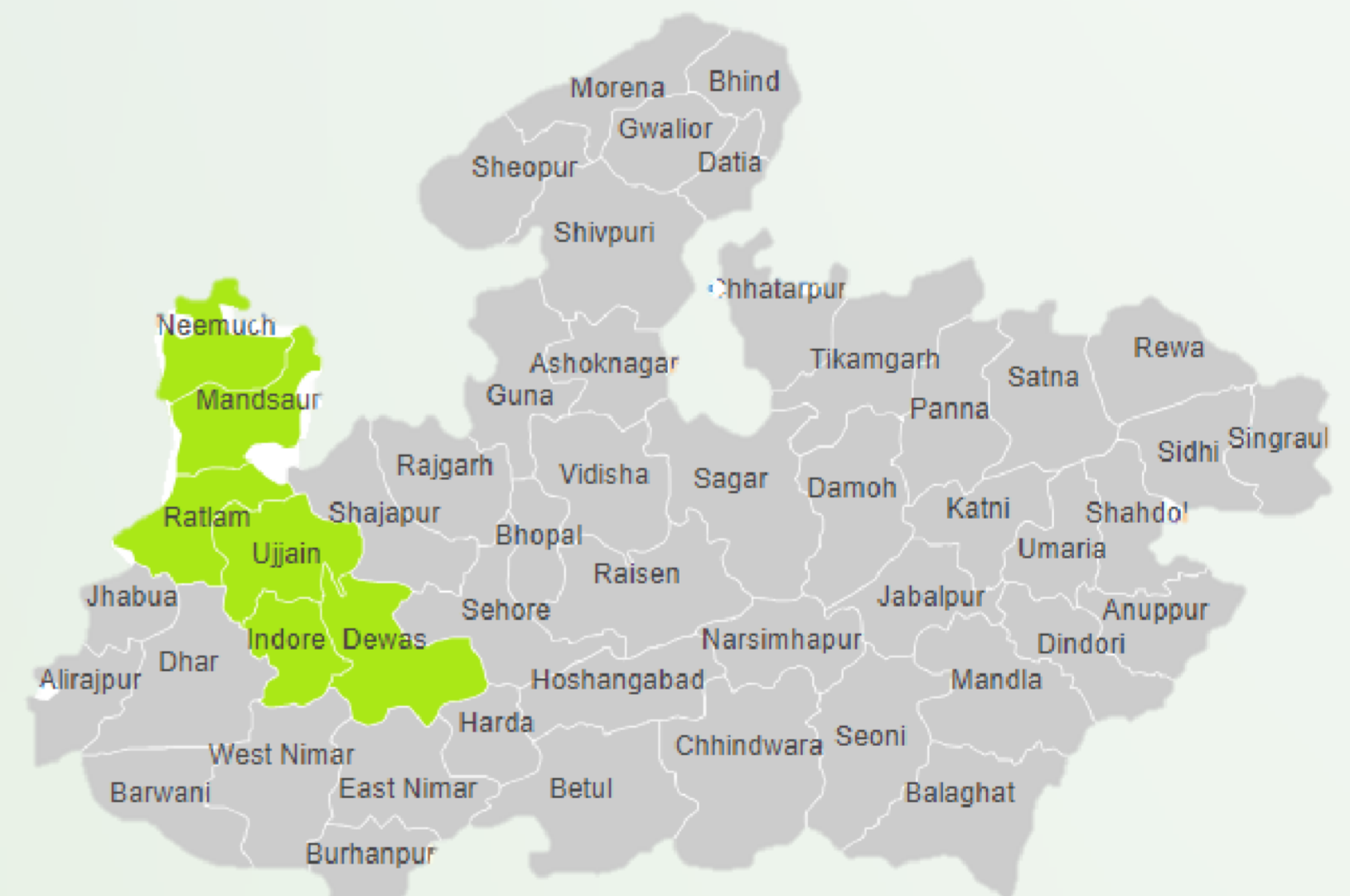
GUJARAT



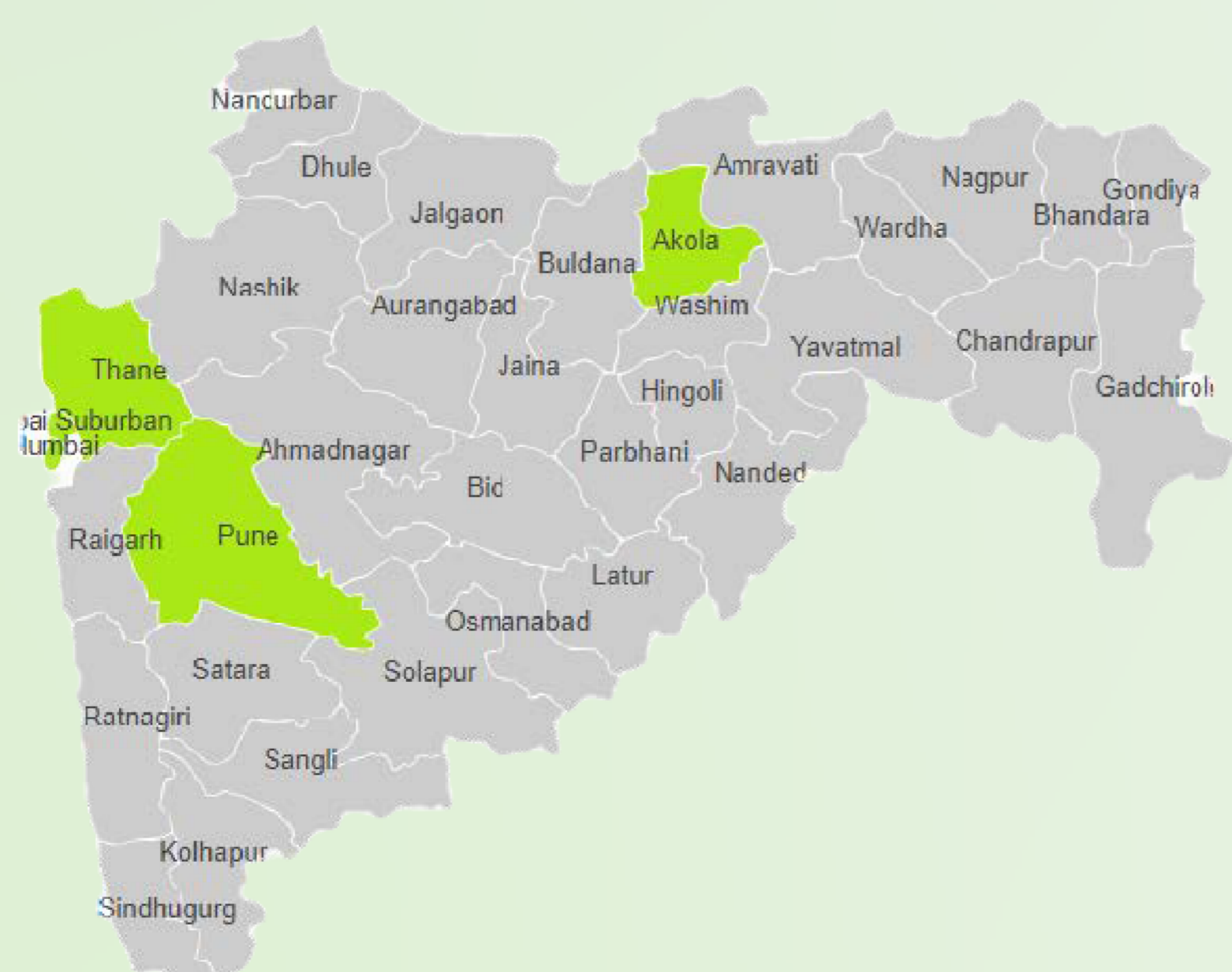
- ▶ Economic Growth and Industrialization
- ▶ Pro Business Environment
- ▶ Strong SME Sector
- ▶ Higher Per Capita Income
- ▶ Thriving Trade and Commerce
- ▶ Entrepreneurial Culture
- ▶ Agricultural and Rural Finance Opportunities
- ▶ Supportive Government

- ▶ Centrally Located
- ▶ Easy Access
- ▶ Emerging Urban Centers
- ▶ SME Belt Near Indore
- ▶ Lower Operational cost
- ▶ Skilled Workforce
- ▶ Affordable Real Estate
- ▶ Consumer Market
- ▶ Untapped Market

MADHYA PRADESH



MAHARASHTRA




- ▶ Economic Powerhouse
- ▶ Financial Capital
- ▶ High Urbanisation
- ▶ Business and Industrial Hub
- ▶ Robust Infrastructure
- ▶ High Per Capita Income
- ▶ SME Concentration
- ▶ High Financial Literacy
- ▶ Access of Talent



Thank You!


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