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E FACTOR EXPERIENCES LIMITED

(formerly known as E Factor Entertainment Private Limited)

Our Company was originally incorporated as a Private Limited Company under the name of "E Factor Entertainment Private Limited" on January 02, 2003 under the provisions of the Companies Act, 1956 with the Registrar of Companies, NCT of Delhi & Haryana. Subsequently, pursuant to Special Resolution passed by the Shareholders at the Extraordinary General Meeting, held on July 30, 2021, the name of our company was changed from "E Factor Entertainment Private Limited" to "E Factor Experiences Private Limited" and a fresh Certificate of Incorporation pursuant to change of name dated August 04, 2021 issued by the Registrar of Companies, Delhi. Further, pursuant to Special Resolution passed by the Shareholders at the Extraordinary General Meeting, held on August 16, 2021, our Company was converted into a Public Limited Company and consequently the name of our Company was changed from "E Factor Experiences Private Limited" to "E Factor Experiences Limited" vide a fresh certificate of incorporation dated September 30, 2021, issued by the Registrar of Companies, Delhi and bearing CIN U92199DL2003PLC118285. For further details please refer to chapter titled "History and Corporate Structure" beginning on page 112 of the this Red Herring Prospectus.

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

OUR PROMOTERS: JAI THAKORE, SAMIT GARG, ARUNA GARG AND MANIKA GARG

"THE ISSUE IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF NSE (NSE EMERGE)."

THE ISSUE

INITIAL PUBLIC OFFER OF UPTO 34,56,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF E FACTOR EXPERIENCES LIMITED ("OUR COMPANY" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ [-] PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ [-] LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,74,400 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ [-] PER EQUITY SHARE FOR CASH, AGGREGATING ₹ [-] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 32,81,600 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ [-] PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ [-] LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.41% AND 25.07% RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

- QIB PORTION: NOT MORE THAN 50.00% OF THE NET ISSUE
- NON-INSTITUTIONAL PORTION: NOT LESS THAN 15.00% OF THE NET ISSUE
- RETAIL PORTION: NOT LESS THAN 35.00% OF THE NET ISSUE
- MARKET MAKER PORTION: UPTO 1,74,400 EQUITY SHARES OR 5.05% OF THE ISSUE

PRICE BAND: RS. 71 TO RS. 75 PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH

THE FLOOR PRICE IS 7.1 TIMES OF THE FACE VALUE AND THE CAP PRICE IS 7.5 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

BIDS CAN BE MADE FOR A MINIMUM OF 1,600 EQUITY SHARES AND IN MULTIPLES OF 1,600 EQUITY SHARES THEREAFTER.

RISKS TO INVESTORS:

- 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.
- The Merchant Banker associated with the Issue has handled 25 public issues out of which none closed below the Issue Price on listing date.
- Average cost of acquisition of Equity Shares held by the Individual Promoters is
- The Price/ Earnings ratio based on Diluted EPS for Fiscal 2023 for the company at the upper end of the Price Band is 9.59.
- Weighted Average Return on Net worth for Fiscals 2023, 2022 and, 2021 is 79.55%.
- The Weighted average cost of acquisition of all Equity Shares transacted in the last one year, 18 months and three years from the date of RHP is as given below:

Sr. No.	Name of the Promoters	No. of Shares held	Average cost of Acquisition (in ₹)
1.	Samit Garg	28,89,600	Nil
2.	Jai Thakore	38,52,800	0.08
3.	Aruna Garg	14,44,800	Nil
4.	Manika Garg	14,44,800	Nil

and the Issue Price at the upper end of the Price Band is Rs. 75 per Equity Share.

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

- The Weighted average cost of acquisition compared to floor price and cap price

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price (i.e. ₹ 71)	Cap price (i.e. ₹ 75)
WACA of Primary Issuance (except for bonus issue) (exceeding 5% of the pre issue capital)	NA [^]	NA [^]	NA [^]
WACA for secondary sale / acquisition (exceeding 5% of the pre issue capital)	NA ^{^^}	NA ^{^^}	NA ^{^^}
WACA of past 5 primary issuances / secondary transactions in last 3 years	Nil	Not Defined	Not Defined

Note:
[^]There were no primary / new issue of shares in last 18 months from the date of the Red Herring Prospectus.
^{^^}There were no secondary transaction of shares except for transmission of shares in last 18 months from the date of the Red Herring Prospectus.

BASIS FOR ISSUE PRICE

Price Band/ Issue Price shall be determined by our Company in consultation with the Book Running Lead Manager on the basis of the assessment of market demand for the Equity Shares through the Book Building Process and on the basis of the qualitative and quantitative factors as described in this section. The face value of the Equity Shares is ₹ 10/- each and the Issue Price is 7.1 times of the face value at the lower end of the Price Band and 7.5 times of the face value at the upper end of the Price Band.

For the purpose of making an informed investment decision, the investors should also refer "Risk Factors", "Our Business" and "Financial Statement as restated" beginning on page 23, 91 and 137 respectively of the Red Herring Prospectus

QUALITATIVE FACTORS

We believe the following business strengths allow us to successfully compete in the industry:

- One stop solution to all event needs
- Established track record
- Established relationship with hospitality & event partners
- Established relationship with local City /State government bodies
- Experienced promoters and management team

For a detailed discussion on the qualitative factors which form the basis for computing the price, please refer to sections titled "Our Business" beginning on page 91 of the Red Herring Prospectus.

QUANTITATIVE FACTORS

The information presented below relating to our Company is based on the Restated Financial Statements. For details, please refer section titled "Financial Information of the Company" on page 137 of the Red Herring Prospectus.

Some of the quantitative factors which may form the basis for calculating the Issue Price are as follows:

1. Basic & Diluted Earnings per share (EPS) (Face value of ₹ 10 each):

As per the Restated Financial Statements:-

Sr. No.	Period	Basic & Diluted (₹)	Weights
1.	Financial Year ending March 31, 2023	7.82	3
2.	Financial Year ending March 31, 2022	2.65	2
3.	Financial Year ending March 31, 2021	1.28	1
	Weighted Average	5.00	6

Notes:

- The figures disclosed above are based on the Restated Consolidated Financial Statements of the Company.
- The face value of each Equity Share is ₹ 10.00.
- Earnings per Share has been calculated in accordance with Accounting Standard 20 – "Earnings per Share" issued by the Institute of Chartered Accountants of India.
- The above statement should be read with Significant Accounting Policies and the Notes to the Restated Consolidated Financial Statements as appearing in Annexure IV.
- Basic Earnings per Share = Net Profit/(Loss) after tax, as restated attributable to equity shareholders / Weighted average number of equity shares outstanding during the year/period
- Diluted Earnings per Share = Net Profit/(Loss) after tax, as restated attributable to equity shareholders / Weighted average number of diluted potential equity shares outstanding during the year/period.

2. Price Earning (P/E) Ratio in relation to the Price Band of ₹ 71 to ₹ 75 per Equity Share of Face Value of ₹ 10/- each fully paid up

Particulars	(P/E) Ratio at the Floor Price (₹ 71)	(P/E) Ratio at the Cap Price (₹ 75)
P/E ratio based on the Basic & Diluted EPS, as restated for period ending March 31, 2023	9.08	9.59
P/E ratio based on the Weighted Average EPS, as restated.	14.20	15.00

Industry P/E Ratio*	(P/E) Ratio
Industry Average (Touchwood Entertainment Limited)	62.11

* For the purpose of industry, we have considered those companies which are engaged in the similar line of business segment as of our Company, however, they may not be exactly comparable in terms of product portfolio or the size of our Company. The peers have been included for the purpose of broad comparison.

Note:

- The P/E ratio of our Company has been computed by dividing Issue Price with EPS.
- P/E Ratio of the peer company is based on the Consolidated Audited Results for the F.Y. 2022-23 and stock exchange data dated September 15, 2023.

3. Return on Net worth (RoNW)

Sr. No.	Period	RoNW (%)	Weights
1.	Period ending March 31, 2023	68.35%	1
2.	Period ending March 31, 2022	72.49%	2
3.	Period ending March 31, 2021	127.26%	3
	Weighted Average	79.55%	6

Note:

- The figures disclosed above are based on the Restated Consolidated Financial Statements of the Company.
- The RoNW has been computed by dividing restated net profit after tax (excluding exceptional items) with restated Net worth as at the end of the year/period
- Weighted average = Aggregate of year-wise weighted RoNW divided by the aggregate of weights i.e. (RoNW x Weight) for each year/Total of weights.
- Net Asset Value (NAV) per Equity Share:

Sr. No.	NAV per Equity Share	(Amount in ₹)
1.	As at March 31, 2021	1.01
2.	As at March 31, 2022	3.63
3.	As at March 31, 2023	11.44
4.	NAV per Equity Share after the Issue	
	i) At Floor Price	27.17
	ii) At Cap Price	28.22
5.	Issue Price	[-]

Notes:

- The figures disclosed above are based on the Restated Consolidated Financial Statements of the Company.
- NAV per share=Restated Net worth at the end of the year/period divided by total number of equity shares outstanding at the end of the year. (Based on weighted average number of shares)
- Net worth is computed as the sum of the aggregate of paid-up equity share capital, all reserves created out of the profits, securities premium account received in respect of equity shares and debit or credit balance of profit and loss account.
- Issue Price per Equity Share will be determined by our Company in consultation with the Book Running Lead Manager.

5. Comparison of Accounting Ratios with Industry Peers

Name of Company	Current Market Price (₹)	Face Value	EPS (Basic & Diluted)	PE	RoNW (%)	Book Value (₹)	Total Income (₹ In lakhs)
E Factor Experiences Limited	[-]	10	7.82	[-]	68.35%	11.44	11,945.21
Peer Group	154.65	10	2.49	62.11	9.32%	25.69	3,680.74
Touchwood Entertainment Limited ⁽ⁱ⁾							

Notes:

- Source – Consolidated Audited Financial Results of the company has been for the financial year 2022-23 and stock exchange data dated September 15, 2023. For our Company, we have taken Current Market Price as the issue price of equity share. Further, P/E Ratio is based on the current market price of the respective scrips.
- The EPS, NAV, RoNW and total Income of our Company are taken as per Restated Consolidated Financial Statement for the Financial Year 2022-23 as adjusted with the effect of Bonus Issue.
- NAV per share is computed as the closing net worth divided by the closing outstanding number of paid up equity shares as adjusted with the effect of Bonus Issue.
- RoNW has been computed as net profit after tax divided by closing net worth.
- Net worth has been computed in the manner as specifies in Regulation 2(1) (hh) of SEBI (ICDR) Regulations, 2018.

6. Key Performance Indicators

The KPIs disclosed below have been used historically by our Company to understand and analyze the business performance, which in result, help us in analyzing the growth of our company.

The KPIs disclosed below have been approved by a resolution in the Board Meeting dated August 18, 2023 and the members of the Audit Committee have verified the details of all KPIs pertaining to our Company. Further, the members of the Audit Committee have confirmed that there are no KPIs pertaining to our Company that have been disclosed to any investors at any point of time during the three years period prior to the date of filing of the Red Herring Prospectus. Further, the KPIs herein have been certified by Elahi Goel & Co., Chartered Accountants, by their certificate dated August 18, 2023.

The KPIs of our Company have been disclosed in the sections titled "Our Business" and "Management's Discussion and Analysis of Financial Condition and Results of Operations – Key Performance Indicators" on pages 91 and 170, respectively. We have described and defined the KPIs as applicable in "Definitions and Abbreviations" on page 1.

Our Company confirms that it shall continue to disclose all the KPIs included in this section on a periodic basis, at least once in a year (or any lesser period as determined by the Board of our Company), for a duration of one year after the date of listing of the Equity Shares on the Stock Exchange or till the complete utilisation of the proceeds of the Fresh Issue as per the disclosure made in the Objects of the Issue, whichever is later or for such other duration as may be required under the SEBI ICDR Regulations. Further, the ongoing KPIs will continue to be certified by a member of an expert body as required under the SEBI ICDR Regulations.

