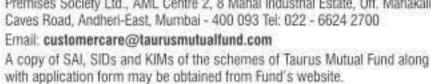
www.taurusmutualfund.com

TAURUS ASSET MANAGEMENT COMPANY LIMITED

CIN: U67190MH1993PLC073154 Head Office & Regd Office : 3rd Floor, 301-304, Chandravillas Co-op. Premises Society Ltd., AML Centre 2, 8 Mahal Industrial Estate, Off. Mahakali Caves Road, Andheri-East, Mumbai - 400 093 Tel: 022 - 6624 2700





DCM SHRIRAM LTD.

CIN No.: L74899DL1989PLC034923

Regd. Office: 2nd Floor, (West Wing), Worldmark 1,

Aerocity, New Delhi - 110037

Tel: 011-42100200 | E-mail: shares@dcmshriram.com |

Website: www.dcmshriram.com

NOTICE

(For the attention of Equity Shareholders of the Company)

This Notice is being published pursuant to the provisions of the

Companies Act, 2013 read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and

Refund) Rules, 2016, as amended from time to time ("the Rules").

The said Rules prescribe the manner of dealing with the shares

in respect of which, dividend has remained unclaimed/unpaid

for a period of seven consecutive years. As per the said Rules,

such shares alongwith unclaimed/unpaid dividend shall be transferred to the Investor Education and Protection Fund (IEPF)

The list of such shareholders is uploaded on the Company's

website at https://www.dcmshriram.com/investors/

In compliance with the said Rules, individual notices have been

sent to the shareholders who have not en-cashed their dividend

since the Final Dividend for FY 2017-18, or have otherwise procured any order(s) from Court/Tribunal/Statutory Authorities,

etc. in respect of their shares, at their latest available address

as per records of the Company, to provide an opportunity to claim their unclaimed/unpaid dividend and take appropriate action to

avoid transfer of such shares to IEPF. The concerned shareholders are requested to write to the Company/Registrar

and Share Transfer Agent (RTA), along with proof of en-cashment

of dividend/ relevant document(s) / order(s) etc., as the case may be at the earliest and not later than Tuesday, July 29, 2025.

For any clarification, shareholders are requested to refer to the

individual notices sent to them or contact the RTA at MCS Share Transfer Agent Ltd., 179-180, DSIDC Shed, 3rd Floor, Okhla Industrial Area, Phase-I, New Delhi-110020, Tel.: 011-41406149-

E-mail: <u>helpdeskdelhi@mcsregistrars.com</u> (please quote

Shareholders holding shares in physical mode, who have not yet updated their PAN, KYC details till now, are requested to

update the same by submitting Form ISR-1, Form ISR-2, self-

attested copy of PAN of all holders, cancelled cheque etc., to the

RTA of the Company. Detailed instructions and specimen KYC

forms are available on the Company's website at https://

www.dcmshriram.com/important-communication-for-shareholders

Further, to obtain the inherent advantages of dematerialization

shareholders holding shares in physical form are requested to

convert their holding into dematerialized mode at the earliest

For more details, please visit https://www.dcmshriram.com/

Date: 22.04.2025 Company Secretary & Compliance Officer

For DCM Shriram Ltd

Deepak Gupta

folio/DP-Client ID number in all correspondence)

investors/shareholders-corner.

Place: New Delhi

NOTICE CUM ADDENDUM TO THE STATEMENT OF ADDITIONAL INFORMATION ('SAI'), SCHEME INFORMATION DOCUMENTS ('SIDs') AND KEY INFORMATION MEMORANDUM ('KIMs') OF ALL SCHEMES OF TAURUS MUTUALFUND ('THE MUTUAL FUND')

Change in Base Total Expense Ratio of Scheme(s) of Taurus Mutual Fund

NOTICE IS HEREBY GIVEN and it is proposed to change the base Total Expense Ratio ("TER") (i.e. TER excluding additional expenses provided in Regulation 52(6A)(b) and 52(6A)(c) of SEBI (Mutual Funds) Regulations, 1996) for the following schemes offered by Taurus Mutual Fund ("the Fund") w.e.f. 28.04.2025

