

This is an abridged prospectus containing salient features of the Red Herring Prospectus dated September 20, 2023 (the “RHP”). You are encouraged to read greater details available in the RHP (Download link:- <https://efactor4u.com/investors>). Unless otherwise specified all capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the RHP.

THIS ABRIDGED PROSPECTUS CONSISTS OF EIGHT PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.



Registered Office	Corporate Office	Contact Person	Email and Telephone	Website
101-A, Kundan Kutir Hari Nagar Ashram, New Delhi-110014, India	Plot No. A-49, Sec 67, Gautam Budh Nagar, Noida - 201301, Uttar Pradesh, India.	Anushka Chauhan Company Secretary & Compliance Officer	E-mail: cs@efactorex.com Tel No: +91-120-3100184	www.efactor4u.com

Promoters of the Company	Jai Thakore, Samit Garg, Aruna Garg And Manika Garg
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Details of Offer to Public

Type of Issue (Fresh/OFS/ Fresh & OFS)	Fresh Issue Size (by no. of shares or by amount in ₹)	OFS Size (by no. of shares or by amount in ₹)	Total Issue Size (by no. of shares or by amount in ₹)	Issue Under 6(1)/ 6(2)	Share Reservation			
					QIB	NII	RII	Market Maker
Fresh Issue	Upto 34,56,000 Equity Shares	Nil	Upto 34,56,000 Equity Shares	This Issue is being made in terms of regulation 229(2) and 253(1) of chapter IX of the SEBI (ICDR) Regulations, 2018 as amended.	Not more than 50% of the net issue of equity shares	Not less than 15% of the net issue of equity shares	Not less than 35% of the net issue of equity shares	Upto 5.05% of the issue size of equity shares

These equity shares are proposed to be listed on NSE Emerge (i.e. SME platform of National Stock Exchange of India Limited).

OFS: Offer for Sale

Details of OFS by Promoter(s)/ Promoter Group/ Other Selling Shareholders

Name	Type	No of Shares offered/ Amount in Rs	WACA inRs per Equity	Name	Type	No of Shares offered/ Amount in Rs	WACA inRs per Equity
NOT APPLICABLE AS THE ENTIRE ISSUE CONSTITUTES FRESH ISSUE OF EQUITY SHARES							

PRICE BAND, MINIMUM BID LOT & INDICATIVE TIMELINES

Price Band*	₹ [●] To ₹ [●] per Equity Share of Face Value of ₹ 10 Each.
Minimum Bid Lot Size	For details of minimum bid lot size, please refer to price band advertisement to be published in all editions of English National Newspaper “Business Standard”, all editions of Hindi National Newspaper “Business Standard” and Delhi edition of regional newspaper “Pratah Kiran”.
Bid/Offer Open On**	Wednesday, September 27, 2023
Bid/Closes Open On	Tuesday, October 03, 2023
Finalisation of Basis of Allotment	On or about Friday, October 06, 2023
Initiation of Refunds	On or about Monday, October 09, 2023
Credit of Equity Shares to Demat accounts of Allottees	On or about Tuesday, October 10, 2023
Commencement of trading of Equity Shares	On or about Wednesday, October 11, 2023

*For details of *price band* and *basis of issue price*, please refer to price band advertisement and page 71 of RHP.

**Our Company may, in consultation with the BRLMs, consider participation by Anchor Investors in accordance with the SEBI ICDR Regulations. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid/Issue Opening Date i.e. Tuesday, September 26, 2023.

The Weighted average cost of acquisition of all Equity Shares transacted in the last one year, last eighteen months and three years from the date of RHP is as given below:

Period	Weighted Average Cost of Acquisition (in Rs.)	Upper end of the Price Band (Rs. 75) is ‘X’ times the weighted Average cost of Acquisition*	Range of acquisition price: Lowest Price – Highest Price (in Rs.)
Last 1 year/ Last 18 months	Nil	NA	Nil
Last 3 years	10	7.5	10-10

*Information of Cap Price will be included after finalization of the Price Band

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933 (the “U.S. Securities Act”) or any state securities laws in the United States, and unless so registered, and may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold outside the United States in ‘offshore transactions’ in reliance on Regulation S and the applicable laws of each jurisdictions where such offers and sales are made. There will be no public offering of the Equity Shares in the United States.

RISKS IN RELATION TO THE FIRST ISSUE

The face value of the Equity Shares is ₹ 10/- per equity share. The Floor Price, Cap Price and Offer Price determined by our Company, in consultation with the BRLM, on the basis of the assessment of market demand for the Equity Shares by way of the Book Building Process, as stated under “*Basis for Issue Price*” beginning on page 71 of the RHP should not be considered to be indicative of the market price of the Equity Shares after listing. No assurance can be given regarding frequency of trading in the Equity Shares nor regarding the price at which the Equity Shares will be traded after listing.