Key Performance Indicators of our Company

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:

- Revenue from operation means revenue from sales, service and other operating revenues
- EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses - Other Income
- EBITDA Margin is calculated as EBITDA divided by Revenue from Operations
- PAT Margin is calculated as PAT for the period/year divided by revenue from operations.

Explanation for KPI metrics:

KPI	Explanations
Revenue from Operations	Revenue from Operations is used by our management to track the revenue profile of the business and in turn helps to assess the overall financial performance of our Company and volume of our business
EBITDA	EBITDA provides information regarding the operational efficiency of the business
EBITDA Margin (%)	EBITDA Margin (%) is an indicator of the operational profitability and financial performance of our business
PAT	Profit after tax provides information regarding the overall profitability of the business.
PAT Margin (%)	PAT Margin (%) is an indicator of the overall profitability and financial performance of our business.

7. Set forth below are the details of comparison of key performance of indicators with our listed industry peers:

Key Financial Performance	E Factor Experiences Limited			Touchwood Entertainment Limited		
	FY 2022-23	FY 2021-22	FY 2020-21	FY 2022-23	FY 2021-22	FY 2020-21
Revenue from operations ⁽¹⁾	11,926.16	5,661.55	621.62	3,670.94	2,662.36	1,006
EBITDA ⁽²⁾	1,198.57	420.87	(114.98)	423.75	364.10	203
EBITDA Margin ⁽³⁾	10.05%	7.43%	(18.50%)	11.54%	13.67%	20.18%
PAT	761.35	253.25	123.39	243.77	211.10	98
PAT Margin ⁽⁵⁾	6.38%	4.47%	19.85%	6.64%	7.93%	9.74%

Notes:

- Revenue from operation means revenue from sales, service and other operating revenues
- EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses
- EBITDA Margin is calculated as EBITDA divided by Revenue from Operations
- PAT Margin is calculated as PAT for the period/year divided by revenue from operations.

8. Weighted average cost of acquisition

- The price per share of our Company based on the primary/ new issue of equity shares

There has been no issuance of Equity Shares other than Equity Shares issued pursuant to a bonus issue on March 24, 2023, during the 18 months preceding the date of the Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of 30 days.

- The price per share of our Company based on the secondary sale / acquisition of equity shares

There has been no secondary sale/ acquisitions of Equity Shares, where the promoters, members of the promoter group or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts and transmission of shares), during the 18 months preceding the date of this certificate, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

- Since there are no such transactions to report to under (a) and (b) therefore, information based on last 5 primary or secondary transactions (secondary transactions where Promoter / Promoter Group entities or shareholder(s) having the right to nominate director(s) in the Board of our Company, are a party to the transaction), not older than 3 years prior to irrespective of the size of transactions, is as below:

Primary Transactions:

Except as disclosed below, there have been no primary transactions in the last three years preceding the date of the Red Herring Prospectus:

Date of Allotment	No. of equity shares allotted	Issue price per equity share (₹)	Nature of allotment	Nature of consideration	Total Consideration
August 06, 2021	35	10	Private Placement	Cash	350
March 24, 2023	61,92,063	Nil	Bonus Issue	Other than cash	Nil

Continued on next page

PUBLIC NOTICE

NOTICE is hereby given that the below mentioned Sub Broker/ Authorised Person is no longer affiliated as Sub Broker/ Authorised Person of Kotak Securities Limited.

Sub Broker/ Authorised Person Name	Trade Name	Exchange Registration Numbers of Sub Broker/ Authorised Person	Address of Sub Broker/ Authorised Person
SURENDRA PRATAP SINGH	SURENDRA PRATAP SINGH	NSE - AP0291432811	RZ 16 E GALI NO 24 SADHNA GAR II PALAM VILLAGE PALAM VILLAGE SOUTH WEST DELHI DELHI 110045

Please note that above mentioned Sub Broker (SB)/Authorised Person (AP) is no longer associated with us. Any person henceforth dealing with above mentioned SB/AP should do so, at their own risk. Kotak Securities Ltd. shall not be liable for any such dealing. In case of any transactions till date, investors are requested to inform Kotak Securities Ltd. within 15 days from the date of this notification, failing which it shall be deemed that there exists no queries against the above mentioned SB/AP.

Kotak Securities Limited, Registered Office: 27 BKC, C-27, G Block, Bandra Kurla Complex, Bandra (E), Mumbai 400051. CIN: U99999MH1994PLC134051. Telephone No.: +22 43360000. Fax No.: +22 67132430. Website: www.kotak.com / www.kotaksecurities.com. Correspondence Address: Infinity IT Park, Bldg. No 21, Opp. Film City Road, A K Vaidya Marg, Malad (East), Mumbai 400097. Telephone No: 42858625. SEBI Registration No. INZ00200137 (Member of NSE, BSE, MSE, MCX & NCDX), AMFI ARN 0164. PMS INP00000258, and Research Analyst IN-H00000586. NSDL/CDSL: IN-IN-DP-629-2021. Compliance Officer Details: Mr. Sandeep Gupta Call: 022-42858484, or Email: ks.compliance@kotak.com.

Form No. URC-2**Advertisement giving notice about registration under Part I of Chapter XXI of the Act**

[Pursuant to section 374 (b) of the Companies Act, 2013 and rule 4 (1) of the Companies (Authorised to Register) Rules, 2014]

- Notice is hereby given that in pursuance of sub-section (2) of section 366 of the Companies Act, 2013, an application is proposed to be made after fifteen days hereof but before the expiry of thirty days hereinafter to the Registrar at Central Registration Centre (CRC) Indian Institute of Corporate Affairs (IICA), Plot No. 6,7,8, Sector 5, IMT Manesar, District Gurgaon (Haryana), Pin Code- 122050 that "SAANVI FASTENERS LLP (LLPIN:AAQ-1958)" a LLP may be registered under Part I of Chapter XXI of the Companies Act 2013, as a company limited by shares.
- The principal objects of the company are as follows: Manufacturer, importer, buyer, exporter, supplier, retailer, wholesaler, and trader of a wide range of nuts, bolts, stainless steel hex nut, hex weld nuts, washers, screws, fasteners, etc.
- A copy of the draft memorandum and articles of association of the proposed company may be inspected at the registered office at Plot No. 187, F/H, K/No. 76 (Old Pole No. 14) Village Ranh Olla Na New Delhi, West Delhi- 110041.
- Notice is hereby given that any person objecting to this application may communicate their objection in writing to the Registrar at Central Registration Centre (CRC) Indian Institute of Corporate Affairs (IICA), Plot No. 6,7,8, Sector 5, IMT Manesar, District Gurgaon (Haryana), Pin Code- 122050, within twenty-one days from the date of publication of this notice, with a copy to the company at its registered office.

Dated this 21st day of September, 2023.

Name of Applicants for and on behalf of

SAANVI FASTENERS LLP

Sd/-

- Sunil (Designated Partner)
- Sandeep (Designated Partner)
- Anil Kumar (Designated Partner)

DELHI JAL BOARD: GOVERNMENT OF N.C.T. OF DELHI

ADDITIONAL CHIEF ENGINEER-M-5, OFFICE OF THE EXECUTIVE ENGINEER (E&M)-M-5, KANHIYA NAGAR, DELHI-110035, E-mail:- eecm2016@gmail.com

"STOP CORANA; Wear Mask, Follow Physical Distancing, Maintain Hand Hygiene"

PRESS SHORT NIT No. 09/EE(E&M)-M-5 (2023-2024)

Sl. No.	Name of Work	Estimated Cost	Tender Processing Fee	Earnest Money	Tender ID No. & Date of Release of tender in E-Procurement Solution	Last Date / Time of receipt of tender in E-Procurement Solution
1.	Modernisation of 02 Nos. Elevators under accessible India campaign at Varunalyaya Office Complex phase-II Delhi Jal Board	l/Rate	500.00	Rs. 77800/-	2023_DJB_247736_1 19-Sep-2023 06:55 PM	28-Sep-2023 11:30 AM
2.	SITC of E&M equipment at various tubwell at AC-22	l/Rate	500.00	Rs. 51600/-	2023_DJB_247736_2 19-Sep-2023 06:55 PM	28-Sep-2023 11:30 AM

Further details in this regard can be seen at <https://govtprocurement.delhi.gov.in>

(Ved Prakash Pandey)

Advt No J.S.V. 131(2023-2024)

EE (E&M)-M-5



Zonal Office:- SCO 120-122, First Floor, Sector 17-C, Chandigarh - 160017, Ph.: 0172-2713010, 2548889

E-mail: cmmarc_chd@mahabank.co.in

Head Office: 'LOKMANGAL', 1501 Shivajinagar, PUNE 411 005

POSESSION NOTICE

Whereas, the undersigned being the Authorized Officer of the BANK OF MAHARASHTRA, under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002, and in exercise of the powers conferred under Sub-Section (12) of Section 13 read with Rule 8 of the Security Interest (Enforcement) Rule, 2002, issued a Demand Notice calling upon the Borrower(s) / Guarantor(s) to repay within 60 days from the date of receipt of the said Notice. The Borrower(s) having failed to repay the amount, notice is hereby given to the Borrower(s) and the public in general that the undersigned has taken Possession of the property/ies described herein below in exercise of powers conferred on him/her under Section 13(4) of the said Act read with Rule 8 of the said rules on the respective days as mentioned before the borrowers. The Borrower(s) / Guarantor(s) in particular and the public in general is hereby cautioned not to deal with the property/ies and any dealings with the property/ies will be subject to the charge of Bank of Maharashtra for an amount herein below mentioned. The Borrower's attention is invited to provisions of Sub-Section (8) of Section 13 of the Act, in respect of time available, to redeem the secured assets.

Name of the Branch & Borrower(s) / Guarantor(s)	Description of the Movable / Immovable Property/ies	Amount due plus interest & other expenses	Demand Notice / Type & Date of Possession
B/o:- ARB, SECTOR 17, CHANDIGARH	"Equitable Mortgage of Plot No. 52, MCF No. 5843, Gali No. 29, Part of Kharsa No. 44/8 admeasuring 120 Sq. Yds. Mauja Mujesar, Sanjay Colony, Tehsil Ballabgarh, Distt. Faridabad, Haryana in the name of Sh. Raja Ram S/o Sh. Kirori.	Rs. 1,94,47,960/- plus interest, thereon w.e.f. 07.03.2017	07.03.2017 / PHYSICAL 18.09.2023
Borrower(s):- M/s Precision Packaging (through its Proprietor - Sh. Raj Ram S/o Sh. Kirori), Address:- H. No. 652, Nangla Enclave, Part II, Near Bhadana Chowk, Faridabad. Address:- Plot No. 52, MCF No. 5843, Gali No. 29, Sanjay Colony, Tehsil Ballabgarh, Distt. Faridabad, Haryana. Guarantor(s):- Sh. Chatar Singh S/o Sh. Chandig Ram, Address:- H. No. 6-A, Bhadana Chowk, Nangla Gujran Enclave, Part-II, NIT Faridabad.			

Dated: 18.09.2023

Place: Faridabad

AUTHORIZED OFFICER

ISLAMPUR GURGAON BRANCH:- VILLAGE ISLAMPUR, SOHNA ROAD, P.O. SOUTH CITY-II, GURGAON, HARYANA - 122018, E-MAIL: Islampur.chandigarh@bankofindia.co.in

POSESSION NOTICE (for Immovable Property)

Whereas, the undersigned being the Authorized Officer of the BANK OF INDIA, ISLAMPUR GURGAON BRANCH under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 and in exercise of powers conferred under Section 13(12) read with Rule 3 of the Security Interest (Enforcement) Rules, 2002 issued a Demand Notice under Section 13(2) to below mentioned Borrower(s) on the date mentioned against accounts and stated hereinafter calling upon the Borrower(s) to repay the amount within 60 days from the date of receipt of the said notices.