Scheme Name(s)	BASE TER	
	Direct Plan - Existing (%)	Direct Plan - Proposed (%)
Taurus Flexi Cap Fund	2.22	2.19
Taurus Large Cap Fund (Formerly known as Taurus Largecap Equity Fund)	2.04	2.07
Taurus Mid Cap Fund (Formerly known as Taurus Discovery (Midcap) Fund)	1.89	1.85
Taurus ELSS Tax Saver Fund (Formerly known as Taurus Tax Shied)	2.00	1.60
Taurus Infrastructure Fund	2.18	1.72
Taurus Banking & Financial Services Fund	1.54	1.39
Taurus Nifty 50 Index Fund	0.91	0.73
Taurus Ethical Fund	1.43	0.83

Investors may also visit our website www.taurusmutualfund.com for disclosure(s) relating to TER appearing under sub-section titled "Total Expense Ratio of Mutual Fund Schemes" appearing under Section "Statutory Disclosures". The said information about change in base TER is provided in accordance with SEBI Circular no. SEBI/HO/IMD/DF2/CIR/P/2018/18 dated February 05, 2018 read along with SEBI Circular no. SEBI/HO/IMD/DF2/CIR/P/2018/91 dated June 05, 2018 for "Total Expense Ratio - change and disclosure".

> For Taurus Asset Management Company Ltd. (Investment Manager for Taurus Mutual Fund)

Date: April 21, 2025 Notice cum Addendum No. 01/2025-26 **Authorised Signatory** Mutual Fund investments are subject to market risks, read all scheme related

> THIS IS A PUBLIC ANNOUNCEMENT FOR AN INFORMATION PURPOSE 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. PUBLIC ANNOUNCEMENT



Place: Mumbai

documents carefully.

the Draft Red Herring Prospectus)



FLYSBS AVIATION LIMITED

(FORMERLY KNOWN AS FLYSBS AVIATION PRIVATE LIMITED)

CORPORATE IDENTIFICATION NUMBER: U62200TN2020PLC136959 Our Company was originally incorporated as "FlySBS Aviation Private Limited" a private limited company under the Companies Act, 2013 and received a certificate of incorporation

from the Registrar of Companies. Central Registration Centre dated August 07, 2020. Subsequently, the name of our Company was changed from "FlySBS Aviation Private Limited" to "FlySBS Aviation Limited", consequent to conversion of our Company from private limited company to public limited company, pursuant to special resolution passed by the shareholders of our Company in the Extra-ordinary General Meeting held on August 31, 2024 and a fresh certificate of incorporation consequent to change of name was issued by the Registrar of Companies, Central Registration Centre dated October 29, 2024. The corporate identification number of our company is U62200TN2020PLC136959. For change in registered office and other details please, see "History and Certain Corporate Matters" on page 168 of the Draft Red Herring Prospectus. Registered Office: Plot no. 16 (NP), 3" Floor, Indiquibe Palmyra, SIDCO Industrial Estate, Ekkatuthangal, Guindy Industrial Estate, Chennai, Chennai City Corporation,

Tamil Nadu - 600032, India. Website: www.sbsaviation.in; E-Mail: corporate@sbsaviation.in; Telephone No: +91-44 2260 4444 Company Secretary and Compliance Officer: N Saptharishi

PROMOTERS OF OUR COMPANY: AMBASHANKAR, CAPT. DEEPAK PARASURAMAN, KANNAN RAMAKRISHNAN,

BASTIMAL KISHANRAJ AND SHRESHTHA BUSINESS SOLUTIONS LLP THE ISSUE

INITIAL PUBLIC ISSUE OF UPTO 45,57,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH OF FLYSBS AVIATION LIMITED (FORMERLY KNOWN AS FLYSBS AVIATION PRIVATE LIMITED) ("FLYSBS" OR THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹[•]/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹[•]/- PER EQUITY SHARE (THE "ISSUE PRICE") AGGREGATING TO ₹[•] LAKHS ("THE ISSUE"), OF WHICH [•] EQUITY SHARES OF FACE VALUE OF ₹10/- EACH FOR CASH AT A PRICE OF ₹[•]/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹[•]/- PER EQUITY SHARE AGGREGATING TO ₹[•] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. NET ISSUE OF [◆] EQUITY SHARES OF FACE VALUE OF ₹10/- EACH AT A PRICE OF ₹ [◆]/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹[●]/- PER EQUITY SHARE AGGREGATING TO ₹[●] LAKHS IS HEREINAFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE

WILL CONSTITUTE [●]% AND [●]%, RESPECTIVELY, OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY. THE PRICE BAND AND THE MINIMUM BID LOT WILL BE DECIDED BY OUR COMPANY IN CONSULTATION WITH THE BOOK RUNNING LEAD MANAGER ADVERTISED IN ALL EDITION OF [.] (A WIDELY CIRCULATED ENGLISH NATIONAL DAILY NEWSPAPER) AND ALL EDITION OF [.] CIRCULATED HINDI NATIONAL DAILY NEWSPAPER AND TAMIL EDITION OF [●] (A WIDELY CIRCULATED TAMIL DAILY NEWSPAPER, TAMIL BEING THE REGIONAL LANGUAGE OF TAMIL NADU, WHERE OUR REGISTERED OFFICE IS LOCATED). AT LEAST TWO WORKING DAYS PRIOR TO THE ISSUE OPENING DATE AND SHALL BE MADE AVAILABLE TO NATIONAL STOCK EXCHANGE OF INDIA LIMITED ("NSE") FOR THE PURPOSE OF UPLOADING ON THEIR WEBSITE, FOR FURTHER DETAILS, KINDLY REFER TO CHAPTER

TITLED "TERMS OF THE ISSUE" ON PAGE 270 OF THE DRAFT RED HERRING PROSPECTUS. In case of any revision in the Price Band, the Bid/Issue Period shall be extended for at least 3 (three) additional Working Days after such revision of the Price Band, subject to the total Bid/ Issue Period not exceeding 10 (ten) Working Days. In cases of force majeure, banking strike or similar circumstances, our Company may, in consultation with the BRLM, for reasons to be recorded in writing, extend the Bid/ Issue Period for a minimum of 1 (one) Working Day, subject to the Bid/Issue Period not exceeding 10 (ten) Working Days. Any revision in the Price Band, and the revised Bid/Issue Period, if applicable, shall 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 BRLM and at the terminals of the Members of the Syndicate and by intimation to Designated Intermediaries and Sponsor Bank. THE FACE VALUE OF THE EQUITY SHARES IS ₹10/- EACH AND THE ISSUE PRICE IS [•] TIMES OF THE FACE VALUE

This 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, wherein not more than 50 % of the Net Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers "QIBs", the "QIB Portion"), provided that our Company, in consultation with the Book Running Lead Manager, may 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 Investors wherein (a) one third of the portion available to Non-Institutional Investors shall be reserved for Applicants with Application size of more than two lots and up to such lots equivalent to not more than ₹10 lakhs; (b) two third of the portion available to Non-Institutional Investors shall be reserved for Applicants with Application size of more than ₹10 lakhs; and (c) any unsubscribed portion in either of the sub-categories specified in clauses (a) or (b), may be allocated to Applicants in the other sub-category of Non-Institutional Investors; and not less than 35% of the Net Issue shall be available for allocation to Individual Investors, who applies for minimum application size in accordance with the SEBIICDR 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, 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" on page 285 of the Draft Red Herring Prospectus.

This Public Announcement is made pursuant to Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) (Amendment) Regulations, 2025 vide notification dated March 03, 2025.

The DRHP filed with NSE EMERGE shall be made available for the public comments, if any, for the period of at least 21 days from the date of such filing and hosting the same on the website of the NSE at www.nseindia.com, website of the Issuer at www.sbsaviation.in and on the website of BRLM i.e. Vivro Financial Services Private Limited at www.vivro.net. Our company invites the public to give their comments on the DRHP filed with the NSE, with respect to the disclosers made in the DRHP. The members of the public are requested to send the copies of their comments to NSE EMERGE and/or Company Secretary and the Compliance Officer of the Issuer and/or BRLM at their respective address mentioned below and the same should reach on or before 5:00 P.M. on the 21" day from the aforesaid date of filing of DRHP with NSE EMERGE.

Investment 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 the Issue including the risks involved. The securities have not been recommended or approved by the Securities and Exchange Board of India "SEBI") nor does SEBI guarantee the accuracy or adequacy of this Draft Red Herring Prospectus. Specific attention of investors is invited to the section titled "Risk factors" on page 30 of the Draft Red Herring Prospectus.