GENERAL RISKS

Investment in equity & equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India (“SEBI”), nor does, SEBI guarantee the accuracy or adequacy of the contents of the RHP. Specified attention of the investors is invited to the section titled “Risk Factors” beginning on page 23 of the Red Herring Prospectus and on page 08 of this Abridged Prospectus.

PROCEDURE

You may obtain a physical copy of the Bid-cum-Application Form and the RHP from the stock exchange, syndicate members, registrar to the issue, share transfer agents, depository participants, stock brokers, underwriters, bankers to the issue, investors’ associations or Self Certified Syndicate Banks.

If you wish to know about processes and procedures applicable to this issue, you may request for a copy of the RHP and/or the General Information Document (GID) from the BRLM’s or download it from the website of the Stock Exchange i.e. www.nseindia.com and the BRLM at www.hemsecurities.com

PRICE INFORMATION OF BRLM's*					
Sr. No.	Issue name	Name of Merchant Banker	+/- % change in closing price, [+/- % change in closing benchmark]- 30 th calendar days from listing	+/- % change in closing price, [+/- % change in closing benchmark]- 90 th calendar days from listing	+/- % change in closing price, [+/- % change in closing benchmark]- 180 th calendar days from listing
1.	Labelkraft Technologies Limited	Hem securities Limited	0.27% [3.68%]	24.55% [9.66%]	58.18% [15.32%]
2.	Vasa Denticity Limited		156.13% [3.53%]	295.12% [3.88%]	N.A.
3.	Hemant Surgical Industries Limited		34.30% [4.23%]	40.41% [4.52]	N.A.
4.	Greenchef Appliances Limited		28.91% [0.51%]	N.A.	N.A.
5.	Kaka Industries Limited		170.78% [-3.20%]	N.A.	N.A.
6.	Asarfi Hospital Limited		154.04% [-2.73%]	N.A.	N.A.
7.	Kahan Packaging Limited		N.A.	N.A.	N.A.

Source: Price Information www.bseindia.com & www.nseindia.com, Issue Information from respective Prospectus.

For further details, please refer to price information of past issues handled by BRLM starting on page 190 of the RHP

Name of BRLM and contact details (telephone and email id) of each BRLM	Hem Securities Limited Address: 904, A Wing, Naman Midtown, Senapati Bapat Marg, Elphinstone Road, Lower Parel, Mumbai-400013, Maharashtra, India Tel No.: +91-22-4906 0000 Email: ib@hemsecurities.com Contact Person: Sourabh Garg
Name of Syndicate Members	Hem Finlease Private Limited
Name of Market Maker	Hem Finlease Private Limited
Name of Registrar to the Issue and contact details (telephone and email id)	MAASHITLA SECURITIES PRIVATE LIMITED Address: 451, Krishna Apra Business Square, Netaji Subhash Place, Pitampura, Delhi, 110034 Tel No: +91-11-45121795-96 Email: ipo@maashitla.com Contact Person: Mukul Agrawal
Name of Statutory Auditor	M/s. Ellahi Goel & Co., Chartered Accountants
Name of Credit Rating Agency and the rating or grading obtained, if any	Not Applicable
Name of Debenture trustee, if any.	Not Applicable
Self-Certified Syndicate Banks	The list of banks is available on https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes
Non-Syndicate Registered Brokers	You can submit Bid cum Application Forms in the Issue to Non Syndicate Registered Brokers at the Non-Syndicate Broker Centres. For further details, see section titled "Issue Procedure" beginning at page 207 of the RHP
Details regarding website address(es)/ link(s) from which the investor can obtain list of registrar to issue and share transfer agents, depository participants and stock brokers who can accept application from investor (as applicable)	https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes

PROMOTERS OF THE ISSUER COMPANY

Sr. No.	Name	Individual/ Corporate	Experience & Educational Qualification
1	Jai Thakore	Individual	He is the Promoter and Chairman and Whole-time Director of our Company. He has been on the Board of Directors of our Company since incorporation i.e., 2003. He has completed his Bachelors in Commerce from Devi Ahilya Vishwavidyalaya, Madhya Pradesh in 1989. He is having an overall experience of around 22 years in the event & wedding management and political activation industry. He looks after the overall business affairs of our company including designing, creation & programming of contents. Under his guidance our Company has witnessed continuous growth and has been instrumental in the growth of our business.
2	Samit Garg	Individual	He is the Promoter, Managing Director of our Company. He has been on the Board of Directors of our Company since incorporation i.e. 2003. He possesses more than 20 years of experience in the field of event & wedding management and political activation industry. He has completed Bachelors in Commerce from Lucknow Christian College, in year 1992. He has played a pivotal role in setting up business of our Company. He primarily looks after the overall business operations of the Company including Business Development, Marketing, and execution of various events of the company. He is also involved in charting new growth opportunities for the Company.
3	Aruna Garg	Individual	She is Promoter and Whole-time Director of our Company. She possesses of around 15 years of experience in the finance field. She has been on the Board of Directors of our Company since 2022. She has completed her M.A. (Part II) from University of Lucknow in year 1968. She is responsible for the managing financial and related activities of our Company.
4	Manika Garg	Individual	She is Promoter of our Company. She has completed her Master's in Business Administration from Jaipuria Institute of Management Studies, Lucknow in year 2000. She has an overall work experience of around 23 years in industry in which our companies operate. Currently she is a Creative Head of the company and is looking towards curating and managing F&B aspect in social events.

BUSINESS OVERVIEW AND STRATEGY

Company Overview: we are an award-winning Indian event management company engaged in providing the consumers and community with event experiences, event services, technology based permanent & semi-permanent multimedia light & sound installations and specialized turnkey event assignments, wedding management, private and social event solutions. Our portfolio of services includes turnkey assignments in the form of Government commissioned Tourism Events and Festivals, techno-cultural light & sound shows, Sporting Events & Contests, Conferences, Mega Ground Concerts, Televised Events, private and social events like wedding and anniversary celebrations etc. We believe that our strength lies in the quality of the events and the experience of the events felt by the audience during our events which includes institutional turnkey assignments, private & social events including wedding, anniversary celebrations and other sort of celebratory functions for undertaken by us across the globe.

The share of revenue through different category of events are as under:

Service Offering:

Event Wise Revenue Bifurcation:

(₹ in lakhs)

Category	Fiscal 2023	Fiscal 2022	Fiscal 2021
Social Events	1,018.65	265.12	103.49
Tourism/ Sports/ Government Events	9,188.27	4,630.34	408.28
Multimedia Show	1,019.26	438.00	0.00
Corporate Events	172.92	101.18	3.55
Total	11,399.10	5,434.64	515.32

Geographies Served: Our operations are based out of limited region like Odisha, Delhi, Madhya Pradesh, Uttar Pradesh etc. Recently in Fiscal 2023, our company has diversified its services of social events in countries such as Barcelona, Spain and has earned ₹ 945.20 lakhs which contributed to 8.29% of our revenue from operations. Our journey started from our office in New Delhi and presently we have expanded our network to different parts of the country including our offices at Delhi, Noida, Jaipur and Odisha.

Key Performance Indicators:

(₹ In Lakhs except percentages and ratios)

Key Financial Performance	FY 2022-23	FY 2021-22	FY 2020-21
Revenue from operations (1)	11,926.16	5,661.55	621.62
EBITDA (2)	1,198.57	420.87	(114.98)
EBITDA Margin (3)	10.05%	7.43%	(18.50%)
PAT	761.35	253.25	123.39
PAT Margin (4)	6.38%	4.47%	19.85%

Notes:

(1) Revenue from operation means revenue from sales, service and other operating revenues

(2) EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses

(3) EBITDA Margin is calculated as EBITDA divided by Revenue from Operations

(4) PAT Margin is calculated as PAT for the period/year divided by revenue from operations.

Industries Served: Majority of our revenue is derived from events which are Government commissioned Tourism events and festivals, Techno cultural light and sound shows, Sporting events and contests, mega ground concerts and television events. These projects are majorly secured from government bodies, tourism department and similar organizations. Apart from this we also manage events for our clients for their personal & business celebrations.

Revenue segmentation in terms of top 10 clients – Out of our total revenue from operation 89.55%, 93.26% and 79.23% for the Fiscal 2023, 2022 and 2021 was generated from the government authorities.

Intellectual Property, if any: As on the date of the RHP, we have 8 trademarks registrations in our name, 5 trademarks registered in the name of our Subsidiary Company for the names and logos of our brand “E Factor” and our projects, including, amongst others, “Hotair Ballooning”, “Bar Wizards” and “Pushkar Fair”, which have been registered under various classes with the registrar of trademarks.

Market Share: Not ascertainable

Manufacturing plant, if any: Nil

Employee Strength: Our Company has employed approximately 32 permanent employees at various levels of the Organization.