The Borrower(s) having failed to repay the amount, notice is hereby given to the Borrower(s) and the public in general, that the undersigned has taken possession of the property described herein below in exercise of powers conferred on him under Sub-Section (4) of Section 13 of Act read with Rule 8 of the Security Interest Enforcement Rules, 2002 on the date mentioned against account.

The Borrower(s) in particular and the public in general is hereby cautioned not to deal with the property and any dealings with the property will be subject to the charge of the BANK OF INDIA, ISLAMPUR GURGAON BRANCH for an amount and interest thereon.

The Borrower's attention is invited to provisions of Sub-Section (8) of Section 13 of the Act, in respect of time available to redeem the secured assets.

Name of the Borrower, Guarantor & Mortgagor	Date of Demand Notices	Date of Possession	Amounts O/s as on Date of Demand Notices	Description of the Immovable Property
Sh. Deepak Jangra S/o Sh. Satbir Sharma (Applicant) and Mrs. Reena Jangra W/o Deepak Jangra (Co Applicant)	31.05.2023	18.09.2023	Rs. 38,74,706.43 + int.	All that part and parcel of the Residential Property consisting of House No. 225/22 CP, Plot No. 7, Property ID No. 131C784U135, Gandhi Nagar, Gali No. 55, Gurgaon, Haryana - 122001 admeasuring 72.50 Sq. Yds. in the name of Deepak Jangra (Applicant). Bounded:- On the North by: Road, On the South by: Others Property, On the East by: Others Property, On the West by: Others Property.

Date: 20.09.2023

Place: Islampur Gurgaon

AUTHORIZED OFFICER



FRR Group, 11th Floor, Hyatt Regency Complex, New Tower, Bhikaji Cama Place, New Delhi-110066

[Rule 8(1)] POSESSION NOTICE (for immovable property)

Whereas The Authorised Officer of IndusInd Bank Limited (IBL), under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 and in exercise of powers conferred under Section 13(12) read with Rule 3 of the Security Interest (Enforcement) Rules, 2002 issued Demand Notice dated 21.06.2022 calling upon the Borrower & Mortgagors (i) Orient Craft Limited (ii) Sudhir Dhangra (Guarantor & Pledgor), (iii) Anoop Thatai (Guarantor & Pledgor), (iv) Krishan Kant Kohli alias K K Kohli (Guarantor & Pledgor) and (v) Olympus Realtors Private Limited (Mortgagor & Guarantor), to repay the amount mentioned in the notice being Rs. 81,52,14,007.91 (Rupees Eighty One Crores Fifty Two Lacs, Fourteen Thousand Seven and paise Ninety One only) outstanding as on 31.05.2022 within 60 days from the date of receipt of the said notice with further interest, cost, charges and expenses thereon from 01.06.2022 till the realization of entire outstanding dues.

The Borrower, Guarantors & Mortgagors having failed to repay the amount, notice is hereby given by the Authorised Officer of IBL, duly appointed under sub section (12) of Section 13 of the SARFAESI Act 2002 to the Borrower, Guarantors, Mortgagors and the public in general that the undersigned has taken physical possession of the following secured asset(s)/ immovable properties described herein below in exercising of powers conferred on him under Section 13(4) of the said [Act] read with rule 8 of the said rules on this 16th day of September 2023.

The Borrower, Guarantors, Mortgagors in particular and the public in general is hereby cautioned not to deal with the properties and any dealings with the properties will be subject to the charge of "IBL" for an amount of Rs. 81,52,14,007.91 (Rupees Eighty One Crores Fifty Two Lacs Fourteen Thousand Seven and paise Ninety One only) outstanding as on 31.05.2022 with further interest, cost, charges & expenses thereon from 01.06.2022 plus costs, charges & expenses etc. thereon till realization of the entire outstanding dues.

The Borrower, Guarantors and Mortgagors' attention is invited to the provisions of the section 13(8) of SARFAESI Act, in respect of the time available, to redeem the secured asset(s).

Particulars of the property	Mortgagor
Exclusive charge by way of Memorandum of Entry of deposit of title deeds on the leasehold property being plots bearing no. A-809 to A-820, admeasuring 30.00 acres (121409 square meters) situated at Pathredi Industrial Area, Bhiwadi - II, Rajasthan. Bounded as: North: Road 24.0 mtrs., South: Road 24.0 mtrs., East: Road 60 mtrs., West: Road 24 mtrs.	Orient Craft Limited

Date: 16.09.2023

Place: Bhiwadi, Rajasthan

Authorised Officer

IndusInd Bank Limited

Continued from previous page**Secondary Transactions:**

Except as disclosed below, there have been no secondary transactions by the Promoters, members of the Promoter Group or shareholder(s) having the right to nominate director(s) in the Board of Directors of our Company are a party to the transaction, in the last three years preceding the date of the Red Herring Prospectus:

Date of transfer	Name of Deceased	Name of Receiver	No. of Equity shares	Price Per Equity Share	Nature of transaction	Total Consideration
May 31, 2022	Harish Kumar Garg	Samit Garg	5,16,000	-	Transmission of Shares	-

d) Weighted average cost of acquisition, floor price and cap price:

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price* (i.e., ₹ 71)	Cap Price* (i.e., ₹ 75)
Weighted average cost of acquisition of primary / new issue as per paragraph 8(a) above.	NA^	NA^	NA^
Weighted average cost of acquisition for secondary sale / acquisition as per paragraph 8(b) above.	NA^^	NA^^	NA^^
Weighted average cost of acquisition of primary issuances / secondary transactions as per paragraph 8(c) above	Nil	Not defined	Not defined

Note:

^There were no primary/ new issue of shares (equity/ convertible securities) as mentioned in paragraph 8(a) above, in last 18 months from the date of the Red Herring Prospectus.

^^There were no secondary transactions as mentioned in paragraph 8(b) above, in last 18 months from the date of this Red Herring Prospectus.

E Factor Experiences Limited is a Book Built Issue and the price band for the same shall be published 2 working days before opening of the Issue in all editions of the English national newspaper Business Standard, all editions of Hindi national newspaper Business Standard and New Delhi Edition of Regional newspaper Pratah Kiran, a regional daily newspaper where the registered office of the company is situated each with wide circulation.

The Price Band/ Floor Price/ Issue Price has been determined by our Company in consultation with the BRLM and will be justified by us in consultation with the BRLM on the basis of the above information. Investors should read the abovementioned information along with "Our Business", "Risk Factors" and "Restated Financial Statements" on pages 91, 23 and 137 respectively, to have a more informed view. The trading price of the Equity Shares of our Company could decline due to the factors mentioned in "Risk Factors" or any other factors that may arise in the future and you may lose all or part of your investments.

For further details, please see the chapter titled "Basis for Issue Price" beginning on page 71 of the Red Herring Prospectus.

BID/ ISSUE PROGRAM**BID/ ISSUE OPENS ON⁽¹⁾: WEDNESDAY, SEPTEMBER 27, 2023****BID/ ISSUE CLOSING ON: TUESDAY, OCTOBER 03, 2023**

"Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid / Issue Opening Date in accordance with the SEBI (ICDR) Regulations, 2018.

In case of any revisions in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Company may, for reasons to be recorded in writing, extend the Bid/ Issue Period for a minimum of three Working Days, subject to the Bid/ Issue Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/ Issue Period, if applicable, will be widely disseminated by notification to the Stock Exchange, by issuing a press release, and also by indicating the change on the website of the Book Running Lead Managers and the terminals of the other members of the Syndicate and by intimating to SCSBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI (ICDR) Regulations, as amended, wherein not more than 50% of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Managers, allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI (ICDR) Regulations ("Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI (ICDR) Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilize the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" beginning on page 207 of the Red Herring Prospectus.

Bidders/ Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/ Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/ Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/ Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/ Applicants should ensure that PAN, DP ID and Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Investors must ensure that their PAN is linked with AADHAR and are in compliance with CDDT Notification dated February 13, 2020 and press release dated June 25, 2021.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Corporate Structure" on page 112 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 245 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs. 13,50,00,000/- (Rupees Thirteen Crore and fifty lakhs only) divided into 1,35,00,000 (One Crore thirty five Lakhs) Equity Shares of Rs.10/- each. The issued, subscribed and paid-up share capital of the Company before the issue is Rs. 9,63,20,980/- (Rupees nine Crore sixty three lakhs twenty thousand nine hundred and eighty Only) divided into 96,32,098 (Ninety six lakhs thirty two thousand and ninety eight) Equity Shares of Rs. 10 each. For details of the Capital Structure, see "Capital Structure" on the page 52 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company, Harish Kumar Garg-3500 Equity Shares; Samit Garg-500 Equity Shares and Jai Thakore-3500 Equity Shares aggregating to 10,500 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 112 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 52 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE (NSE Emerge). Our Company has received an "in-principle" approval from the NSE for the listing of the Equity Shares pursuant to letter Ref.: NSE/LIST/2647 dated September 18, 2023. For the purposes of the Issue, the Designated Stock Exchange shall be National Stock Exchange of India Limited (NSE). A signed copy of the Red Herring Prospectus dated September 20, 2023 has been delivered for filing to the ROC and Prospectus shall be delivered for filing to the ROC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 245 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 189 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE ("NSE EMERGE") (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the Disclaimer Clause of NSE.

TRACK RECORD OF LEAD MANAGER: The Merchant Banker associated with the issue has handled 25 public issues in the past 3 years all of which were SME IPOs.

GENERAL RISK: Investments in equity and 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 Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 23 of the Red Herring Prospectus.

ASBA * | Simple, Safe, Smart way of Application- Make use of it !!! *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. Mandatory in Public Issues from January 01, 2016. No Cheque will be accepted



UPI-Now available in ASBA for Retail Individual Investors (RII)**

Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI - Now available in ASBA for RIs applying through Registered Brokers, DPs & RTAs. RIs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account. Investors have to apply through the ASBA process. "ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 207 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI"), the Stock Exchanges and in the General Information Document.

*ASBA forms can be downloaded from the website of NSE ("NSE Emerge")

**List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. Axis Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll free number-18001201740 and Mail ID- ipo.upi@npci.org.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. For issue related grievance investors may contact: Hem Securities Limited- Sourabh Garg (+91 22 -49060000) (Email ID: ib@hemsecurities.com).

BOOK RUNNING LEAD MANAGER TO THE ISSUE**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

Investor Grievance Email: redressal@hemsecurities.com

Website: www.hemsecurities.com Contact Person: Sourabh Garg

SEBI Reg. No.: INM000010981

REGISTRAR TO THE ISSUE**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; Investor Grievance ID: ig@maashitla.com

Website: www.maashitla.com;

Contact Person: Mukul Agrawal

SEBI Registration No.: INR000004370

COMPANY SECRETARY AND COMPLIANCE OFFICER

THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT. THIS DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. THIS PUBLIC ANNOUNCEMENT IS NOT INTENDED FOR PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA.



E FACTOR EXPERIENCES LIMITED

(formerly known as E Factor Entertainment Private Limited)

Our Company was originally incorporated as a Private Limited Company under the name of "E Factor Entertainment Private Limited" on January 02, 2003 under the provisions of the Companies Act, 1956 with the Registrar of Companies, NCT of Delhi & Haryana. Subsequently, pursuant to Special Resolution passed by the Shareholders at the Extraordinary General Meeting, held on July 30, 2021, the name of our company was changed from "E Factor Entertainment Private Limited" to "E Factor Experiences Private Limited" and a fresh Certificate of Incorporation pursuant to change of name dated August 04, 2021 issued by the Registrar of Companies, Delhi. Further, pursuant to Special Resolution passed by the Shareholders at the Extraordinary General Meeting, held on August 16, 2021, our Company was converted into a Public Limited Company and consequently the name of our Company was changed from "E Factor Experiences Private Limited" to "E Factor Experiences Limited" vide a fresh certificate of incorporation dated September 30, 2021, issued by the Registrar of Companies, Delhi and bearing CIN U92199DL2003PLC118285. For further details please refer to chapter titled "History and Corporate Structure" beginning on page 112 of the this Red Herring Prospectus.