Any investment decision may only be taken after the red herring prospectus ("Red Herring Prospectus" or "RHP") has been filed with RoC and must be based solely on the basis of

MUFG

such RHP, as there may be any material changes in the RHP from the DRHP. Equity Shares, when offered through RHP are proposed to be listed on NSE EMERGE. For details of share capital and capital structure of the Company and the names of the signatories to the Memorandum of the Association and number of Equity Shares subscribed by them, see "Capital Structure" on page 78 of the DRHP. The Liability of the members of our company is limited.

For details of the main objects of the issuer as contained in the Memorandum of the Association, see "History and Certain Corporate Matters" on page 168 of the DRHP. BOOK RUNNING LEAD MANAGER TO THE ISSUE REGISTRAR TO THE ISSUE

Vivro Financial Services Private Limited 607/608, Marathon Icon, Opp. Peninsula Corporate Park, Off. Ganpatrao Kadam Marg, Veer Santaii Lane, Lower Parel, Mumbai - 400 013. Maharashtra, India. Telephone: +91-22 6666 8040 E-mail Id: investors@vivro.net Investor Grievance Id: investors@vivro.net

Website: www.vivro.net Contact Person: Aradhy Rajyaguru/ Hardik Vanpariya SEBI Registration No.: INM000010122

There will be no public offering of the Equity Shares in the United States.

CIN: U67120GJ1996PTC029182

MUFG Intime India Private Limited (Formerly Link intime India Private Limited) C-101, 247 Park, L B S Marg, Vikhroli (West), Mumbai 400083, Maharashtra, India Telephone Number: +91 810 811 4949 Website: www.in.mpms.mufq.com

E-mail: flysbsaviation.ipo@in.mpms.mufg.com

Investor Grievance Email: flysbsaviation.ipo@in.mpms.mufg.com Contact Person: Shanti Gopalkrishnan SEBI Registration No.: INR000004058 CIN: U67190MH1999PTC118368

COMPANY SECRETARY AND COMPLIANCE OFFICER



N Saptharishi, FLYSBS AVIATION LIMITED (Formerly known as FlySBS Aviation Private Limited) Plot no. 16 (NP), 3" Floor, Indiqube Palmyra, SIDCO Industrial Estate, Ekkatuthangal, Guindy Industrial Estate, Chennai, Chennai City Corporation, Tamil Nadu - 600032, India Telephone: +91-44 2260 4444; E-mail: cs@sbsaviation.in

Investors can contact the Company Secretary and Compliance Officer, the BRLM or the Registrar to the Issue in case of any pre-Issue or post-Issue related grievances, such as non-receipt of letters of Allotment, non-credit of allotted Equity Shares in the respective beneficiary account, non-receipt of refund orders or non-receipt of funds by electronic mode.

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

For, FLYSBS AVIATION LIMITED

Date: April 21, 2025 Place: Chennai

Ambashankar Whole Time Director and Chief Executive Officer

FLYSBS AVIATION LIMITED is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and considerations, to make initial public issue of Equity Shares and has filed DRHP with NSE EMERGE on April 19, 2025. The DRHP is available on the website of NSE at www.nseindia.com, Issuer at www.sbsaviation.in and on the website of BRLM i.e., Vivro Financial Services Private Limited at www.vivro.net. Any potential investor should note that the investment in the Equity Shares involves high degree of risk and for details relating to such risk kindly refer "Risk Factors" on page 30 of the DRHP. Potential investors should not rely on the DRHP filed with NSE EMERGE for making any investment decision.

The Equity Shares have not been and will not be registered under the U.S. Securities Act 1933, as amended (the "Securities Act") or any state securities laws in the United States and may not be offered or sold within the United States or to, or for the account or benefit of, "U.S. persons" (as defined in Regulation S of the Securities Act), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. Accordingly, the Equity Shares will be offered and sold (i) in the United States only to "qualified institutional buyers", as defined in Rule 144A of the Securities Act, and (ii) outside the United States in offshore transactions in reliance on Regulation S under the Securities Act and in compliance with the applicable laws of the jurisdiction where those offers and sales occur.

KIRIN ADVISORS

POWAI LAKE RESIDENTIAL PRIVATE LIMITED

Registered Office: The Capital, Level 7, Unit 65, Plot No. C 70, BKC, Bandra (East), Mumbai, Maharashtra, India, 400051

Website: https://www.residenceslakeview.com/, CIN: U68200MH2024FTC428724

STATEMENT OF UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND NINE MONTHS ENDED ON DECEMBER 31, 2024

The unaudited financial result along with limited review report for the quarter ended December 31, 2024 were reviewed and approved by Board of Directors in their meeting held on April 17, 2025.