BOARD OF DIRECTORS

Sr. No.	Name	Designation (Independent / Whole time / Executive / Nominee)	Experience & Educational Qualification	Other Directorships
1	Jai Thakore	Chairman & Whole-time Director	Experience: 22 Years Qualification: Bachelor of Commerce	Indian Companies: 1. Untamed Leisure And Hospitality Private Limited (formerly known as E Factor Leisure And Hospitality Private Limited) 2. E Factor Adventure Tourism Private Limited 3. SMEF Event Destinations Private Limited* Foreign Companies: Nil
2	Samit Garg	Managing Director	Experience: 20 Years Qualification: B.com	Indian Companies: 1. Pentagon Estates Private Limited 2. Untamed Leisure And Hospitality Private Limited (formerly known as E Factor Leisure And Hospitality Private Limited) 3. E Factor Adventure Tourism Private Limited Foreign Companies: Nil

Sr. No.	Name	Designation (Independent / Whole time / Executive / Nominee)	Experience & Educational Qualification	Other Directorships
3	Aruna Garg	Non-Executive Director	Experience: 15 years Qualification: M.A. (Part II)	Indian Companies: 1. Pentagon Estates Private Limited Foreign Companies: Nil
4	Omung Vipin Bhandula	Non- Executive Director	Experience: 35 years Qualification: Government Diploma in Applied Arts	Indian Companies: 1. Blue Lotus Creatives Private Limited Foreign Companies: Nil
5	Roshan Abbas	Independent Director	Experience: 32 years Qualification: Master of Arts	Indian Companies 1. Kommune Arts Private Limited 2. Roshan Abbas Production Pvt. Ltd. Foreign Companies: Nil
6	Akhilesh Gupta	Independent Director	Experience: 18 years Qualification: Master of Business Administration	Indian Companies: Nil Foreign Companies: Nil

For further details in relation to our Board of Directors, see “Our Management” beginning on page 119 of this Red Herring Prospectus.

Details of means of finance – The fund requirements for each of the objects of the Issue are stated as follows:

OBJECTS OF THE ISSUE

(₹ In lakhs)

Sr. No.	Objects of the Issue	Total estimate cost	Amount deployed till date	Amount to be financed from Net Proceeds	Estimated Net Proceeds Utilization
					Fiscal 2023-24
1.	Investment in Subsidiary	200.00	-	200.00	200.00
2.	To meet Working Capital requirements	1,300.00	-	1,300.00	1,300.00
3.	Repayment and/or pre-payment, in full or part, of certain borrowings availed by our Company	350.00	-	350.00	350.00
4.	General Corporate Purpose (1)	[●]	-	[●]	[●]
	Total Net Proceeds	[●]	[●]	[●]	[●]

⁽¹⁾ To be finalised upon determination of the Issue Price and updated in the Prospectus prior to filing with the RoC. The amount utilised for general corporate purposes shall not exceed 25% of the Gross Proceeds.

Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues / rights issue, if any, of the Company in the preceding 10 years: Nil

Name of monitoring agency, if any – Not Applicable

Terms of Issuance of Convertible Security, if any - Not Applicable

Shareholding Pattern:

Sr. No.	Particulars	Pre Issue number of shares	% Holding of Pre issue
1.	Promoter and Promoter Group	96,32,056	100.00%
2.	Public	42	Negligible
	Total	96,32,098	100.00%

Number/amount of equity shares proposed to be sold by selling shareholders, if any. – Not Applicable

RESTATED FINANCIALS STATEMENT

(Amt.in ₹ Lakhs)

Particulars	As at the Year ended		
	31/03/2023	31/03/2022	31/03/2021
Total income from operations (Net)	11926.16	5661.55	621.62
Net Profit/(Loss) before tax and extra ordinary items	1,037.11	347.33	126.57
Net Profit / (Loss) after tax and extraordinary items	761.35	253.25	123.39
Equity Share Capital	963.21	344.00	344.00
Reserves and Surplus	138.46	5.36	(247.04)
Net worth	1,101.67	349.37	96.96
Basic earnings per share (₹)	7.82	2.63	1.28
Diluted earnings per share (₹)	7.82	2.63	1.28
Return on net worth (%)	68.35%	72.49%	127.26%
NAV per Equity Shares (Based on Actual Number of Shares) (₹)	11.44	10.16	2.82
NAV per Equity Shares (Based on Weighted Average Number of Shares - With Bonus Effect) (₹)	11.44	3.63	1.01

INTERNAL RISK FACTORS

The below mentioned risks are top 10 risk factors as per the RHP.