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

OUR PROMOTERS: JAI THAKORE, SAMIT GARG, ARUNA GARG AND MANIKA GARG

"THE ISSUE IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF NSE (NSE EMERGE)."

THE ISSUE

INITIAL PUBLIC OFFER OF UPTO 34,56,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF E FACTOR EXPERIENCES LIMITED ("OUR COMPANY" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ [-] PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ [-] LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,74,400 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ [-] PER EQUITY SHARE FOR CASH, AGGREGATING ₹ [-] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 32,81,600 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ [-] PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ [-] LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.41% AND 25.07% RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

- **QIB PORTION:** NOT MORE THAN 50.00% OF THE NET ISSUE
- **NON-INSTITUTIONAL PORTION:** NOT LESS THAN 15.00% OF THE NET ISSUE
- **RETAIL PORTION:** NOT LESS THAN 35.00% OF THE NET ISSUE
- **MARKET MAKER PORTION:** UPTO 1,74,400 EQUITY SHARES OR 5.05% OF THE ISSUE

PRICE BAND: RS. 71 TO RS. 75 PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH

THE FLOOR PRICE IS 7.1 TIMES OF THE FACE VALUE AND THE CAP PRICE IS 7.5 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

BIDS CAN BE MADE FOR A MINIMUM OF 1,600 EQUITY SHARES AND IN MULTIPLES OF 1,600 EQUITY SHARES THEREAFTER.

RISKS TO INVESTORS:

- 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.
- The Merchant Banker associated with the Issue has handled 25 public issues out of which none closed below the Issue Price on listing date.
- Average cost of acquisition of Equity Shares held by the Individual Promoters is
- The Price/ Earnings ratio based on Diluted EPS for Fiscal 2023 for the company at the upper end of the Price Band is 9.59.
- Weighted Average Return on Net worth for Fiscals 2023, 2022 and, 2021 is 79.55%.
- The Weighted average cost of acquisition of all Equity Shares transacted in the last one year, 18 months and three years from the date of RHP is as given below:

Sr. No.	Name of the Promoters	No. of Shares held	Average cost of Acquisition (in ₹)
1.	Samit Garg	28,89,600	Nil
2.	Jai Thakore	38,52,800	0.08
3.	Aruna Garg	14,44,800	Nil
4.	Manika Garg	14,44,800	Nil

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

and the Issue Price at the upper end of the Price Band is Rs. 75 per Equity Share.

- The Weighted average cost of acquisition compared to floor price and cap price

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price (i.e. ₹ 71)	Cap price (i.e. ₹ 75)
WACA of Primary Issuance (except for bonus issue) (exceeding 5% of the pre issue capital)	NA [^]	NA [^]	NA [^]
WACA for secondary sale / acquisition (exceeding 5% of the pre issue capital)	NA ^{^^}	NA ^{^^}	NA ^{^^}
WACA of past 5 primary issuances / secondary transactions in last 3 years	Nil	Not Defined	Not Defined

Note:

[^]There were no primary / new issue of shares in last 18 months from the date of the Red Herring Prospectus.

^{^^}There were no secondary transaction of shares except for transmission of shares in last 18 months from the date of the Red Herring Prospectus.

BASIS FOR ISSUE PRICE

Price Band/ Issue Price shall be determined by our Company in consultation with the Book Running Lead Manager on the basis of the assessment of market demand for the Equity Shares through the Book Building Process and on the basis of the qualitative and quantitative factors as described in this section. The face value of the Equity Shares is ₹ 10/- each and the Issue Price is 7.1 times of the face value at the lower end of the Price Band and 7.5 times of the face value at the upper end of the Price Band.

For the purpose of making an informed investment decision, the investors should also refer "Risk Factors", "Our Business" and "Financial Statement as restated" beginning on page 23, 91 and 137 respectively of the Red Herring Prospectus

QUALITATIVE FACTORS

We believe the following business strengths allow us to successfully compete in the industry:

- One stop solution to all event needs
- Established track record
- Established relationship with hospitality & event partners
- Established relationship with local City/State government bodies
- Experienced promoters and management team

For a detailed discussion on the qualitative factors which form the basis for computing the price, please refer to sections titled "Our Business" beginning on page 91 of the Red Herring Prospectus.

QUANTITATIVE FACTORS

The information presented below relating to our Company is based on the Restated Financial Statements. For details, please refer section titled "Financial Information of the Company" on page 137 of the Red Herring Prospectus.

Some of the quantitative factors which may form the basis for calculating the Issue Price are as follows:

1. Basic & Diluted Earnings per share (EPS) (Face value of ₹ 10 each):

As per the Restated Financial Statements:-

Sr. No.	Period	Basic & Diluted (₹)	Weights
1.	Financial Year ending March 31, 2023	7.82	3
2.	Financial Year ending March 31, 2022	2.65	2
3.	Financial Year ending March 31, 2021	1.28	1
	Weighted Average	5.00	6

Notes:

- The figures disclosed above are based on the Restated Consolidated Financial Statements of the Company.
- The face value of each Equity Share is ₹ 10.00.
- Earnings per Share has been calculated in accordance with Accounting Standard 20 – "Earnings per Share" issued by the Institute of Chartered Accountants of India.
- The above statement should be read with Significant Accounting Policies and the Notes to the Restated Consolidated Financial Statements as appearing in Annexure IV.
- Basic Earnings per Share = Net Profit/(Loss) after tax, as restated attributable to equity shareholders / Weighted average number of equity shares outstanding during the year/ period
- Diluted Earnings per Share = Net Profit/(Loss) after tax, as restated attributable to equity shareholders / Weighted average number of diluted potential equity shares outstanding during the year/ period.

2. Price Earning (P/E) Ratio in relation to the Price Band of ₹ 71 to ₹ 75 per Equity Share of Face Value of ₹ 10/- each fully paid up

Particulars	(P/E) Ratio at the Floor Price (₹ 71)	(P/E) Ratio at the Cap Price (₹ 75)
P/E ratio based on the Basic & Diluted EPS, as restated for period ending March 31, 2023	9.08	9.59
P/E ratio based on the Weighted Average EPS, as restated.	14.20	15.00

Industry P/E Ratio*	(P/E) Ratio
Industry Average (Touchwood Entertainment Limited)	62.11

* For the purpose of industry, we have considered those companies which are engaged in the similar line of business segment as of our Company, however, they may not be exactly comparable in terms of product portfolio or the size of our Company. The peers have been included for the purpose of broad comparison.

Note:

- The P/E ratio of our Company has been computed by dividing Issue Price with EPS.
- P/E Ratio of the peer company is based on the Consolidated Audited Results for the F.Y. 2022-23 and stock exchange data dated September 15, 2023.

3. Return on Net worth (RoNW)

Sr. No.	Period	RoNW (%)	Weights
1.	Period ending March 31, 2023	68.35%	1
2.	Period ending March 31, 2022	72.49%	2
3.	Period ending March 31, 2021	127.26%	3
	Weighted Average	79.55%	6

Note:

- The figures disclosed above are based on the Restated Consolidated Financial Statements of the Company.
- The RoNW has been computed by dividing restated net profit after tax (excluding exceptional items) with restated Net worth as at the end of the year/period
- Weighted average = Aggregate of year-wise weighted RoNW divided by the aggregate of weights i.e. (RoNW x Weight) for each year/Total of weights.
- Net Asset Value (NAV) per Equity Share:

Sr. No.	NAV per Equity Share	(Amount in ₹)
1.	As at March 31, 2021	1.01
2.	As at March 31, 2022	3.63
3.	As at March 31, 2023	11.44
4.	NAV per Equity Share after the Issue	
	i) At Floor Price	27.17
	ii) At Cap Price	28.22
5.	Issue Price	[-]

Notes:

- The figures disclosed above are based on the Restated Consolidated Financial Statements of the Company.
- NAV per share = Restated Net worth at the end of the year/period divided by total number of equity shares outstanding at the end of the year. (Based on weighted average number of shares)
- Net worth is computed as the sum of the aggregate of paid-up equity share capital, all reserves created out of the profits, securities premium account received in respect of equity shares and debit or credit balance of profit and loss account.
- Issue Price per Equity Share will be determined by our Company in consultation with the Book Running Lead Manager.

5. Comparison of Accounting Ratios with Industry Peers

Name of Company	Current Market Price (₹)	Face Value	EPS (Basic & Diluted)	PE	RoNW (%)	Book Value (₹)	Total Income (₹ In lakhs)
E Factor Experiences Limited	[-]	10	7.82	[-]	68.35%	11.44	11,945.21
Peer Group	154.65	10	2.49	62.11	9.32%	25.69	3,680.74
Touchwood Entertainment Limited ⁽¹⁾							

Notes:

- Source – Consolidated Audited Financial Results of the company has been for the financial year 2022-23 and stock exchange data dated September 15, 2023. For our Company, we have taken Current Market Price as the issue price of equity share. Further, P/E Ratio is based on the current market price of the respective scrips.
- The EPS, NAV, RoNW and total Income of our Company are taken as per Restated Consolidated Financial Statement for the Financial Year 2022-23 as adjusted with the effect of Bonus Issue.
- NAV per share is computed as the closing net worth divided by the closing outstanding number of paid up equity shares as adjusted with the effect of Bonus Issue.
- RoNW has been computed as net profit after tax divided by closing net worth.
- Net worth has been computed in the manner as specified in Regulation 2(1) (hh) of SEBI (ICDR) Regulations, 2018.

6. Key Performance Indicators

The KPIs disclosed below have been used historically by our Company to understand and analyze the business performance, which in result, help us in analyzing the growth of our company.

The KPIs disclosed below have been approved by a resolution in the Board Meeting dated August 18, 2023 and the members of the Audit Committee have verified the details of all KPIs pertaining to our Company. Further, the members of the Audit Committee have confirmed that there are no KPIs pertaining to our Company that have been disclosed to any investors at any point of time during the three years period prior to the date of filing of the Red Herring Prospectus. Further, the KPIs herein have been certified by Ellahi Goel & Co., Chartered Accountants, by their certificate dated August 18, 2023.

The KPIs of our Company have been disclosed in the sections titled "Our Business" and "Management's Discussion and Analysis of Financial Condition and Results of Operations – Key Performance Indicators" on pages 91 and 170, respectively. We have described and defined the KPIs as applicable in "Definitions and Abbreviations" on page 1.

Our Company confirms that it shall continue to disclose all the KPIs included in this section on a periodic basis, at least once in a year (or any lesser period as determined by the Board of our Company), for a duration of one year after the date of listing of the Equity Shares on the Stock Exchange or till the complete utilisation of the proceeds of the Fresh Issue as per the disclosure made in the Objects of the Issue, whichever is later or for such other duration as may be required under the SEBI ICDR Regulations. Further, the ongoing KPIs will continue to be certified by a member of an expert body as required under the SEBI ICDR Regulations.

Key Performance Indicators of our Company

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:

- Revenue from operation means revenue from sales, service and other operating revenues
- EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses - Other Income
- EBITDA Margin is calculated as EBITDA divided by Revenue from Operations
- PAT Margin is calculated as PAT for the period/year divided by revenue from operations.

Explanation for KPI metrics:

KPI	Explanations
Revenue from Operations	Revenue from Operations is used by our management to track the revenue profile of the business and in turn helps to assess the overall financial performance of our Company and volume of our business
EBITDA	EBITDA provides information regarding the operational efficiency of the business
EBITDA Margin (%)	EBITDA Margin (%) is an indicator of the operational profitability and financial performance of our business
PAT	Profit after tax provides information regarding the overall profitability of the business.
PAT Margin (%)	PAT Margin (%) is an indicator of the overall profitability and financial performance of our business.