The full format of the financial results are available on stock exchange's website (www.bseindia.com) and on the company's website at: https://residenceslakeview. com/wp-content/uploads/2025/04/Board-Meeting-Outcome_Financial-Results-1.pdf and can be accessed by scanning the QR code.



By Order of the Board, For Powai Lake Residential Private Limited

> Sd/-TINA RAWLA

Place: Mumbai Director Date: 22 April, 2025 DIN: 01552342

Note: The above intimation is in accordance with Regulation 52 of the SEBI (Listing Oblligation & Disclosure Requirements) Regulations, 2015.

THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT AND DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE FOR UNITS OR SECURITIES.

NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA. INITIAL PUBLIC OFFERING OF EQUITY SHARES ON THE SME PLATFORM OF BSE LIMITED IN COMPLIANCE WITH THE CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018, AS AMENDED ("SEBI ICDR REGULATIONS").



(Please scan the QR Code to view the DRHP)

PUBLIC ANNOUNCEMENT



KIAASA RETAIL LIMITED Corporate Identification Number: U18101UP2022PLC165410

Our Company was originally incorporated as "Klaasa Retail LLP" under the Limited Liability Partnership Act, 2008, with the Registrar of Companies, Central Registration Centre, issuing the certificate of incorporation on April 20, 2018. It was later converted into a Private Limited Company after a general resolution passed by the designated partners on February 14, 2022, and a fresh certificate of incorporation issued in the name and style "Kiaasa Retail Private Limited" on June 07, 2022, on behalf of Registrar of Companies, Central Registration Centre. Upon the conversion of our Company into a public limited company, pursuant to a Board resolution dated October 10, 2024, and a special resolution at an extraordinary general meeting dated October 18, 2024, and a fresh certificate of incorporation dated January 21, 2025, issued by the Registrar of Companies, Central Registration Centre. For, further details of our Company see "General Information" and "History and Certain Corporate Matters" beginning on page 70 and 182 respectively.

Registered Office: 1/37, SSGT Road Industrial Area, Ghaziabad- 201001, Uttar Pradesh, India; Corporate Office: Plot No 1/65, First Floor, SSGT Road, Industrial Area, Ghaziabad-201001 Uttar Pradesh, India; Tel No.: +91-9319008599; Email: cs@kiaasaretail.com; Website: www.kiaasa.com; Contact Person: Ms. Kanishka Singhal, Company Secretary and Compliance Officer.

OUR PROMOTERS: MR. OM PRAKASH AND MR. AMIT CHAUHAN THE ISSUE IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE DRAFT

RED HERRING PROSPECTUS ("DRHP") DATED APRIL 18, 2025 HAS BEEN FILED WITH BSE SME (SME PLATFORM OF BSE) ON APRIL 18, 2025. INITIAL PUBLIC OFFERING OF UP TO 55,00,000 EQUITY SHARES OF ₹ 10 EACH ("EQUITY SHARES") OF KIAASA RETAIL LIMITED ("KIAASA" OR THE "COMPANY") FOR CASH AT A PRICE OF ₹ [+] PER EQUITY SHARE (THE "ISSUE PRICE"), AGGREGATING TO ₹ [+] LAKHS ("THE ISSUE"). OUT OF THE ISSUE, [+] EQUITY SHARES AGGREGATING TO ₹ [•] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. ISSUE OF [•] EQUITY SHARES OF FACE VALUE OF ₹ 10.00 EACH AT AN ISSUE PRICE OF ₹ [•] PER EQUITY SHARE AGGREGATING TO ₹ [+] LAKHS IS HEREINAFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE [+] % AND [+] %

RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY, FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 312 OF THE

DRAFT RED HERRING PROSPECTUS. THE FACE VALUE OF EQUITY SHARES IS ₹ 10/- EACH. THE ISSUE PRICE IS [•] TIMES THE VALUE OF THE EQUITY SHARES.