1. We are exposed to claims from inadequate performance and defects that may affect the events managed by us and which may have an adverse effect on our business, financial conditions and results of operations.
2. The outbreak of pandemic or any other disease, causing imposition of restrictions, like lock-downs, quarantines or travel restrictions which is highly uncertain and cannot be predicted may have an adverse effect on our business and operations.
3. Our business is subject to occasional/ seasonal fluctuations that may affect our cash flows and business operations.
4. Tender processes and qualification criteria through which new work orders are awarded may be delayed or cancelled, thereby reducing or eliminating our ability to undertake new project.
5. We are dependent on government authorities for a significant portion of our business and revenue from operation. The loss of any of our key work order or projects could have a material adverse effect on our business, results of operations, financial condition and cash flows.

For further details on 'Risk Factors' please refer page no. 23 of the Red Herring Prospectus.

SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

A. Total number of outstanding litigations against the company and amount involved:

Name of Entity	Criminal Proceedings	Tax Proceedings	Statutory or Regulatory Proceedings	Disciplinary actions by the SEBI or Stock Exchanges against our Promoters	Material Civil Litigation	Aggregate amount involved (in ₹ Lakhs)**
Company						
By Company	-	-	-	-	1	1134.41
Against Company	-	2	-	-	1	186.54
Directors*						
By Director	-	-	-	-	-	-
Against Director	-	2	-	-	-	15.99
Promoters						
By Promoter	-	-	-	-	-	-
Against Promoter	-	2	-	-	-	15.53
Subsidiaries						
By Subsidiary	-	-	-	-	-	-
Against Subsidiary	-	10	-	-	-	0.10

*includes directors other than promoters

**Amount mentioned to the extent quantifiable.

For further details, see "Outstanding Litigation and Material Developments" on page 177 of the RHP.

B. Brief details of top 5 material outstanding litigations against the Company and amount involved:

Sr. No.	Particulars	Litigation filed by	Current status	Amount involved
1.	A show cause notice was served by the Joint Commissioner of the Central Goods & Services Tax Audit Commissionerate, Noida dated May 7, 2021, wherein it was stated that the Issuer has a tax liability amounting to ₹ 1,76,94,045 [₹ 24,41,819/- (Integrated Tax) and ₹ 1,52,52,226/- (Integrated Tax)] under Section 74 of the Central Goods and Services Tax Act 2017 read with section 20 of IGST Act 2017 along with Interest and Penalty liable on the amount mentioned above under section 50 of the CGST Act 2017 read with section 20 of the IGST Act 2017. The Issuer was asked to show cause why these amounts, as well as appropriate interest, should not be charged and recovered, and why a hefty penalty should not be imposed.	Joint Commissioner of the Central Goods & Services Tax Audit Commissionerate, Noida	Pending	179.66 lakhs
2.	A writ petition was filed against State of Odisha and our Company under Article 226 and 227 of the Constitution of India before the Hon'ble High Court of Orissa, Cuttack, seeking invocation of the extraordinary jurisdiction of the Hon'ble Court, to call into question the legality and propriety of the decision of the State of Odisha in declaring the bids submitted by the M/s. Lallooji & Sons ("Petitioners") as against RFP No.7703 dated September 21, 2021, for selection of Agency(s) for set up, operation and management of Eco Retreats at multiple locations in Odisha for a period of 5 years (2021-2026), as non-responsive at technical evaluation and ineligible for further stages of the RFP, vide Letter No.8435/TSM dated October 29, 2021, as the same is arbitrary, unilateral, unreasonable and in sheer contravention to the principles enshrined under Article 19(1)(g) read with Article 14 of the Constitution.	M/s. Lallooji & Sons	Pending	unascertainable
3.	Assessment Proceeding under section 143(3) of Income Tax Act, 1961	Income Tax department	Pending	unascertainable

C. Regulatory Action, if any - disciplinary action taken by SEBI or stock exchanges against the Promoters in last 5 financial years including outstanding action, if any - Nil

D. Brief details of outstanding criminal proceedings against Promoters – Nil

ANY OTHER IMPORTANT INFORMATION AS PER BRLM / ISSUER COMPANY - NIL

DECLARATION BY THE COMPANY

We hereby declare that all relevant provisions of the Companies Act, 1956, the Companies Act, 2013 and the guidelines/regulations issued by the Government of India or the guidelines/regulations issued by the Securities and Exchange Board of India, established under Section 3 of the Securities and Exchange Board of India Act, 1992, as the case may be have been complied with and no statement made in the Red Herring Prospectus is contrary to the provisions of the Companies Act, 1956, the Companies Act, 2013, the Securities and Exchange Board of India Act, 1992 or rules made or guidelines or regulation issued there under, as the case may be. We further certify that all statements in the Red Herring Prospectus are true and correct.