7. Set forth below are the details of comparison of key performance of indicators with our listed industry peers:

Key Financial Performance	E Factor Experiences Limited			Touchwood Entertainment Limited		
	FY 2022-23	FY 2021-22	FY 2020-21	FY 2022-23	FY 2021-22	FY 2020-21
Revenue from operations ⁽¹⁾	11,926.16	5,661.55	621.62	3,670.94	2,662.36	1,006
EBITDA ⁽²⁾	1,198.57	420.87	(114.98)	423.75	364.10	203
EBITDA Margin ⁽³⁾	10.05%	7.43%	(18.50%)	11.54%	13.67%	20.18%
PAT	761.35	253.25	123.39	243.77	211.10	98
PAT Margin ⁽⁴⁾	6.38%	4.47%	19.85%	6.64%	7.93%	9.74%

Notes:

- Revenue from operation means revenue from sales, service and other operating revenues
- EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses
- EBITDA Margin is calculated as EBITDA divided by Revenue from Operations
- PAT Margin is calculated as PAT for the period/year divided by revenue from operations.

8. Weighted average cost of acquisition

- The price per share of our Company based on the primary/ new issue of equity shares

There has been no issuance of Equity Shares other than Equity Shares issued pursuant to a bonus issue on March 24, 2023, during the 18 months preceding the date of the Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of 30 days.

- The price per share of our Company based on the secondary sale / acquisition of equity shares

There have been no secondary sale/ acquisitions of Equity Shares, where the promoters, members of the promoter group or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts and transmission of shares), during the 18 months preceding the date of this certificate, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

- Since there are no such transactions to report to under (a) and (b) therefore, information based on last 5 primary or secondary transactions (secondary transactions where Promoter / Promoter Group entities or shareholder(s) having the right to nominate director(s) in the Board of our Company, are a party to the transaction), not older than 3 years prior to irrespective of the size of transactions, is as below:

Primary Transactions:

Except as disclosed below, there have been no primary transactions in the last three years preceding the date of the Red Herring Prospectus:

Date of Allotment	No. of equity shares allotted	Issue price per equity share (₹)	Nature of allotment	Nature of consideration	Total Consideration
August 06, 2021	35	10	Private Placement	Cash	350
March 24, 2023	61,92,063	Nil	Bonus Issue	Other than cash	Nil

कोविड बाद रोजगार बढ़े मगर युवा अब भी बेरोजगार

अजीम प्रेमजी विश्वविद्यालय द्वारा जारी 'स्टेट ऑफ वर्किंग इंडिया 2023' रिपोर्ट के मुताबिक युवा स्नातकों के बीच बेरोजगारी दर 42.3 प्रतिशत के उच्च स्तर पर है

राघव अग्रवाल

कोविड-19 महामारी के बाद से भारत की बेरोजगारी दर में कमी आई है, लेकिन हाल में कॉलेज की पढ़ाई खत्म करने वाले और 25 वर्ष से कम उम्र के स्नातक युवाओं को नौकरी ढूँढने में सबसे ज्यादा दिक्कत आ रही है। बुधवार को जारी एक रिपोर्ट से इसका अंदाजा मिला है। हालांकि भारत की बेरोजगारी दर, वर्ष 2019-20 (वित्त वर्ष 2020) के 8.8 प्रतिशत से घटकर वित्त वर्ष 2021 में 7.5 प्रतिशत और वित्त वर्ष 2022 में 6.6 प्रतिशत हो गई। मगर अजीम प्रेमजी विश्वविद्यालय द्वारा जारी 'स्टेट ऑफ वर्किंग इंडिया 2023' रिपोर्ट के मुताबिक युवा स्नातकों के बीच बेरोजगारी दर 42.3 प्रतिशत के उच्च स्तर पर है।

दूसरा सबसे अधिक बेरोजगार समूह, स्नातक या उच्च योग्यता वाले युवाओं का है जिनकी उम्र 25-29 वर्ष के बीच है और इनके बीच बेरोजगारी दर 22.8 प्रतिशत है। इसके बाद उच्च माध्यमिक स्तर की योग्यता वाले और 25 वर्ष से कम उम्र वाले लोगों में बेरोजगारी दर 21.4 प्रतिशत है। दिलचस्प बात यह है कि वैसे स्नातक युवा जिनकी उम्र 25 वर्ष से कम है, उनके बीच बेरोजगारी दर में 40 प्रतिशत से अधिक की कमी आई है जबकि जो 35 वर्ष और उससे अधिक उम्र के हैं उनके लिए बेरोजगारी दर में 5 प्रतिशत

से भी कम ही कमी आई है। रिपोर्ट के अनुसार, इससे संकेत मिलते हैं कि स्नातकों को औसतन 20-30 साल की उम्र के बीच में या 30-40 वर्ष उम्र के शुरुआती दौर में नौकरी मिल जाती है। हालांकि, उन्हें कॉलेज की पढ़ाई पूरी करके निकलने के तुरंत बाद नौकरी नहीं मिल सकती है।

रिपोर्ट में एक और सवाल पेश किया गया है कि क्या ये नौकरियां इन छात्रों के कौशल और उनकी आकांक्षाओं के अनुरूप हैं। इसमें कहा गया, 'इस अहम विषय पर अधिक शोध करने की आवश्यकता है।' रिपोर्ट में कहा गया है कि बेरोजगारी दर भले ही कम हो रही है लेकिन कमाई की दर स्थिर रही है। इसमें कहा गया है, 'कम बेरोजगारी के साथ-साथ आमदनी स्थिर होने की समस्या है जिससे संकेत मिलते हैं कि कामकाजी लोगों की मांग उतनी ज्यादा नहीं है।'

इस रिपोर्ट में कहा गया है कि कामकाजी वर्ग को लगातार कम होती मांग का बोझ मौजूदा कामगारों पर ही डाला जा रहा है। वर्ष 2021-2022 के आवाधिक श्रम बल सर्वेक्षण के मुताबिक श्रम से होने वाली कुल घरेलू आमदनी में वर्ष 2017-18 से ही 1.7 प्रतिशत की सालाना चक्रवृद्धि दर से बढ़ोतरी हुई है।

दिलचस्प बात यह भी है कि शहरी क्षेत्रों में रहने वाली महिलाओं में 9.9 प्रतिशत की दर के साथ उच्च स्तर की बेरोजगारी दर है। हालांकि, पिछले चार वर्षों में इसमें 12 प्रतिशत से अधिक की कमी देखी गई है। इस समूह के बाद



शहरी पुरुषों में बेरोजगारी दर 7.8 प्रतिशत और ग्रामीण पुरुषों में 6.5 प्रतिशत है। वहीं वित्त वर्ष 2022 में ग्रामीण क्षेत्र की महिलाओं में बेरोजगारी दर 4.5 प्रतिशत दर्ज की गई थी।

रिपोर्ट में एक और अहम बात पर जोर दिया गया है। पिछले पांच वर्षों में महिलाओं की कार्यबल भागीदारी दर (डब्ल्यूपीआर) में सुधार हुआ है, खासतौर पर ग्रामीण क्षेत्रों में। लेकिन ऐसा नौकरियों की संख्या में बढ़ोतरी के चलते नहीं हुआ है। इसकी मुख्य वजह स्वरोजगार में आई

तेजी है।

महामारी के बाद, कृषि क्षेत्र में महिलाओं की भागीदारी वर्ष 2020 के अप्रैल-जून के 72.4 से कम होकर वर्ष 2022 के अप्रैल-जून के बीच 69.1 प्रतिशत हो गई। वहीं दूसरी ओर, कुल महिला कार्यबल में स्व-नियोजित महिलाओं की हिस्सेदारी इसी अवधि के दौरान 57.8 प्रतिशत से बढ़कर 61 प्रतिशत हो गई है। इसके अलावा, ग्रामीण क्षेत्रों में महिला कार्यबल की भागीदारी में एक मौसमी रुझान भी देखा जाता है। आमतौर पर काम वाले सीजन के

रोजगार पर सर्वेक्षण

■ सर्वेक्षण में शामिल 5 में से 2 युवा स्नातकों के पास कोई नौकरी नहीं है

■ दूसरा सबसे अधिक बेरोजगार समूह, स्नातक या उच्च योग्यता वाले युवाओं का है जिनकी उम्र 25-29 वर्ष के बीच है और इनके बीच बेरोजगारी दर 22.8 प्रतिशत है

■ शहरी क्षेत्रों में रहने वाली महिलाओं में 9.9 प्रतिशत की दर के साथ उच्च स्तर की बेरोजगारी दर है

■ पिछले पांच वर्षों में महिलाओं की कार्यबल भागीदारी दर में सुधार हुआ है खासतौर पर ग्रामीण क्षेत्रों में

■ यह सुधार नौकरियों की संख्या में वृद्धि के कारण नहीं बल्कि स्वरोजगार के कारण देखा जा रहा है

दौरान कार्यबल का हिस्सा बनती हैं और जब सीजन न हो तो उनकी हिस्सेदारी घट जाती है।

रिपोर्ट में आगे कहा गया है कि इसका मतलब यह नहीं है कि महिलाओं द्वारा 'देखभाल से जुड़े काम और अन्य घरेलू कामकाज में खर्च किए गए समय में कोई कमी आई' है।

रिपोर्ट में कहा भी गया है, 'इंडिया वर्किंग सर्वे में हमने पाया है कि महिलाओं की कार्यबल में भागीदारी बढ़ने के साथ ही घर के काम में दिए जाने वाले समय में और बढ़ोतरी हो सकती है।'

Continued from previous page

Secondary Transactions:

Except as disclosed below, there have been no secondary transactions by the Promoters, members of the Promoter Group or shareholder(s) having the right to nominate director(s) in the Board of Directors of our Company are a party to the transaction, in the last three years preceding the date of the Red Herring Prospectus:

Date of transfer	Name of Deceased	Name of Receiver	No. of Equity shares	Price Per Equity Share	Nature of transaction	Total Consideration
May 31, 2022	Harish Kumar Garg	Samit Garg	5,16,000	-	Transmission of Shares	-

d) Weighted average cost of acquisition, floor price and cap price:

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price* (i.e., ₹ 71)	Cap Price* (i.e., ₹ 75)
Weighted average cost of acquisition of primary / new issue as per paragraph 8(a) above.	NA [^]	NA [^]	NA [^]
Weighted average cost of acquisition for secondary sale / acquisition as per paragraph 8(b) above.	NA ^{^^}	NA ^{^^}	NA ^{^^}
Weighted average cost of acquisition of primary issuances / secondary transactions as per paragraph 8(c) above	Nil	Not defined	Not defined

Note:

[^]There were no primary / new issue of shares (equity/ convertible securities) as mentioned in paragraph 8(a) above, in last 18 months from the date of the Red Herring Prospectus.

^{^^}There were no secondary transactions as mentioned in paragraph 8(b) above, in last 18 months from the date of this Red Herring Prospectus.

E Factor Experiences Limited is a Book Built Issue and the price band for the same shall be published 2 working days before opening of the Issue in all editions of the English national newspaper Business Standard, all editions of Hindi national newspaper Business Standard and New Delhi Edition of Regional newspaper Pratah Kiran, a regional daily newspaper where the registered office of the company is situated each with wide circulation.

The Price Band/ Floor Price/ Issue Price has been determined by our Company in consultation with the BRLM and will be justified by us in consultation with the BRLM on the basis of the above information. Investors should read the abovementioned information along with "Our Business", "Risk Factors" and "Restated Financial Statements" on pages 91, 23 and 137 respectively, to have a more informed view. The trading price of the Equity Shares of our Company could decline due to the factors mentioned in "Risk Factors" or any other factors that may arise in the future and you may lose all or part of your investments.

For further details, please see the chapter titled "Basis for Issue Price" beginning on page 71 of the Red Herring Prospectus.

BID/ ISSUE PROGRAM

BID/ ISSUE OPENS ON⁽¹⁾: WEDNESDAY, SEPTEMBER 27, 2023
BID/ ISSUE CLOSES ON: TUESDAY, OCTOBER 03, 2023

⁽¹⁾Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid / Issue Opening Date in accordance with the SEBI (ICDR) Regulations, 2018.