THE PRICE BAND AND THE MINIMUM BID LOT WILL BE DECIDED BY OUR COMPANY IN CONSULTATION WITH THE BOOK RUNNING LEAD MANAGER ("BRLM") AND WILL BE ADVERTISED IN [•] EDITIONS OF [•], AN ENGLISH NATIONAL DAILY NEWSPAPER, [•] EDITIONS OF [•], A HINDI NATIONAL DAILY NEWSPAPER AND [•] EDITION OF [•], NEWSPAPER, BEING THE REGIONAL LANGUAGE OF UTTAR PRADESH, WHERE OUR REGISTERED OFFICE IS LOCATED, WITH WIDE CIRCULATION, AT LEAST TWO WORKING DAYS PRIOR TO THE BID/ISSUE OPENING DATE AND SHALL BE MADE AVAILABLE TO BSE LIMITED (THE "STOCK EXCHANGE") FOR THE PURPOSE OF UPLOADING ON THEIR WEBSITES IN ACCORDANCE WITH THE SEBI ICOR REGULATIONS.

In case of any revision in the Price Band, the Bid/Issue Period will be extended by at least 3 (three) additional Working Days after such revision in the Price Band, subject to the Bid/Issue Period not exceeding 10 (ten) Working Days. In cases of force majeure, banking strike or similar circumstances, our Company may, in consultation with Book Running Lead Manager, for reasons to be recorded in writing, extend the Bid/Issue Period for a minimum of one Working Day, subject to the Bid/Issue Period not exceeding 10. (ten) Working Days. Any revision in the Price Band and the revised Bid/Issue Period, if applicable, shall be widely disseminated by notification to the Stock Exchanges, by issuing a public notice, and also by indicating the change on the website of the BRLM and at the terminals of the Syndicate Members and by intimation to Designated Intermediaries and the Sponsor Bank, as applicable

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 229 of the SEBI ICDR Regulations. The Issue is being made through the Book Building Process, in compliance with Regulation 253 of the SEBI ICDR Regulations, wherein not more than 50% of the Net Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers (the "QIBs" and such portion, "QIB Portion"), provided that our Company, in consultation with the BRLM, may allocate up to 60% of the QIB Portion to Anchor Investors, on a discretionary basis (the "Anchor Investor Portion"). One-third of the Anchor Investor Portion shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the price at which allocation is made to Anchor Investors. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the QIB Portion (other than Anchor Investor Portion) ("Net QIB Portion"). Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders 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 Investors out of which (a) one third of such portion was reserved for applicants with application size of more than 2 lots and up to such lots equivalent to not more than ₹ 10,00,000 and (b) two-third of such portion was reserved for applicants with application size of more than ₹ 10,00,000 provided that the unsubscribed portion in either of such subcategories could have been allocated to applicants in the other sub-category of Non-Institutional Bidders and not less than 35% of the Net Issue shall be available for allocation to Individual Investors in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Issue Price. All potential Bidders, other than Anchor Investors, are required to participate in the Issue by mandatorily utilizing the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account (as defined hereinafter) in which the corresponding Bid Amounts will be blocked by the Self Certified Syndicate Banks ("SCSBs") or under the UPI Mechanism, as the case may be, to the extent of their respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For further details, please see "Issue Procedure* on page 323 of the DRHP.

This public announcement is being made in compliance with and in accordance SEBI press release no. PR No.36/2024 dated December 18, 2024 (208th SEBI Board meeting on "Review of SME framework under SEBI (ICDR) Regulations, 2018, and applicability of corporate governance provisions under SEBI (LODR) Regulations, 2015 on SME companies) to inform the public that our Company is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to undertake initial public offering of its Equity Shares pursuant to the Issue and has filed the DRHP dated April 18, 2025 which has been filed with the SME Platform of BSE Limited ("BSE SME"). This public announcement is made in compliance with pursuant to regulation 247 of the SEBI ICDR Regulation, 2018 along with Notification no. F. No. SEBI/LAD

NRO/GN/2025/233 dated March 3, 2025 and Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) (Amendment) Regulations, 2025 and applicability of corporate governance provisions under SEBI LODR Regulations, 2015 on SME Companies for fulfilling all additional criteria, the DRHP filed with the BSE SME shall be made available to the public for comments, if any, for a period of at least 21 days, from the date of such filing by hosting it on the website of the BSE at www.bseindia.com, and the website of the Company at www.kiaasa.com, and at the website of BRLM i.e. Expert Global Consultants Private Limited at www.expertglobal.in ("BRLM"). Our Company hereby invites the members of the public to give comments on the DRHP filed with SME Platform of BSE with respect to disclosures made in the DRHP. The members of the public are requested to send a copy of their comments to BSE and/or to the Company Secretary and Compliance Officer of our Company and/or the BRLM at their respective addresses mentioned herein below in relation to the Issue on or before 5:00 p.m. on the 21" day from the aforesaid date of filing the DRHP with

Investments in equity and equity-related securities involves a degree of risk and investors should not invest any funds in the Issue unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue, including the risks involved. The Equity Shares in the Issue have not been recommended or approved by Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the DRHP. Specific attention of the investors is invited to "Risk Factors" beginning on page 37 of the DRHP.