In case of any revisions in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Company may, for reasons to be recorded in a writing, extend the Bid/ Issue Period for a minimum of three Working Days, subject to the Bid/ Issue Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/ Issue Period, if applicable, will be widely disseminated by notification to the Stock Exchange, by issuing a press release, and also by indicating the change on the website of the Book Running Lead Managers and the terminals of the other members of the Syndicate and by intimation to SCSBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI (ICDR) Regulations, as amended, wherein not more than 50% of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Managers, allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI (ICDR) Regulations ("Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI (ICDR) Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilize the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" beginning on page 207 of the Red Herring Prospectus.

Bidders/ Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/ Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/ Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/ Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/ Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Investors must ensure that their PAN is linked with AADHAR and are in compliance with CBOT Notification dated February 13, 2020 and press release dated June 25, 2021.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Corporate Structure" on page 112 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 245 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs. 13,50,00,000/- (Rupees Thirteen Crore and fifty lakhs only) divided into 1,35,00,000 (One Crore thirty five Lakhs) Equity Shares of Rs.10/- each. The issued, subscribed and paid-up share capital of the Company before the issue is Rs. 9,63,20,980/- (Rupees nine Crore sixty three lakhs twenty thousand nine hundred and eighty Only) divided into 96,32,098 (Ninety six lakhs thirty two thousand and ninety eight) Equity Shares of Rs. 10 each. For details of the Capital Structure, see "Capital Structure" on the page 52 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company, Harish Kumar Garg-3500 Equity Shares; Samit Garg-500 Equity Shares and Jai Thakore-3500 Equity Shares aggregating to 10,500 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 112 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 52 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE (NSE Emerge). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter Ref.: NSE/LIST/2647 dated September 18, 2023. For the purposes of the Issue, the Designated Stock Exchange shall be National Stock Exchange of India Limited (NSE). A signed copy of the Red Herring Prospectus dated September 20, 2023 has been delivered for filing to the ROC and Prospectus shall be delivered for filing to the ROC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 245 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 189 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE ("NSE EMERGE") (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the Disclaimer Clause of NSE.

TRACK RECORD OF LEAD MANAGER: The Merchant Banker associated with the issue has handled 25 public issues in the past 3 years all of which were SME IPOs.

GENERAL RISK: Investments in equity and 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 Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 23 of the Red Herring Prospectus.

ASBA * | Simple, Safe, Smart way of Application- Make use of it !!! *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. Mandatory in Public Issues from January 01, 2016. No Cheque will be accepted



UPI-Now available in ASBA for Retail Individual Investors (RII)**

Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI – Now available in ASBA for RIIs applying through Registered Brokers, DPs & RTAs. RIIs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account. Investors have to apply through the ASBA process. "ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 207 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI"), the Stock Exchanges and in the General Information Document.

*ASBA forms can be downloaded from the website of NSE ("NSE Emerge")

**List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. Axis Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll free number-18001201740 and Mail Id- ipo.upi@npci.org.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. For issue related grievance investors may contact: Hem Securities Limited- Sourabh Garg (+91 22-49060000) (Email Id: id@hemsecurities.com).

BOOK RUNNING LEAD MANAGER TO THE ISSUE

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
 Investor Grievance Email: redressal@hemsecurities.com
 Website: www.hemsecurities.com Contact Person: Sourabh Garg
 SEBI Reg. No.: INM000010981

REGISTRAR TO THE ISSUE

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; Investor Grievance ID: ig@maashitla.com
 Website: www.maashitla.com;
 Contact Person: Mukul Agrawal
 SEBI Registration No.: INR000004370

COMPANY SECRETARY AND COMPLIANCE OFFICER

ANUSHKA CHAUHAN
E FACTOR EXPERIENCES LIMITED
 Address: Plot No. A-49, Sec 67, Gautam Budh Nagar, Noida-201301, Uttar Pradesh, India.
 Tel. No. +91-120-3100184; E-mail: cs@efactorex.com;
 Website: www.efactor4u.com; CIN: U92199DL2003PLC118285
 Investors can contact the Company Secretary and Compliance Officer or the BRLMs or the Registrar to the Issue in case of any pre-issue or post-issue related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the Company at www.efactor4u.com, the website of the BRLMs to the Issue at www.hemsecurities.com, the website of NSE Emerge at https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme_offer respectively.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: E Factor Experiences Limited, Telephone: +91-120-3100184; BRLMs: Hem Securities Limited, Telephone: +91-22-4906 0000 and the Syndicate Members: Hem Finlease Private Limited, Telephone: +91 022-49060000 and at the selected locations of the Sub-Syndicate Members, Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application Forms will also be available on the websites of NSE Emerge and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

ESCROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: HDFC Bank Limited. | LINK TO DOWNLOAD ABRIDGED PROSPECTUS: https://www.efactor4u.com/yike/wp-content/uploads/2023/03/abridged-prospectus.pdf | UPI: Retail Individual Bidders can also Bid through UPI Mechanism.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus.

On behalf of Board of Directors

E FACTOR EXPERIENCES LIMITED

Sd/-

Jai Thakore

Chairman & Whole-time Director

Place: New Delhi

Date: September 20, 2023

Disclaimer: E Factor Experiences Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares the Red Herring Prospectus dated September 20, 2023 has been filed with the Registrar of Companies, New Delhi and thereafter with SEBI and the Stock Exchanges. The RHP is available on the website of NSE Emerge at https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme_offer and is available on the websites of the BRLMs at www.hemsecurities.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Red Herring Prospectus including the section titled "Risk Factors" beginning on page 23 of the Red Herring Prospectus.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, and may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made and there will be no public offering in the United States.

THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT. THIS DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES.
THIS PUBLIC ANNOUNCEMENT IS NOT INTENDED FOR PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA.



E FACTOR EXPERIENCES LIMITED

(formerly known as E Factor Entertainment Private Limited)

Our Company was originally incorporated as a Private Limited Company under the name of "E Factor Entertainment Private Limited" on January 02, 2003 under the provisions of the Companies Act, 1956 with the Registrar of Companies, NCT of Delhi & Haryana. Subsequently, pursuant to Special Resolution passed by the Shareholders at the Extraordinary General Meeting, held on July 30, 2021, the name of our company was changed from "E Factor Entertainment Private Limited" to "E Factor Experiences Private Limited" and a fresh Certificate of Incorporation pursuant to change of name dated August 04, 2021 issued by the Registrar of Companies, Delhi. Further, pursuant to Special Resolution passed by the Shareholders at the Extraordinary General Meeting, held on August 16, 2021, our Company was converted into a Public Limited Company and consequently the name of our Company was changed from "E Factor Experiences Private Limited" to "E Factor Experiences Limited" vide a fresh certificate of incorporation dated September 30, 2021, issued by the Registrar of Companies, Delhi and bearing CIN U92199DL2003PLC118285. For further details please refer to chapter titled "History and Corporate Structure" beginning on page 112 of the this Red Herring Prospectus.

Registered Office: 101-A, Kundan Kutir Hari Nagar Ashram, New Delhi-110014, India.

Corporate Office: Plot No. A-49, Sec 67, Gautam Budh Nagar, Noida-201301, Uttar Pradesh, India.

Contact Person: Anushka Chauhan, Company Secretary & Compliance Officer; Tel No: +91-120-3100184; E-mail: cs@efactor4u.com; Website: www.efactor4u.com

OUR PROMOTERS: JAI THAKORE, SAMIT GARG, ARUNA GARG AND MANIKA GARG

"THE ISSUE IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF NSE (NSE EMERGE)."

THE ISSUE

INITIAL PUBLIC OFFER OF UPTO 34,56,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF E FACTOR EXPERIENCES LIMITED ("OUR COMPANY" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ [-] PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ [-] LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,74,400 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ [-] PER EQUITY SHARE FOR CASH, AGGREGATING ₹ [-] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 32,81,600 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ [-] PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ [-] LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.41% AND 25.07% RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

- **QIB PORTION:** NOT MORE THAN 50.00% OF THE NET ISSUE
- **NON-INSTITUTIONAL PORTION:** NOT LESS THAN 15.00% OF THE NET ISSUE
- **RETAIL PORTION:** NOT LESS THAN 35.00% OF THE NET ISSUE
- **MARKET MAKER PORTION:** UPTO 1,74,400 EQUITY SHARES OR 5.05% OF THE ISSUE

PRICE BAND: RS. 71 TO RS. 75 PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH

THE FLOOR PRICE IS 7.1 TIMES OF THE FACE VALUE AND THE CAP PRICE IS 7.5 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

BIDS CAN BE MADE FOR A MINIMUM OF 1,600 EQUITY SHARES AND IN MULTIPLES OF 1,600 EQUITY SHARES THEREAFTER.

RISKS TO INVESTORS:

- 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.
- The Merchant Banker associated with the Issue has handled 25 public issues out of which none closed below the Issue Price on listing date.
- Average cost of acquisition of Equity Shares held by the Individual Promoters is
- The Price/ Earnings ratio based on Diluted EPS for Fiscal 2023 for the company at the upper end of the Price Band is 9.59.
- Weighted Average Return on Net worth for Fiscals 2023, 2022 and, 2021 is 79.55%.
- The Weighted average cost of acquisition of all Equity Shares transacted in the last one year, 18 months and three years from the date of RHP is as given below:

Sr. No.	Name of the Promoters	No. of Shares held	Average cost of Acquisition (in ₹)
1.	Samit Garg	28,89,600	Nil
2.	Jai Thakore	38,52,800	0.08
3.	Aruna Garg	14,44,800	Nil
4.	Manika Garg	14,44,800	Nil

and the Issue Price at the upper end of the Price Band is Rs. 75 per Equity Share.

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

- The Weighted average cost of acquisition compared to floor price and cap price

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price (i.e. ₹ 71)	Cap price (i.e. ₹ 75)
WACA of Primary Issuance (except for bonus issue) (exceeding 5% of the pre issue capital)	NA [^]	NA [^]	NA [^]
WACA for secondary sale / acquisition (exceeding 5% of the pre issue capital)	NA ^{^^}	NA ^{^^}	NA ^{^^}
WACA of past 5 primary issuances / secondary transactions in last 3 years	Nil	Not Defined	Not Defined

Note:

[^]There were no primary / new issue of shares in last 18 months from the date of the Red Herring Prospectus.

^{^^}There were no secondary transaction of shares except for transmission of shares in last 18 months from the date of the Red Herring Prospectus.

BASIS FOR ISSUE PRICE

Price Band/ Issue Price shall be determined by our Company in consultation with the Book Running Lead Manager on the basis of the assessment of market demand for the Equity Shares through the Book Building Process and on the basis of the qualitative and quantitative factors as described in this section. The face value of the Equity Shares is ₹ 10/- each and the Issue Price is 7.1 times of the face value at the lower end of the Price Band and 7.5 times of the face value at the upper end of the Price Band.

For the purpose of making an informed investment decision, the investors should also refer "Risk Factors", "Our Business" and "Financial Statement as restated" beginning on page 23, 91 and 137 respectively of the Red Herring Prospectus

QUALITATIVE FACTORS

We believe the following business strengths allow us to successfully compete in the industry:

- One stop solution to all event needs
- Established track record
- Established relationship with hospitality & event partners
- Established relationship with local City /State government bodies
- Experienced promoters and management team

For a detailed discussion on the qualitative factors which form the basis for computing the price, please refer to sections titled "Our Business" beginning on page 91 of the Red Herring Prospectus.

QUANTITATIVE FACTORS

The information presented below relating to our Company is based on the Restated Financial Statements. For details, please refer section titled "Financial Information of the Company" on page 137 of the Red Herring Prospectus.

Some of the quantitative factors which may form the basis for calculating the Issue Price are as follows:

1. Basic & Diluted Earnings per share (EPS) (Face value of ₹ 10 each):

As per the Restated Financial Statements:-

Sr. No.	Period	Basic & Diluted (₹)	Weights
1.	Financial Year ending March 31, 2023	7.82	3
2.	Financial Year ending March 31, 2022	2.65	2
3.	Financial Year ending March 31, 2021	1.28	1
	Weighted Average	5.00	6

Notes:

- The figures disclosed above are based on the Restated Consolidated Financial Statements of the Company.
- The face value of each Equity Share is ₹ 10.00.
- Earnings per Share has been calculated in accordance with Accounting Standard 20 – "Earnings per Share" issued by the Institute of Chartered Accountants of India.
- The above statement should be read with Significant Accounting Policies and the Notes to the Restated Consolidated Financial Statements as appearing in Annexure IV.
- Basic Earnings per Share = Net Profit/(Loss) after tax, as restated attributable to equity shareholders / Weighted average number of equity shares outstanding during the year/ period
- Diluted Earnings per Share = Net Profit/(Loss) after tax, as restated attributable to equity shareholders / Weighted average number of diluted potential equity shares outstanding during the year/ period.

2. Price Earning (P/E) Ratio in relation to the Price Band of ₹ 71 to ₹ 75 per Equity Share of Face Value of ₹ 10/- each fully paid up

Particulars	(P/E) Ratio at the Floor Price (₹ 71)	(P/E) Ratio at the Cap Price (₹ 75)
P/E ratio based on the Basic & Diluted EPS, as restated for period ending March 31, 2023	9.08	9.59
P/E ratio based on the Weighted Average EPS, as restated.	14.20	15.00

Industry P/E Ratio*	(P/E) Ratio
Industry Average (Touchwood Entertainment Limited)	62.11

* For the purpose of industry, we have considered those companies which are engaged in the similar line of business segment as of our Company, however, they may not be exactly comparable in terms of product portfolio or the size of our Company. The peers have been included for the purpose of broad comparison.

Note:
i) The P/E ratio of our Company has been computed by dividing Issue Price with EPS.

ii) P/E Ratio of the peer company is based on the Consolidated Audited Results for the F.Y. 2022-23 and stock exchange data dated September 15, 2023.

3. Return on Net worth (RoNW)

Sr. No.	Period	RoNW (%)	Weights
1.	Period ending March 31, 2023	68.35%	1
2.	Period ending March 31, 2022	72.49%	2
3.	Period ending March 31, 2021	127.26%	3
	Weighted Average	79.55%	6

Note:

- The figures disclosed above are based on the Restated Consolidated Financial Statements of the Company.
- The RoNW has been computed by dividing restated net profit after tax (excluding exceptional items) with restated Net worth as at the end of the year/period
- Weighted average = Aggregate of year-wise weighted RoNW divided by the aggregate of weights i.e. (RoNW x Weight) for each year/Total of weights.

4. Net Asset Value (NAV) per Equity Share:

Sr. No.	NAV per Equity Share	(Amount in ₹)
1.	As at March 31, 2021	1.01
2.	As at March 31, 2022	3.63
3.	As at March 31, 2023	11.44
4.	NAV per Equity Share after the Issue	
	i) At Floor Price	27.17
	ii) At Cap Price	28.22
5.	Issue Price	[*]

Notes:

- The figures disclosed above are based on the Restated Consolidated Financial Statements of the Company.
- NAV per share=Restated Net worth at the end of the year/period divided by total number of equity shares outstanding at the end of the year. (Based on weighted average number of shares)
- Net worth is computed as the sum of the aggregate of paid-up equity share capital, all reserves created out of the profits, securities premium account received in respect of equity shares and debit or credit balance of profit and loss account.
- Issue Price per Equity Share will be determined by our Company in consultation with the Book Running Lead Manager.

5. Comparison of Accounting Ratios with Industry Peers

Name of Company	Current Market Price (₹)	Face Value	EPS (Basic & Diluted)	PE	RoNW (%)	Book Value (₹)	Total Income (₹ in lakhs)
E Factor Experiences Limited	[*]	10	7.82	[*]	68.35%	11.44	11,945.21
Peer Group	154.65	10	2.49	62.11	9.32%	25.69	3,680.74
Touchwood Entertainment Limited ⁱⁱ⁾							

Notes:

- Source – Consolidated Audited Financial Results of the company has been for the financial year 2022-23 and stock exchange data dated September 15, 2023. For our Company, we have taken Current Market Price as the issue price of equity share. Further, P/E Ratio is based on the current market price of the respective scrips.
- The EPS, NAV, RoNW and total Income of our Company are taken as per Restated Consolidated Financial Statement for the Financial Year 2022-23 as adjusted with the effect of Bonus Issue.
- NAV per share is computed as the closing net worth divided by the closing outstanding number of paid up equity shares as adjusted with the effect of Bonus Issue.
- RoNW has been computed as net profit after tax divided by closing net worth.
- Net worth has been computed in the manner as specifies in Regulation 2(1) (hh) of SEBI (ICDR) Regulations, 2018.

6. Key Performance Indicators

The KPIs disclosed below have been used historically by our Company to understand and analyze the business performance, which in result, help us in analyzing the growth of our company.

The KPIs disclosed below have been approved by a resolution in the Board Meeting dated August 18, 2023 and the members of the Audit Committee have verified the details of all KPIs pertaining to our Company. Further, the members of the Audit Committee have confirmed that there are no KPIs pertaining to our Company that have been disclosed to any investors at any point of time during the three years period prior to the date of filing of the Red Herring Prospectus. Further, the KPIs herein have been certified by Elahi Goel & Co., Chartered Accountants, by their certificate dated August 18, 2023.

The KPIs of our Company have been disclosed in the sections titled "Our Business" and "Management's Discussion and Analysis of Financial Condition and Results of Operations – Key Performance Indicators" on pages 91 and 170, respectively. We have described and defined the KPIs as applicable in "Definitions and Abbreviations" on page 1.

Our Company confirms that it shall continue to disclose all the KPIs included in this section on a periodic basis, at least once in a year (or any lesser period as determined by the Board of our Company), for a duration of one year after the date of listing of the Equity Shares on the Stock Exchange or till the complete utilisation of the proceeds of the Fresh Issue as per the disclosure made in the Objects of the Issue, whichever is later or for such other duration as may be required under the SEBI ICDR Regulations. Further, the ongoing KPIs will continue to be certified by a member of an expert body as required under the SEBI ICDR Regulations.

Key Performance Indicators of our Company

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:

- Revenue from operation means revenue from sales, service and other operating revenues
- EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses - Other Income
- EBITDA Margin is calculated as EBITDA divided by Revenue from Operations
- PAT Margin is calculated as PAT for the period/year divided by revenue from operations.

Explanation for KPI metrics:

KPI	Explanations
Revenue from Operations	Revenue from Operations is used by our management to track the revenue profile of the business and in turn helps to assess the overall financial performance of our Company and volume of our business
EBITDA	EBITDA provides information regarding the operational efficiency of the business
EBITDA Margin (%)	EBITDA Margin (%) is an indicator of the operational profitability and financial performance of our business
PAT	Profit after tax provides information regarding the overall profitability of the business.
PAT Margin (%)	PAT Margin (%) is an indicator of the overall profitability and financial performance of our business.

7. Set forth below are the details of comparison of key performance of indicators with our listed industry peers:

Key Financial Performance	E Factor Experiences Limited			Touchwood Entertainment Limited		
	FY 2022-23	FY 2021-22	FY 2020-21	FY 2022-23	FY 2021-22	FY 2020-21
Revenue from operations ⁽¹⁾	11,926.16	5,661.55	621.62	3,670.94	2,662.36	1,006
EBITDA ⁽²⁾	1,198.57	420.87	(114.98)	423.75	364.10	203
EBITDA Margin ⁽³⁾	10.05%	7.43%	(18.50%)	11.54%	13.67%	20.18%
PAT	761.35	253.25	123.39	243.77	211.10	98
PAT Margin ⁽⁴⁾	6.38%	4.47%	19.85%	6.64%	7.93%	9.74%

Notes:

- Revenue from operation means revenue from sales, service and other operating revenues
- EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses
- EBITDA Margin is calculated as EBITDA divided by Revenue from Operations
- PAT Margin is calculated as PAT for the period/year divided by revenue from operations.

8. Weighted average cost of acquisition

- The price per share of our Company based on the primary/ new issue of equity shares
There has been no issuance of Equity Shares other than Equity Shares issued pursuant to a bonus issue on March 24, 2023, during the 18 months preceding the date of the Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of 30 days.
- The price per share of our Company based on the secondary sale / acquisition of equity shares
There have been no secondary sale/ acquisitions of Equity Shares, where the promoters, members of the promoter group or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts and transmission of shares), during the 18 months preceding the date of this certificate, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of the Company (calculated based on the pre-issue capital before such transactions/ and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.
- Since there are no such transactions to report to under (a) and (b) therefore, information based on last 5 primary or secondary transactions (secondary transactions where Promoter / Promoter Group entities or shareholder(s) having the right to nominate director(s) in the Board of our Company, are a party to the transaction), not older than 3 years prior to irrespective of the size of transactions, is as below:

Primary Transactions:

Except as disclosed below, there have been no primary transactions in the last three years preceding the date of the Red Herring Prospectus:

Date of Allotment	No. of equity shares allotted	Issue price per equity share (₹)	Nature of allotment	Nature of consideration	Total Consideration
August 06, 2021	35	10	Private Placement	Cash	350
March 24, 2023	61,92,063	Nil	Bonus Issue	Other than cash	Nil

Continued on next page

कुपोषण के खिलाफ जंग में अपनी आंगनवाड़ियों को सशक्त बना रही है केजरीवाल सरकार-आतिथी

जानकारी

- विजिट के दौरान डब्ल्यूसीडी मंत्री आतिथी ने माताओं और गर्भवती महिलाओं के साथ की चर्चा, बेहतर पोषण की दिशा में लोटे अनाजों के फायदों को लेकर किया जागरूक
- आंगनवाड़ी केंद्रों में बच्चों और माताओं के बेहतर पोषण के लिए उच्च गुणवत्ता वाले लोटे अनाज आधारित खानपान की आदतों को बढ़ावा देना हमारा मिशन- आतिथी



नई दिल्ली, प्रातः किरण संवाददाता

महिला एवं बाल-विकास मंत्री आतिथी ने बुधवार सुबह खानपुर स्थित केजरीवाल सरकार के आंगनवाड़ी सेंटर का दौरा किया। विजिट के दौरान डब्ल्यूसीडी मंत्री ने केंद्र में बच्चों, आंगनवाड़ी वर्कर्स और वहाँ पंजीकृत गर्भवती महिलाओं व माताओं से बातचीत की तथा वहाँ मौजूदा सुविधाओं की पड़ताल की। यहाँ उन्होंने

अधिकारियों को निर्देश दिए कि आंगनवाड़ी केंद्रों को बच्चों की रुचि के अनुसार डिजाइन किया जाए और यहाँ की दीवारों पर बालकेन्द्रित पेंटिंग्स भी की जाए। इस मौके पर मंत्री आतिथी ने कहा कि, कुपोषण के खिलाफ जंग में केजरीवाल सरकार अपनी आंगनवाड़ियों को सशक्त बना रही है। हम ये सुनिश्चित कर रहे हैं कि अपनी आंगनवाड़ी में आने वाले

सभी बच्चों और माताओं को बेहतर से बेहतर पोषण प्रदान कर सकें और इस दिशा में हमारे आंगनवाड़ी केंद्र प्रतिबद्धता के साथ काम भी कर रहे हैं तथा रोजाना लाखों बच्चों और गर्भवती महिलाओं व माताओं तक पोषणयुक्त आहार भी पहुँचा रहे हैं। साथ ही सरकार बच्चों के सर्वांगीण विकास के लिए दिल्ली की आंगनवाड़ियों को सभी ज़रूरी सुविधाओं से लैस कर रही

है। इसके अतिरिक्त, इस संबंध में आंगनवाड़ी कार्यकर्ताओं के लिए विशेष प्रशिक्षण मॉड्यूल तैयार किए जा रहे हैं।

विजिट के दौरान डब्ल्यूसीडी मंत्री आतिथी ने माताओं और गर्भवती महिलाओं के साथ चर्चा कर उन्हें बेहतर पोषण की दिशा में लोटे अनाजों के फायदों को लेकर जागरूक किया। उन्होंने अधिकारियों को यह सुनिश्चित करने का निर्देश दिया कि पौष्टिक आहार के लक्ष्य को प्राप्त करने के लिए लोटे अनाज आधारित व्यंजनों को सभी आंगनवाड़ियों और उनकी पंजीकृत महिलाओं के साथ साझा किया जाए।