Any decision to invest in the Equity Shares described in the DRHP may only be made after the Red Herring Prospectus ("RHP") has been filed with the RoC and must be made solely on the basis of such RHP as there may be material changes in the RHP from the DRHP.

The Equity Shares, when offered, through the RHP are proposed to be listed on the SME Platform of the BSE Limited For details of the main objects of our Company as contained in its Memorandum of Association, see "History and Certain Corporate Matters" on page 182 of the DRHP.

The liability of the members of our Company is limited. For details of the share capital, capital structure of our Company, the names of the signatories to the Memorandum of Association and the number of shares of our Company subscribed by them of our Company, please see "Capital Structure" beginning on page 79 of the DRHP. BOOK RUNNING LEAD MANAGER REGISTRAR TO THE OFFER

EXPERT GLOBAL

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Tel No: +91 11 4509 8234 Email: ipo@expertglobal.in Investor Grievance Email: compliance@expertglobal. Website: www.expertglobal.in SEBI Registration No: INM000012874 Contact Person: Mr. Gaurav Jain

CIN: U74110DL2010PTC205995

Place: Ghaziabad, Uttar Pradesh

Date: April 21, 2025

Unit no. 9 Shiv Shakti Ind. Estt J R. Boricha Marg, Lower Parel (E), Mumbai 400011 Tel. No.: +91 22 49614132 Email: newissue@purvashare.com Website: www.purvashare.com

Investor Grievance Email: newissue@purvashare.com SEBI Registration No.: INR000001112 Contact Person: Ms. Deepall Dhuri CIN: U67120MH1993PTC074079

PURVA SHAREGISTRY (INDIA) PRIVATE LIMITED

Company Secretary and Compliance Officer

Company Secretary and Compliance Officer

Name: Ms. Kanishka Singhal

Kiaasa Retail Limited

Industrial Area, Ghaziabad-201001 Uttar Pradesh, India Telephone: +91-9319008599 Email: cs@kiaasaretail.com;

Address: Plot No 1/65, First Floor, SSGT Road,

Investors can contact our Company Secretary and Compliance Officer, Book Running Lead Manager or Registrar to the Issue, in case of any pre issue or post issue related problems, such as non-receipt of letter of allotment, non-credit of allotted Equity shares in the respective beneficiary account, non-receipt of refund orders and non-receipt

of funds by electronic mode etc. All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the DRHP dated April 18, 2025.

Kiaasa Retail Limited On behalf of the Board of Directors

Kanishka Singhal

Company Secretary and Compliance Officer Kiaasa Retail Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations,

Stock Exchange i.e., BSE at www.bseindia.com, website of the Company at www.kiaasa.com and the websites of the Book Running Lead Manager to the Issue i.e., Expert Global Consultants Private Limited at www.expertglobal.in, Potential investors should note that investment in equity shares involves a high degree of risk and for details relating to such risks, please see the section entitled "Risk Factors" on page 37 of the DRHP Potential investors should not rely on the DRHP filed with the Stock Exchanges for making any investment decision, and should instead rely on the RHP, for making investment decision.

to undertake an initial public Issue of its Equity Shares and has filed the DRHP dated April 18, 2025, with Stock Exchange. The DRHP shall be available on the website of the

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933 (the "U.S. Securities Act") or any state securities law in United States, and unless so registered, and may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to the registration requirements of the U. S. Securities Act and applicable U.S. state securities laws.

This announcement has been prepared for publication in India and may not be released in the United States. This announcement does not constitute an offer of securities for sale in any jurisdiction, including the United States, and any securities described in this announcement may not be offered or sold in the United States absent registration under the US Securities Act of 1933, as amended, or an exemption from registration. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from the Company and that will contain detailed information about the Company and management, as well as financial statements. There will be no public offering of the Equity Shares in the United States.

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