इस मौके पर डब्ल्यूसीडी मंत्री आतिथी ने आंगनवाड़ी केंद्र में बच्चों के लिए उपलब्ध सुविधाओं का भी निरीक्षण किया। डब्ल्यूसीडी मंत्री ने पाया कि सेंटर पर साफ-सफाई का पूरा ध्यान रखा गया है। आंगनवाड़ी के हर हिस्से को इस

प्रकार व्यवस्थित किया गया है ताकि वो बच्चों की लर्निंग का हिस्सा बने। ये सब देखते हुए डब्ल्यूसीडी मंत्री ने आंगनवाड़ी वर्कर्स को सराहना की। साथ ही उन्होंने अधिकारियों को आंगनवाड़ी की दीवारों को और कलरफुल बनाने और उसपर बच्चों के अनुकूल पेंटिंग बनाने के निर्देश दिए।

बातचीत के दौरान आंगनवाड़ी वर्कर्स ने कहा कि सरकार द्वारा आंगनवाड़ी का रंग-रूप बदला गया है और यहाँ सभी ज़रूरी सुविधाएँ सुनिश्चित की जा रही हैं। ऐसे में आंगनवाड़ी के बदले स्वरूप से आसपास के लोग काफी खुश हैं और अपने बच्चों को इस आंगनवाड़ी में भेजने के लिए काफी उत्सुक हैं। आंगनवाड़ी में मौजूद पंजीकृत माताओं व गर्भवती महिलाओं ने भी आंगनवाड़ी केंद्र द्वारा उन्हें समय-समय पर मिल रहे पोषण अपडेट और सेवाओं को लेकर की सराहना की।

नई दिल्ली, प्रातः किरण संवाददाता

दिल्ली हाई कोर्ट ने माना कि शादी के बाद पत्नी द्वारा पति को लगातार अस्वीकार करना उसके लिए बड़ी मानसिक पीड़ा का कारण है।

तलाक के पारिवारिक अदालत के निर्णय को बरकरार रखते हुए न्यायमूर्ति सुरेश कुमार कैत व न्यायमूर्ति नीना बंसल कुष्णा की पीठ ने कहा कि पति ने अपनी गवाही में कहा था कि पत्नी ने यह कहकर करवा चौथ का व्रत रखने से इनकार कर दिया था कि वह किसी अन्य पुरुष को अपना पति मानती थी और उसके माता-पिता ने उसकी इच्छा के विरुद्ध उसकी शादी जबरन कराई थी। पत्नी की अपील को खारिज करते हुए पीठ ने कहा कि पारिवारिक अदालत ने पत्नी के आचरण को पति को अत्यधिक मानसिक पीड़ा, दर्द और क्रूरता का कारण माना है। इसके कारण वह तलाक का हकदार है। पति-पत्नी द्वारा यौन संबंध बनाने से इनकार करना क्रूरता, तलाक से जुड़े मामलों में दिल्ली लुड की अहम टिप्पणी दिल्ली लुड की अहम टिप्पणी: अगर महिला सियाचिन में तो पुरुष की सेना में नर्स के रूप में हो सकती है तैनाती उल्लेखनीय है कि इससे पहले पारिवारिक अदालत ने एक पति को उसकी पत्नी द्वारा क्रूरता के आधार पर तलाक देने का आदेश दिया गया था। दोनों की शादी मार्च 2011 में हुई थी और छह महीने बाद ही अलग रहने लगे।

Continued from previous page

Secondary Transactions:

Except as disclosed below, there have been no secondary transactions by the Promoters, members of the Promoter Group or shareholder(s) having the right to nominate director(s) in the Board of Directors of our Company are a party to the transaction, in the last three years preceding the date of the Red Herring Prospectus:

Date of transfer	Name of Deceased	Name of Receiver	No. of Equity shares	Price Per Equity Share	Nature of transaction	Total Consideration
May 31, 2022	Harish Kumar Garg	Samit Garg	5,16,000	-	Transmission of Shares	-

d) Weighted average cost of acquisition, floor price and cap price:

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)	Floor price* (i.e., ₹ 71)	Cap Price* (i.e., ₹ 75)
Weighted average cost of acquisition of primary / new issue as per paragraph 8(a) above.	NA^	NA^	NA^
Weighted average cost of acquisition for secondary sale / acquisition as per paragraph 8(b) above.	NA^^	NA^^	NA^^
Weighted average cost of acquisition of primary issuances / secondary transactions as per paragraph 8(c) above	Nil	Not defined	Not defined

Note:

^There were no primary/new issue of shares (equity/convertible securities) as mentioned in paragraph 8(a) above, in last 18 months from the date of the Red Herring Prospectus.

BID/ ISSUE PROGRAM

BID/ ISSUE OPENS ON⁽¹⁾: WEDNESDAY, SEPTEMBER 27, 2023
BID/ ISSUE CLOSES ON: TUESDAY, OCTOBER 03, 2023

⁽¹⁾Our Company in consultation with the BRLM may consider participation by Anchor Investors. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid / Issue Opening Date in accordance with the SEBI (ICDR) Regulations, 2018.

In case of any revisions in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision of the Price Band, subject to the Bid/ Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Company may, for reasons to be recorded in writing, extend the Bid/ Issue Period for a minimum of three Working Days, subject to the Bid/ Issue Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/ Issue Period, if applicable, will be widely disseminated by notification to the Stock Exchange, by issuing a press release, and also by indicating the change on the website of the Book Running Lead Managers and the terminals of the other members of the Syndicate and by intimation to SCsBs, the Sponsor Bank, Registered Brokers, Collecting Depository Participants and Registrar and Share Transfer Agents.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI (ICDR) Regulations, as amended, wherein not more than 50% of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Managers, allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilize the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of RIBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCsBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" beginning on page 207 of the Red Herring Prospectus.

Bidders/ Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidders/ Applicants may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidders/ Applicants as available on the records of the depositories. These Demographic Details may be used, among other things, for or unblocking of ASBA Account or for other correspondence(s) related to an issue. Bidders/ Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Applicants' sole risk. Bidders/ Applicants should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Investors must ensure that their PAN is linked with AADHAR and are in compliance with CDBT Notification dated February 13, 2020 and press release dated June 25, 2021.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Corporate Structure" on page 112 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 245 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is Rs. 13,50,00,000/- (Rupees Thirteen Crore and fifty lakhs only) divided into 1,35,00,000 (One Crore thirty five Lakhs) Equity Shares of Rs.10/- each. The issued, subscribed and paid-up share capital of the Company before the issue is Rs. 9,63,20,980/- (Rupees nine crore sixty three lakhs twenty thousand nine hundred and eighty only) divided into 96,32,098 (Ninety six lakhs thirty two thousand and ninety eight) Equity Shares of Rs. 10 each. For details of the Capital Structure, see "Capital Structure" on page 52 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company, Harish Kumar Garg-3500 Equity Shares; Samit Garg-500 Equity Shares and Jai Thakore-3500 Equity Shares aggregating to 10,500 Equity Shares of Rs.10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see "History and Corporate Structure" on page 112 of the Red Herring Prospectus. For details of the share capital and capital structure of the Company see "Capital Structure" on page 52 of the Red Herring Prospectus.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the NSE (NSE Emerge). Our Company has received an "in-principle" approval from the NSE for the listing of the Equity Shares pursuant to letter Ref.: NSE/LIST/2647 dated September 18, 2023. For the purposes of the Issue, the Designated Stock Exchange shall be National Stock Exchange of India Limited (NSE). A signed copy of the Red Herring Prospectus dated September 20, 2023 has been delivered for filing to the ROC and Prospectus shall be delivered for filing to the RoC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "Material Contracts and Documents for Inspection" on page 245 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 189 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF NSE ("NSE EMERGE") (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the Disclaimer Clause of NSE.

TRACK RECORD OF LEAD MANAGER: The Merchant Banker associated with the issue has handled 25 public issues in the past 3 years all of which were SME IPOs.

GENERAL RISK: Investments in equity and 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 Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 23 of the Red Herring Prospectus.

ASBA * | Simple, Safe, Smart way of Application- Make use of it!!! *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. Mandatory in Public Issues from January 01, 2016. No Cheque will be accepted



UPI-Now available in ASBA for Retail Individual Investors (RII) **

Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI - Now available in ASBA for RIIs applying through Registered Brokers, DPs & RTAs. RIIs also have the option to submit the application directly to the ASBA Bank (SCsBs) or to use the facility of linked online trading, demat and bank account.

Investors have to apply through the ASBA process. *ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 207 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI"), the Stock Exchanges and in the General Information Document.

*ASBA forms can be downloaded from the website of NSE ("NSE Emerge")

**List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. Axis Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018, as amended. For UPI related queries, investors can contact NPCI at the toll free number-18001201740 and Mail Id- ipo.upi@npci.org.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. For issue related grievance investors may contact: Hem Securities Limited- Sourabh Garg (+91 22 -49060000) (Email Id: ib@hemsecurities.com).

BOOK RUNNING LEAD MANAGER TO THE ISSUE

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
Investor Grievance Email: redressal@hemsecurities.com
Website: www.hemsecurities.com Contact Person: Sourabh Garg
SEBI Reg. No.: INM000010981

REGISTRAR TO THE ISSUE

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; Investor Grievance ID: ig@maashitla.com
Website: www.maashitla.com;
Contact Person: Mukul Agrawal
SEBI Registration No.: INR000004370

COMPANY SECRETARY AND COMPLIANCE OFFICER

ANUSHKA CHAUHAN
E FACTOR EXPERIENCES LIMITED
Address: Plot No. A-49, Sec 67, Gautam Budh Nagar, Noida-201301, Uttar Pradesh, India.
Tel. No. +91-120-3100184; E-mail: cs@efactor4u.com;
Website: www.efactor4u.com; CIN: U92199DL2003PLC118285
Investors can contact the Company Secretary and Compliance Officer or the BRLMs to the Registrar to the Issue in case of any pre-issue or post-issue related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the Company at www.efactor4u.com, the website of the BRLMs to the Issue at www.hemsecurities.com, the website of NSE Emerge at https://www.nseindia.com/companies-listing/corporate-filings-offer-documents/sme_offer respectively.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: E Factor Experiences Limited, Telephone: +91-120-3100184; BRLMs: Hem Securities Limited, Telephone: +91-22-4906 0000 and the Syndicate Members: Hem Finlease Private Limited, Telephone: +91 022-49060000 and at the selected locations of the Sub-Syndicate Members, Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application forms will also be available on the websites of NSE Emerge and the designated branches of SCsBs, the list of which is available at websites of the stock exchanges and SEBI.

ESCROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: HDFC Bank Limited. | LINK TO DOWNLOAD ABRIDGED PROSPECTUS: https://www.efactor4u.com/yike/wp-content/uploads/2023/03/abridged-prospectus.pdf | UPI: Retail Individual Bidders can also Bid through UPI Mechanism.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus.

Place: New Delhi
Date: September 20, 2023

Disclaimer: E Factor Experiences Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares the Red Herring Prospectus dated September 20, 2023 has been filed with the Registrar of Companies, New Delhi and thereafter with SEBI and the Stock Exchanges. The RHP is available on the website of NSE Emerge at https://www.nseindia.com/companies-listing/corporate-filings-offer-documents/sme_offer and is available on the websites of the BRLMs at www.hemsecurities.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Red Herring Prospectus including the section titled "Risk Factors" beginning on page 23 of the Red Herring Prospectus.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, and may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

On behalf of Board of Directors
E FACTOR EXPERIENCES LIMITED

Sd/-
Jai Thakore
Chairman & Whole-time Director

Investors can contact the Company Secretary and Compliance Officer or the BRLMs to the Registrar to the Issue in case of any pre-issue or post-issue related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc.