



COMMON BID CUM APPLICATION FORM

AVENUE SUPERMARTS LIMITED - INITIAL PUBLIC ISSUE - R

Registered Office: Anjaneya CHS Limited, Orchard Avenue, Opp. Hiranandani Foundation School, Powai, Mumbai - 400 076
Corporate Office: B - 72/72A, Wagle Industrial Estate, Road No. 33, Kamgar Hospital Road, Thane - 400 604
Contact Person: Ashu Gupta, Company Secretary and Compliance Officer; Tel: (91 22) 3340 0500; Fax: (91 22) 3340 0599
Email: investorrelations@dmartindia.com; Website: www.dmartindia.com Corporate Identity Number: U51900MH2000PLC126473

FOR RESIDENT INDIANS, INCLUDING RESIDENT QIBs AND ELIGIBLE NRIs APPLYING ON A NON-REPATRIATION BASIS



TO,
The Board of Directors
AVENUE SUPERMARTS LIMITED

BOOK BUILT ISSUE

ISIN : INE192R01011

Bid cum
Application
Form No.

SYNDICATE MEMBER'S STAMP & CODE	REGISTERED BROKER / SCBS / CDP / RTA STAMP & CODE	1. NAME & CONTACT DETAILS OF SOLE / FIRST BIDDER
		Mr. /Ms./M/s. _____
		Address _____
		Email _____
		Tel. No (with STD code) / Mobile _____
SUB-BROKER'S / SUB-AGENT'S STAMP & CODE	SCSB BRANCH STAMP & CODE	2. PAN OF SOLE / FIRST BIDDER

BANK BRANCH SERIAL NO.	SCSB SERIAL NO.	

3. BIDDER'S DEPOSITORY ACCOUNT DETAILS		<input type="checkbox"/> NSDL <input type="checkbox"/> CDSL	6. INVESTOR STATUS <input type="checkbox"/> Individual(s) - IND <input type="checkbox"/> Hindu Undivided Family - HUF* <input type="checkbox"/> Bodies Corporate - CO <input type="checkbox"/> Banks & Financial Institutions - FI <input type="checkbox"/> Mutual Funds - MF <input type="checkbox"/> Insurance Companies - IC <input type="checkbox"/> Venture Capital Fund - VCF* <input type="checkbox"/> Alternative Investment Fund - AIF* <input type="checkbox"/> Other QIBs - OTH <input type="checkbox"/> Non Resident Indian - NRI (Non repatriation basis) <input type="checkbox"/> All entities other than QIBs, Bodies Corporates and Individuals - NOH <small>*HUF should apply only through Karta (Application by HUF would be treated on par with individual). *Sponsor and manager are Indian owned and controlled under the FEMA Regulations.</small>			
For NSDL enter 8 digit DP ID followed by 8 digit Client ID / For CDSL enter 16 digit Client ID						
4. BID OPTIONS (ONLY RETAIL INDIVIDUAL BIDDERS CAN BID AT "CUT-OFF")						
5. CATEGORY						
Bid Options	No. of Equity Shares Bid (In Figures) (Bids must be in multiples of Bid Lot as advertised)	Price per Equity Share (₹) / "Cut-off" (Price in multiples of ₹ 1/- only) (In Figures only)				"Cut-off" (Please tick)
		Bid Price	Retail Discount	Net Price		
Option 1	8 7 6 5 4 3 2 1	3 2 1	3 2 1	3 2 1		<input type="checkbox"/> Retail Individual Bidders
(OR) Option 2						<input type="checkbox"/> Non-Institutional Bidders
(OR) Option 3						<input type="checkbox"/> QIB

7. PAYMENT DETAILS		PAYMENT OPTION : FULL PAYMENT <input type="checkbox"/> PART PAYMENT <input checked="" type="checkbox"/>
Amount blocked (₹ in figures)	_____	(₹ in words) _____
ASBA Bank A/c No.	_____	
Bank Name & Branch	_____	
I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THIS BID CUM APPLICATION FORM AND THE ATTACHED ABRIDGED PROSPECTUS AND THE GENERAL INFORMATION DOCUMENT FOR INVESTING IN PUBLIC ISSUES ("GID") AND HEREBY AGREE AND CONFIRM THE 'BIDDERS UNDERTAKING' AS GIVEN OVERLEAF. I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THE BID CUM APPLICATION FORM GIVEN OVERLEAF.		

8A. SIGNATURE OF SOLE/ FIRST BIDDER	8B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S) (AS PER BANK RECORDS)	SYNDICATE MEMBER / REGISTERED BROKER / SCBS / CDP / RTA STAMP (Acknowledging upload of Bid in Stock Exchange system)
Date : _____ 2017	I/We authorise the SCBS to do all acts as are necessary to make the application in the Issue.	
	1) _____	
	2) _____	
	3) _____	

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AVENUE SUPERMARTS LIMITED

INITIAL PUBLIC ISSUE - R

Acknowledgement Slip
for Syndicate Member/
Registered Broker/SCSB/
CDP/RTA

Bid cum
Application
Form No.

DPID / CLID	_____	PAN of Sole / First Bidder	_____
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Amount blocked (₹ in figures)	ASBA Bank A/c No.	Stamp & Signature of SCBS Branch
Bank & Branch		
Received from Mr./Ms. /M/s.		
Telephone / Mobile	Email	

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AVENUE SUPERMARTS LIMITED - INITIAL PUBLIC ISSUE - R	Option 1	Option 2	Option 3	Stamp & Signature of Syndicate Member / Registered Broker / SCBS / CDP / RTA	Name of Sole / First Bidder
	No. of Equity Shares				
	Bid Price				
	Amount Blocked (₹)				
	ASBA Bank A/c No.				
Bank & Branch					

Acknowledgement Slip for Bidder

Bid cum
Application
Form No.

AVENUE SUPERMARTS LIMITED

1

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS

BIDDER'S UNDERTAKING FOR BID CUM APPLICATION FORM

(IN CASE OF A JOINT APPLICATION, THE CONFIRMATIONS, AUTHORISATIONS, UNDERTAKINGS AND REPRESENTATIONS MADE BY THE FIRST BIDDER WILL BE DEEMED TO HAVE BEEN MADE ON BEHALF OF ALL JOINT BIDDERS. THE FIRST BIDDER SHALL BE LIABLE FOR ALL THE OBLIGATIONS ARISING OUT OF THE ISSUE OF EQUITY SHARES.)

On the basis of the red herring prospectus dated February 22, 2017, ("RHP"), General Information Document ("GID") and having studied the attached details as per the Abridged Prospectus, I/we hereby apply for Allotment to me/us of the Equity Shares in the Issue upto my/our Bids for maximum number of Equity Shares at or above the Issue Price, to be discovered through the Book Building Process. I/We hereby confirm that I am/we are eligible person(s) to invest in the Issue in accordance with applicable laws. The amount payable on Bidding has been blocked with SCSB. I/We agree to accept the Equity Shares Bid for, or such lesser number as may be allotted to me/us subject to the terms of the RHP, Abridged Prospectus, the GID, the Bid cum Application Form and other applicable laws. I/We undertake that I/we will sign all such other documents and do all such acts, if any, necessary on my/our part to enable me/us to be registered as the holder(s) of the Equity Shares which may be Allotted and to register my/our address as given in the depository records and to place my/our name on the register of members of the Company. I/We note that in case of QIB Bidders, only the (i) SCSBs (for Bids other than the Bids by Anchor Investors); and (ii) the BRLMs have the right to reject Bids (including on technical grounds) at the time of acceptance of Bid cum Application Form provided that the reasons for rejecting the same shall be provided to such Bidder in writing, whereas it has a right to reject it from Non-Institutional Bidders and Retail Individual Bidders based only on technical grounds and/or as specified in the Abridged Prospectus, GID and the RHP. I/We authorise the Company to make the necessary changes in this Bid cum Application Form and the RHP for filing of the Prospectus with the Registrar of Companies, Maharashtra at Mumbai without intimation to me/us and use this Bid cum Application Form as the Application Form for the purpose of the Issue.

I/WE CONFIRM THAT: EITHER I am/we are Indian National(s) resident in India and I am/we are not applying for the said Equity Shares as nominees of any person resident outside India or Foreign Nationals OR I am/we are Indian National(s) resident in India and I am/we are applying for the said Equity Shares as Power of Attorney holder(s) of Non-Resident Indian(s) as mentioned on Non-Repatriation basis OR I am/we are Indian National(s) resident outside India and I am/we are applying for the said Equity Shares on my/our own behalf through NRO account on Non Repatriation basis. I am/we are, or at any time the Equity Shares are purchased will be, the beneficial owner of such Equity Shares and (a) I/We and any customer I/We represent, am/are located outside the United States as defined in Regulation S under the U.S. Securities Act of 1933, as amended, (the "Securities Act") and (b) am/are not an affiliate of the Company, or a person acting on behalf of such affiliate.

FOR QIB BIDDERS: We confirm that the Bid size/maximum Equity Shares applied for by us do not exceed the relevant regulatory approvals/limits. I am/ We are not prohibited from accessing capital markets under any order/ruling/ judgment of any regulatory, judicial or any other authority, including SEBI or under the provisions of any law, regulation or statute.

Further: 1) In accordance with ASBA process provided in the SEBI Regulations and as disclosed in the RHP, I/We authorise (a) the members of the Syndicate (in Specified Locations only) or the Registered Brokers (at Broker Centres) or the SCSBs or the RTAs or the CDPs, as the case may be, to do all acts as are necessary to make the application in the Issue, including uploading my/our Bid, blocking or unblocking of funds in the bank account maintained with the SCSB as specified in the Bid cum Application Form, transfer of funds to the Public Issue Account on receipt of instruction from Registrar to the Issue, after finalisation of Basis of Allotment; and (b) the Registrar to the Issue to issue instruction to the SCSBs to unlock the funds in the specified bank account upon finalisation of the Basis of Allotment. 2) In case the amount available in the specified bank account is insufficient as per the highest Bid option, the SCSB shall reject the application. 3) I/We hereby authorise the members of the Syndicate (in Specified Locations only) or the Registered Brokers (at Broker Centres) or the SCSBs or CDPs or the RTAs, as the case may be, to make relevant revisions as may be required to be done in the Bid, in the event of a revision of the Price Band.

In accordance with the FDI Policy and Press Note 8 (2015 series) issued by the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India, participation by non-residents in the Issue is restricted to participation by (i) FIIs and FPIs through the portfolio investment scheme under Schedule 2 and 2A of the FEMA Regulations, as the case may be, in the Issue subject to limit of the individual holding of an FII/FPI below 10% of the post-Issue paid-up capital of the Company and the aggregate limit for FII/FPI investment to 24% of the post-Issue paid-up capital of our Company; and (ii) Eligible NRIs under Schedule 4 of the FEMA Regulations subject to limit of the individual holding of an NRI below 5% of the post-Issue paid-up capital of the Company and the aggregate limit for NRI investment to 10% of the post-Issue paid-up capital of our Company. Further, other non-residents such as FVCIs and multilateral and bilateral development financial institutions are not permitted to participate in the Issue. As per the existing policy of the Government, OCBs cannot participate in this Issue. For further details see "Issue Procedure" and "Restrictions on Foreign Ownership of Indian Securities" on page 333 and 302 of RHP.

INSTRUCTIONS FOR FILLING UP THE BID CUM APPLICATION FORM

1. Name of sole/ First Bidder should be exactly the same as it appears in the depository records. In case of joint Bids, only the name of the First Bidder (which should also be the first name in which the beneficiary account is held) should be provided in the Bid cum Application Form.
2. The First Bidder, should mention his/ her PAN allotted under the Income Tax Act, and any Bid cum Application Form without the PAN is liable to be rejected. Except for Bids by or on behalf of the Central or State Government and the officials appointed by the Courts and by investors residing in the state of Sikkim, the Bidders, or in the case of Bid in joint names, the first Bidder (the first name under which the beneficiary account is held), should mention his/ her PAN allotted under the Income Tax Act. Any Bid cum Application Form without the PAN is liable to be rejected.
3. The Bid means an 'Indication to make an Issue'.
4. Based on the PAN, DP ID and Client ID provided by the Bidders, the Registrar will obtain Demographic Details registered with depository participants to be used, among other things, for allotment, technical rejections or unblocking ASBA account. Hence, Bidders are advised to immediately update any change in their Demographic Details as appearing on the records of the depository participant to ensure accuracy of records. Please note that failure to do so could result in failure in allotment of Equity Shares, delays in unblocking of ASBA Account at the Bidders sole risk and neither the Syndicate or the Registered Brokers or the Registrar or RTAs/CDPs or the SCSBs nor the Company shall have any responsibility and undertake any liability for the same.
5. **Bid Lot and Price Band:** The Price Band and the minimum bid lot will be decided by our Company, in consultation with the Lead Managers, and will be advertised, at least five Working Days prior to the Bid/Issue Opening Date, in all editions of the English national newspaper, the Financial Express, all editions of the Hindi national newspaper Jansatta and the Mumbai edition of the Marathi newspaper Mumbai Tarun Bharat (Marathi being the regional language of Maharashtra, where the Registered Office of our Company is situated), each with wide circulation, at least five Working Days prior to the Bid/Issue Opening Date and shall be made available to the Stock Exchanges for the purpose of uploading on their websites. In case of any revision to the Price Band, the Bid/Issue Period will be extended by at least three additional Working Days after such revision in the Price Band, 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 Exchanges, by issuing a press release and also by indicating the changes on the websites of the BRLMs and on the terminals of the Syndicate Members.
Maximum and Minimum Bid Size: In case of resident Retail Individual Bidders, such number of Equity Shares such that the Bid Amount does not exceed ₹ 200,000. Bids at the Cut-Off Price indicate their agreement to purchase the Equity Shares at the Issue Price, as determined at the completion of the Book Building Process. In case of Non-Institutional Bidders and QIB Bidders, the minimum Bid size shall be such number of Equity Shares such that Bid Amount exceeds ₹ 200,000. The maximum Bid by any investor should not exceed the investment limits prescribed for them by applicable laws.
6. Please tick Category as applicable to ensure proper upload of Bid in Stock Exchange system.
7. Please tick investor status as applicable. Please ensure investor status is updated in your depository records.
8. Total Bid Amount payable must be calculated for the highest of three options, at Bid price, at the time of the submission of the Bid cum Application Form. **Cheques/Demand Draft/Cash/stock invest/money orders/ postal orders will not be accepted.** NRI Bidders bidding on a non-repatriation basis by using Resident Forms are required to authorise their SCSB to block their Non-Resident Ordinary (NRO) accounts for the full Bid Amount, at the time of the submission of the Bid cum Application Form. The NRI Bidders bidding on a non repatriation basis can obtain the Bid cum Application Form from the Company's Registered Office or from any of the members of the Syndicate or CDPs or RTAs or Registered Brokers from their offices. Bidders to please ensure that your Bank has notified an SCSB Branch in the city where Bid cum Application Form is being submitted.
9. Only the First Bidder is required to sign the Bid cum Application Form /Revision Form. Thumb impressions and signatures other than in the languages specified in the Eighth Schedule to the Constitution of India must be attested by a Magistrate or a Notary Public or a Special Executive Magistrate under official seal. Signature of ASBA Account holder is mandatory. If the First Bidder is not the account holder, ensure that the Bid cum Application Form is signed by the account holder, (Necessary revisions in the Bidders undertaking and instruction will be required depending upon the jurisdiction in which the sale of shares is proposed.)
10. **Other Instructions:** a. Bids must be made only in the prescribed Bid cum Application Form. b. Bids must be completed in full, in BLOCK LETTERS in ENGLISH. Bidders should note that the members of the Syndicate, Registered Broker, CDPs, RTAs, and/or SCSBs will not be liable for errors in data entry due to incomplete or illegible Bid cum Application Forms. c. Ensure that all applicable documents in support of the Bid are attached with the Bid cum Application Form.
11. The Applicants may note that in case the DP ID, Client ID and PAN mentioned in the Bid cum Application Form and entered into the electronic bidding systems of the Stock Exchanges do not match with the DP ID, Client ID and PAN available in the Depository database, the Bid cum Application Form is liable to be rejected.
12. This announcement has been prepared for publication in India and may not be released in or distributed into the United States. The Equity Shares have not been and will not be registered under the Securities Act or the securities laws of any state or other jurisdiction in the United States 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 Securities Act and applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold (i) in the United States only to persons reasonably believed to be "qualified institutional buyers" (as defined in Rule 144A under the Securities Act) pursuant to Rule 144A or another available exemption from the registration requirements of the Securities Act, and (ii) outside the United States only in offshore transactions in reliance on Regulation S under the Securities Act ("Regulation S") in a Category 1 offering under Regulation S and pursuant to the applicable laws of the jurisdiction where those offers and sales occur.

Note: Terms used but not defined herein shall have the meaning assigned to such terms in the RHP. For detailed instructions for filling the various fields of this Bid cum Application Form, please refer to the GID, which is available on the websites of the BRLMs and Stock Exchanges.

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	COMPANY CONTACT DETAILS	REGISTRAR CONTACT DETAILS
<ul style="list-style-type: none">• In case of queries related to Allotment/ credit of Allotted Equity Shares, the Bidders should contact Registrar to the Issue• In case of Bids submitted to the SCSBs, the Bidders should contact the relevant SCSB• In case of queries related to upload of Bids submitted to the Syndicate Members/RTAs/Registered Brokers/CDPs, as applicable the Bidders should contact the relevant Designated Intermediary.	AVENUE SUPERMARTS LIMITED Registered Office: Anjaneya CHS Limited, Orchard Avenue, Opp. Hiranandani Foundation School, Powai, Mumbai - 400 076 Corporate Office: B - 72/72A, Wagle Industrial Estate, Road No. 33, Kamgar Hospital Road, Thane - 400 604 Contact Person: Ashu Gupta, Company Secretary and Compliance Officer; Tel: (91 22) 3340 0500; Fax: (91 22) 3340 0599 Email: investorrelations@dmartindia.com ; www.dmartindia.com Corporate Identity Number: U51900MH2000PLC126473	Link Intime India Private Limited* C-101, 1st Floor, 247 Park, Lal Bahadur Shastri Marg, Vikhroli (West), Mumbai - 400 083 Tel: (91 22) 49186200, Fax: (91 22) 49186060 E-mail: asl ipo@linkintime.co.in Investor Grievance E-mail: asl ipo@linkintime.co.in Website: www.linkintime.co.in Contact Person: Shanti Gopalakrishnan SEBI Registration No.: INR000004058

*Address and Contact details of Link Intime Private Limited changed from "C-13, Pannalal Silk Mills Compound, L.B.S. Marg, Bhandup (West), Mumbai - 400 078; Tel: (91 22) 6171 5400; Fax: (91 22) 2596 0329" to the address and contact details as indicated above, which became operational from February 27, 2017.

This is an abridged prospectus containing salient features of the Red Herring Prospectus dated February 22, 2017 (the “RHP” or “Red Herring Prospectus”). You are encouraged to read greater details available in the RHP.

THIS DOCUMENT CONSISTS OF FOUR PAGES OF APPLICATION FORM ALONG WITH INSTRUCTIONS AND SIX PAGES OF THE ABRIDGED PROSPECTUS. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.

Please ensure that you have read the RHP, the general instructions contained in this Abridged Prospectus and the General Information Document (“GID”) for investing in public issues undertaken through the book building process before applying in the Issue (as defined below). You may obtain a physical copy of the Bid cum Application Form and the RHP from the Stock Exchanges (as defined below), members of the Syndicate, Registered Brokers, Collecting Depository Participants (“CDPs”), Registrar to the Issue, Registrar and Share Transfer Agents (“RTAs”), Underwriters, Bankers to the Issue, Stock Broker, Investor’s association and Self Certified Syndicate Banks (“SCSBs”). You may also download the RHP from the websites of the Securities and Exchange Board of India (the “SEBI”) at www.sebi.gov.in, the global co-ordinator and book running lead manager (“GCBRLM”) at <http://investmentbank.kotak.com> and the book running lead managers (“BRLMs”) at www.axiscapital.co.in, www.edelweissfin.com, www.hdfcbank.com, www.icicisecurities.com, www.ingacapital.com, www.jmfl.com, www.motilaloswalgroup.com and www.sbicans.com, respectively, (collectively, the “Lead Managers”) and BSE Limited (“BSE”) and the National Stock Exchange of India Limited (“NSE”) (collectively the “Stock Exchanges”) at www.bseindia.com and www.nseindia.com, respectively. All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the RHP. Bidders are advised to retain a copy of the RHP/ Abridged Prospectus for their future reference.



AVENUE SUPERMARTS LIMITED

Registered Office: Anjaneya CHS Limited, Orchard Avenue, Opp. Hiranandani Foundation School, Powai, Mumbai - 400 076

Corporate Office: B - 72/72A, Wagle Industrial Estate, Road No. 33, Kamgar Hospital Road, Thane - 400 604

Contact Person: Ashu Gupta, Company Secretary and Compliance Officer; Tel: (91 22) 3340 0500; Fax: (91 22) 3340 0599

Email: investorrelations@dmartindia.com; **Website:** www.dmartindia.com; **Corporate Identity Number:** U51900MH2000PLC126473

PROMOTERS OF OUR COMPANY: RADHAKISHAN S. DAMANI, GOPIKISHAN S. DAMANI, SHRIKANTADEVI R. DAMANI, KIRANDEVI G. DAMANI, BRIGHT STAR INVESTMENTS PRIVATE LIMITED, ROYAL PALM PRIVATE BENEFICIARY TRUST, MOUNTAIN GLORY PRIVATE BENEFICIARY TRUST, BOTTLE PALM PRIVATE BENEFICIARY TRUST, GULMOHAR PRIVATE BENEFICIARY TRUST AND KARNIKAR PRIVATE BENEFICIARY TRUST

PUBLIC ISSUE OF [●] EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH (THE “EQUITY SHARES”) OF AVENUE SUPERMARTS LIMITED (OUR “COMPANY” OR “ISSUER”) FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE) AGGREGATING UP TO ₹ 18,700 MILLION. THE ISSUE WILL CONSTITUTE [●]% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THE FACE VALUE OF EQUITY SHARES IS ₹ 10 EACH. THE PRICE BAND AND THE MINIMUM BID LOT WILL BE DECIDED BY OUR COMPANY IN CONSULTATION WITH THE LEAD MANAGERS AND WILL BE ADVERTISED IN ALL EDITIONS OF ENGLISH NATIONAL DAILY NEWSPAPER THE FINANCIAL EXPRESS, ALL EDITIONS OF THE HINDI NATIONAL DAILY NEWSPAPER JANASATTA, AND MUMBAI EDITION OF THE MARATHI NEWSPAPER MUMBAI TARUN BHARAT (MARATHI BEING THE REGIONAL LANGUAGE OF MAHARASHTRA WHERE OUR REGISTERED OFFICE IS LOCATED) EACH WITH WIDE CIRCULATION AT LEAST FIVE WORKING DAYS PRIOR TO THE BID/ISSUE OPENING DATE AND SHALL BE MADE AVAILABLE TO THE BSE AND THE NSE FOR THE PURPOSE OF UPLOADING ON THEIR WEBSITES.

PROCEDURE:

If you wish to know about processes and procedures applicable to public issues, you may request for a copy of the GID from the Lead Managers or download it from the websites of the Stock Exchanges at www.bseindia.com and www.nseindia.com, and the websites of the Lead Managers at www.investmentbank.kotak.com, www.axiscapital.co.in, www.edelweissfin.com, www.hdfcbank.com, www.icicisecurities.com, www.ingacapital.com, www.jmfl.com, www.motilaloswalgroup.com and www.sbicans.com.

ELIGIBILITY FOR THE ISSUE – REGULATION 26(1) OF THE SEBI REGULATIONS

Whether the Company is compulsorily required to allot at least 75% of the Net Offer to Qualified Institutional Buyers – No

INDICATIVE TIMELINE

Bid/Issue Opening Date *	March 8, 2017	Initiation of refunds (if any, for Anchor Investors)/ unblocking of funds from ASBA Account	On or about March 17, 2017
Bid/Issue Closing Date	March 10, 2017	Credit of Equity Shares to demat accounts of Allottees	On or about March 20, 2017
Finalization of Basis of Allotment	On or about March 16, 2017	Commencement of trading of the Equity Shares on the Stock Exchanges	On or about March 21, 2017

**Our Company, in consultation with the Lead Managers, may consider participation by Anchor Investors in accordance with the SEBI Regulations. The Anchor Investor Bid/Issue Period shall be one Working Day prior to the Bid/Issue Opening Date.*

GENERAL RISKS

Investment in equity and equity-related securities involve 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 the Securities and Exchange Board of India (“SEBI”), nor does SEBI guarantee the accuracy or adequacy of the contents of this Red Herring Prospectus. Specific attention of the investors is invited to “Risk Factors” beginning on page 15 of the RHP and on page 8 of this Abridged Prospectus.

PRICE INFORMATION OF PAST ISSUES HANDLED BY THE BRLMs

Sr. No.	Issue Name	Name of Merchant Banker	+/- % change in closing price, [+/- % change in closing benchmark]-30th calendar days from listing	+/- % change in closing price, [+/- % change in closing benchmark]-90th calendar days from listing	+/- % change in closing price, [+/- % change in closing benchmark]-180th calendar days from listing
1	Laurus Labs Limited	Kotak, SBI Cap	+11.44%[+3.62%]	-	-
2	Varun Beverages Limited	Kotak, Axis	-7.72%[-5.17%]	-11.49%[+2.31%]	-
3	PNB Housing Finance Limited	Kotak, JM	+11.70%[-4.16%]	+21.28%[+2.87%]	-
4	L&T Technology Services Limited	Kotak, JM, SBI Cap	-0.85%[-1.57%]	-8.54%[-8.72%]	-
5	RBL Bank Limited	Kotak, Axis, HDFC, Isec, SBI Cap	+27.07%[-2.22%]	+56.98%[-7.50%]	-
6	Larsen & Toubro Infotech Limited	Kotak, Isec	-6.39%[+1.84%]	-12.44%[+1.97%]	-4.21%[-1.14%]
7	Mahanagar Gas Limited	Kotak	+20.86%[+3.72%]	+57.15%[+5.00%]	+83.71%[-3.55%]
8	BSE Limited	Axis, Edel, Motilal, SBI Cap	-	-	-
9	Endurance Technologies Limited	Axis	+16.06%[-6.69%]	+ 23.78%[-2.84%]	-
10	Dilip Buildcon Limited	Axis, JM	+5.11%[+3.20%]	+1.53%[-0.57%]	+22.12%[+2.43%]
11	Advanced Enzyme Technologies Limited	Axis, Isec	+56.24%[+1.23%]	+145.97%[-0.12%]	+101.14%[0.05%]
12	Quess Corp Limited	Axis, Isec	+73.60%[+0.64%]	+94.59%[+2.20%]	+110.36%[-3.34%]
13	Sheela Foam Limited	Edel	30.23%[-0.31%]	-	-
14	ICICI Prudential Life Insurance Company Limited	Edel, Isec, JM, SBI Cap	-7.60%[0.54%]	11.54%[-6.50%]	-
15	Thyrocare Technologies Limited	Edel, Isec, JM	36.85%[5.09%]	22.57%[10.75%]	39.09%[7.22%]
16	Equitas Holdings Limited	Axis, Edel, Isec	34.64%[-2.05%]	57.91%[7.79%]	63.77%[7.69%]
17	Healthcare Global Enterprises Limited	Kotak, Edel	-15.30%[1.45%]	-19.98%[4.65%]	-1.28%[12.77%]
18	Alkem Laboratories Limited	Edel	30.34%[-7.49%]	28.60%[-2.06%]	31.91%[4.74%]
19	Precision Camshafts Limited	HDFC, SBI Cap	-14.57% [+1.33%]	-20.32% [+6.48%]	-20.11%[+17.54%]
20	Snowman Logistics Limited	HDFC	+79.36% [-2.73%]	+117.66% [+3.09%]	+79.79% [+7.48%]
21	Sadbhav Infrastructure Project Limited	Kotak, Edel, Inga, Isec	-2.28% [+3.55%]	-5.63% [-3.15%]	-14.56% [-4.56%]
22	MEP Infrastructure Developers Ltd	Inga	-15.71% [+0.42%]	-8.57% [+5.51%]	-13.49% [-0.57%]
23	Ujjivan Financial Services Limited	Kotak, Axis, Isec	+72.38%[+4.88%]	115.38% [10.44%]	-
24	Parag Milk Foods Limited	Kotak, JM, Motilal	+17.07% [+4.97%]	+48.67% [+11.04%]	+38.93% [+6.59%]
25	S H Kelkar and Company Limited	Kotak, JM	+21.69% [-1.35%]	+20.78% [-10.58%]	+24.97% [+0.11%]
26	S.P. Apparels Limited	Motilal	27.33% [+2.24%]	17.09% [-0.54%]	51.94% [+1.11%]
27	Pennar Engineered Building Systems Limited	Motilal	-5.93% [+5.16%]	-11.26%[-1.11%]	-16.71%[-3.89%]
28	Power Mech Projects Limited	Motilal	-9.36%[+ 0.98%]	-4.63%[+0.74%]	-10.65%[- 7.15%]
29	HPL Electric & Power Limited	SBI Cap	-14.75%[-2.91%]	-51.8%[-6.72%]	-

Source: www.nseindia.com

Notes:

1. Disclosure subject to recent 7 issues (Initial Public Offering) in current financial year and two preceding financial years.

2. In the event any day falls on a holiday, the price/index of the immediately preceding working day has been considered.

3. Nifty is considered as the benchmark index

For further details please refer to "Price information of past issues handled by the Lead Managers" beginning on page 311 of the RHP.

Names of Lead Managers and contact details (telephone and email id) of each Lead Manager	
Kotak Mahindra Capital Company Limited (Kotak) Tel: (91 22) 4336 0000 E-mail: asl.ipo@kotak.com	Axis Capital Limited* (Axis) Tel: (91 22) 4325 2183 E-mail: dmart.ipo@axiscap.in
Edelweiss Financial Services Limited (Edel) Tel: (91 22) 4009 4400 E-mail: Dmart.ipo@edelweissfin.com	HDFC Bank Limited (HDFC) Tel: (91 22) 33958019 E-mail: dmart.ipo@hdfcbank.com
ICICI Securities Limited* (Isec) Tel: (91 22) 2288 2460 E-mail: dmart.ipo@icicisecurities.com	Inga Capital Private Limited (Inga) Tel: (91 22) 4031 3489 E-mail: asl.ipo@ingacapital.com
JM Financial Institutional Securities Limited (JM) Tel: (91 22) 6630 3030 E-mail: dmart.ipo@jmfli.com	Motilal Oswal Investment Advisors Private Limited (Motilal) Tel: (91 22) 3980 4200 E-mail: dmart.ipo@motilaloswal.com
SBI Capital Markets Limited, (SBI Cap) Tel: (91 22) 2217 8300, E-mail: asl.ipo@sbicaps.com	
* Axis Capital Limited and ICICI Securities Limited will also act as the Syndicate Member in the Issue	

Names of Syndicate Members	Antique Stock Broking Limited, Edelweiss Securities Limited, HDFC Securities Limited, Intime Equities Limited, JM Financial Services Limited, Kotak Securities Limited, Motilal Oswal Securities Limited, SBICAP Securities Limited and SPA Securities Limited.
Registrar to the Issue	Link Intime India Private Limited, Tel: (91 22) 49186200, E-mail: asl.ipo@linkintime.co.in Investor grievance e-mail: asl.ipo@linkintime.co.in
Auditors to our Company	Dalal & Shah LLP, Chartered Accountants
Self Certified Syndicate Banks	The list of banks that have been notified by SEBI to act as the SCSBs for the ASBA process is provided on the website of SEBI at http://www.sebi.gov.in/sebiweb/home/list/5/33/0/0/Recognised-Intermediaries , as updated from time to time. For a list of branches of the SCSBs named by the respective SCSBs to receive the ASBA Forms from the Designated Intermediaries, see the above-mentioned link.
Registered Brokers	You can submit the Bid cum Application Forms in the Issue to Non Syndicate Registered Brokers at the Broker Centres. For further details, see "Issue Procedure" beginning on page 333 of the RHP.
Details regarding website address(es)/link(s) from which the investor can obtain list of Registrar to Issue and RTAs, CDPs and stock brokers who can accept applications from investors, as applicable:	The list of the RTAs eligible to accept ASBA Forms at the Designated RTA Locations and the list of the CDPs eligible to accept ASBA Forms at the Designated CDP Locations and stock brokers including details such as name and contact details are provided on the websites of Stock Exchanges at http://www.bseindia.com/Static/Markets/PublicIssues/RtaDp.aspx?expandable=6 and http://www.nseindia.com/products/content/equities/ipos/asba_procedures.htm , as updated from time to time. For further details, see the section "Issue Procedure" on page 333 of the RHP.

PROMOTERS OF OUR COMPANY

- Radhakishan S. Damani** has over 25 years of experience in the securities market. He began his career in the ball bearing business. Thereafter, he began his business in stock trading and he was granted registration as a stock broker by SEBI in the year 1992. Subsequently, in the year 1997, his membership was converted into corporate membership in the name of Damani Shares and Stock Brokers Private Limited. He founded Bright Star, one of the promoters of our Company, in the year 1989 to carry the business of dealing and investments in securities and subsequently diversified his business in the retail industry through Koop Consumer Services Private Limited in the year 1999.
- Gopikishan S. Damani** has over 25 years of experience in securities market. He was granted registration as a stock broker by SEBI in the year 1992. Subsequently, in the year 1995, his membership was converted into corporate membership in the name of Maheshwari Equity Brokers Private Limited.
- Shrikantadevi R. Damani** has completed her higher secondary school certificate examination from Sitaram Poddar School, Mumbai. She is also a director on the board of Bright Star, Nekian Estate Consultants Private Limited, GSD Metals Private Limited, Trishala Realty Private Limited and Derive Trading and Resorts Private Limited.
- Kirandevi G. Damani** has completed her secondary school certificate examination from Shree Sharda Balika N.M Vidhyalya, Nepal. She is a director on the board of Maheshwari Equity Brokers Private Limited.
- Bright Star Investments Private Limited** is currently in the business of investments in capital markets. Bright Star has filed an application for registration as an NBFC with the RBI on January 16, 2017.
- Royal Palm Private Beneficiary Trust 7. Bottle Palm Private Beneficiary Trust 8. Mountain Glory Private Beneficiary Trust 9. Gulmohar Private Beneficiary Trust 10. Karnikar Private Beneficiary Trust:** These are privately held trusts.

BUSINESS OVERVIEW/ STRENGTHS AND STRATEGY

We are an emerging national supermarket chain, with a focus on value-retailing. According to Technopak, in Fiscal 2016 our Company was one of the largest and the most profitable F & G retailer in India. We offer a wide range of products with a focus on the Foods, Non-Foods (FMCG) and General Merchandise & Apparel product categories.

We opened our first store in Mumbai, Maharashtra in 2002. As of January 31, 2017, we had 118 stores with Retail Business Area of 3.59 million sq.ft, located across 45 cities in Maharashtra (59), Gujarat (27), Telangana (13), Karnataka (7), Andhra Pradesh (4), Madhya Pradesh (3), Chhattisgarh (1), NCR (1), Daman (1) and Rajasthan (2). At the end of the nine months period ended December 31, 2016 and Fiscals 2016, 2015 and 2014, we had 117, 110, 89 and 75 stores with Retail Business Area of 3.57 million sq. ft., 3.33 million sq. ft., 2.66 million sq. ft. and 2.14 million sq. ft., respectively. We plan to deepen our store network in southern and western India and gradually expand our network in other parts of India pursuant to our cluster-focused expansion strategy.

Key Strengths : Value retailing to a well defined target consumer base; Steady footprint expansion using a distinct store acquisition strategy and ownership model; Deep knowledge and understanding of optimal product assortment and strong supplier network enabling procurement at predictable and competitive pricing, leading to an overall efficient cycle; High operating efficiency and lean cost structures through stringent inventory management using IT systems; Strong promoter background and an experienced and entrepreneurial management team with a proven track record and a high degree of employee ownership; Strong track record of growth and profitability.

Our Strategies : Further strengthen our market position by expanding our store network in existing clusters as well as new clusters ; Enhancing sales volumes by continuing to prioritise customer satisfaction through optimal product assortment and offering value for money using EDLC/EDLP strategy; Continue improving our operating efficiency and supply chain management; Preserve our corporate culture and values and continue to focus on training;

BOARD OF DIRECTORS

S. No.	Name	Designation	Experience including current / past position held in other firms
1	Ramesh S. Damani	Chairman and Independent Director	He has over 18 years of experience in securities market. He founded Ramesh S Damani Finance Private Limited, a stock broking company which was registered with BSE but has subsequently closed the broking business, where he presently is a director.
2	Ignatius Navil Noronha	Managing Director	He has over 20 years of experience in consumer goods industry. Prior to joining our Company, he has worked with Hindustan Unilever Limited for eight years where he worked in the field of market research, sales and modern trade.
3.	Ramakant Baheti	Chief Financial Officer and Executive Director	He has 19 years of experience in finance. Prior to joining our Company, he was the Manager-Finance of Bright Star. He was also a director of Damani Share and Stock Brokers Private Limited, a stock broking company.
4.	Elvin Machado	Executive Director	Prior to joining our Company, he has worked with Hindustan Unilever Limited for approximately 18 years and has also worked with Mayo Health Care Private Limited.
5.	Manjri Chandak	Non - Executive Director	She has over seven years of experience in the retail industry. She is presently a director with Bombay Store Retail Company Limited and Bombay Swadeshi Stores Limited. She was a Research Associate in ASK Investment Managers Private Limited for one year.
6.	Chandrashekhar B. Bhawe	Independent Director	He was the Chairman of SEBI from 2008 to 2011. He is a member of the board of Mahindra and Mahindra Financial Services Limited, Vistaar Financial Services Private Limited and Regulatory Committee of Abu Dhabi Global Markets.

OBJECTS OF THE ISSUE**Details of Means of Finance**

The Net Proceeds are currently expected to be deployed in accordance with the schedule set forth below:

(In ₹ million)

Particulars	Total estimated costs	Amount to be funded from the Net Proceeds	Estimated Utilisation of Net Proceeds		
			Fiscal 2018	Fiscal 2019	Fiscal 2020
Repayment or prepayment of a portion of loans and redemption or earlier redemption of NCDs availed by our Company	10,800.00	10,800.00	6,250.00	3,200.00	1,350.00
Construction and purchase of fit outs for new stores	3,666.00	3,666.00	799.74	1,433.13	1,433.13
General corporate purposes*	●	●	●	●	●
Total	●	●	●	●	●

* To be determined upon finalisation of the Issue Price.

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

Terms of Issuance of Convertible Security, if any : N.A

Name of Monitoring Agency: HDFC Bank Limited

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS

Shareholding Pattern:

S. No.	Particulars	Pre-Issue number of Equity Shares	Pre-Issue (%)
1	Promoter & Promoter Group	513,020,000	91.36%
2	Public	48,522,680	8.64%
	Total	561,542,680	100.00%

RESTATED AUDITED FINANCIALS

Standalone

₹ million except per share data

	For the nine months ended December 31, 2016	FY March 31, 2016	FY March 31, 2015	FY March 31, 2014	FY March 31, 2013	FY March 31, 2012
Revenue from Operations	87,719.08	85,795.35	64,335.20	46,806.01	33,346.18	22,026.00
Profit / (Loss) before Taxation	5,956.32	4,887.77	3,214.94	2,423.55	1,389.57	868.86
Net Profit/(Loss) as Restated	3,863.96	3,185.29	2,106.74	1,595.96	925.82	594.28
Equity Share Capital	5,615.43	5,615.43	5,615.43	5,467.53	5,440.59	5,335.39
Reserves and Surplus	13,362.95	9,498.99	6,313.70	4,035.31	2,419.65	1,459.08
Net worth	18,978.38	15,114.42	11,929.13	9,502.84	7,860.24	6,794.47
Basic earnings per share (in ₹)	6.88	5.67	3.85	2.93	1.72	1.17
Diluted earnings per share (in ₹)	6.88	5.67	3.85	2.92	1.72	1.17
Return on net worth (%)	20.36%	21.07%	17.66%	16.79%	11.78%	8.75%
Net asset value per share (in ₹)	33.80	26.92	21.24	17.38	14.45	12.73

Consolidated

₹ million except per share data

	For the nine months ended December 31, 2016	FY March 31, 2016	FY March 31, 2015	FY March 31, 2014	FY March 31, 2013	FY March 31, 2012
Revenue from Operations	87,839.96	85,881.19	64,394.33	46,864.88	33,408.54	22,085.60
Profit / (Loss) before Taxation	6,062.80	4,922.17	3,233.46	2,449.24	1,408.88	883.91
Net Profit/(Loss) as Restated	3,874.70	3,187.59	2,116.72	1,613.72	938.55	604.06
Equity Share Capital	5,615.43	5,615.43	5,615.43	5,467.53	5,440.59	5,335.39
Reserves and Surplus	13,438.78	9,564.08	6,376.49	4,088.19	2,454.77	1,481.47
Net worth	19,054.21	15,179.51	11,991.92	9,555.72	7,895.36	6,816.86
Basic earnings per share (in ₹)	6.90	5.68	3.87	2.96	1.74	1.19
Diluted earnings per share (in ₹)	6.90	5.68	3.87	2.95	1.74	1.19
Return on net worth (%)	20.34%	21.00%	17.65%	16.89%	11.89%	8.86%
Net asset value per share (in ₹)	33.93	27.03	21.36	17.48	14.51	12.78

INTERNAL RISK FACTORS

Below are the top ten risks as disclosed in the RHP:

1. If we are unable to continue to offer daily low prices pursuant to our EDLC/EDLP pricing strategy, we risk losing our distinct advantage and a substantial portion of our customers which will adversely affect our business, financial condition and results of operations. Further, in case of shortages, our suppliers may increase prices of products beyond our control due to which we may lose our competitive advantage.
2. If we are unable to purchase real estate or enter into long-term leasehold arrangements or enter into rental agreements at locations suitable for new stores, distribution centres or packing centres for our expansion at terms commercially beneficial to us, it may adversely affect our expansion and growth plans.
3. Our inability to maintain an optimal level of inventory in our stores may impact our operations adversely.
4. Our ability to attract customers is dependent on the location of our stores and any adverse development impairing the success and viability of our stores could adversely affect our business, financial condition and results of operations.
5. If we are unable to effectively manage our expanded operations or pursue our growth strategy, our new stores may not achieve our expected level of profitability which may adversely affect our business prospects, financial condition and results of operations.
6. Our inability to promptly identify and respond to changing customer preferences or evolving trends may decrease the demand for our products among our customers, which may adversely affect our business.

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS

7. We may not be successful in maintaining and enhancing awareness of our brands. Any fall in our brand's reputation may adversely affect our business, results of operations and prospects.
8. We generated a majority of our sales from our stores in Maharashtra and Gujarat and any adverse developments affecting our operations in these two states could have an adverse impact on our revenue and results of operations.
9. Our Company, Subsidiaries, Promoters, Group Companies and Directors are involved in certain legal proceedings and potential litigations. Any adverse decision in such proceedings may render us/them liable to liabilities/penalties and may adversely affect our business and results of operations.
10. Our business is manpower intensive and a high proportion of our total staff comprises of employees on contract. Our business may be adversely affected if we are unable to obtain employees on contract or at commercially attractive costs.

SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

- A. Total number of outstanding litigations against the Company and amount involved- There are 73 outstanding litigations relating to criminal matters, direct tax matters, indirect tax matters, regulatory or statutory matters and other matters exceeding the materiality threshold, filed against the Company and the approximate amount involved, wherever quantifiable, is ₹461.48 million.
- B. Brief details of top 5 material outstanding litigations against the Company and amount involved

Sr. No.	Particulars	Litigation filed by	Current status	Amount involved
1	Company filed a special leave application before the Supreme Court against Nischint Bhalla and others (the "Respondents") in relation to purchase of a property along with the building at Chembur (the "Property") by our Company for the total consideration of ₹ 201.50 million. For further details, please refer to page 292 and 293 of the RHP.	the Company	Pending	₹201.50 million
2	Our Company has filed a commercial arbitration petition before the High Court of Bombay against Jangid Properties (the "Respondent") in relation to a memorandum of understanding dated May 11, 2013 executed between our Company and the Respondent for purchase of property at village Navghar, for consideration of ₹192.10 million ("Agreement"). For further details, please refer to page 293 of the RHP.	the Company	Pending	₹192.10 million
3	Company has filed a writ petition before the Andhra Pradesh High Court against Andhra Pradesh Rajiv Swagruha Corporation Limited and others (the "Respondents") in relation to a property at Bandlaguda Village, Ranga Reddy district, Telangana (the "Property"), which was purchased by the Company pursuant to an open auction for a total consideration of ₹36.01 million. For further details, please refer to page 293 of the RHP.	the Company	Pending	₹36.01 million
4	Company has filed a petition before the Aurangabad bench of the Bombay High Court against the order passed by the Jalgaon Stamp Office against our Company for payment of deficit in stamp duty paid in relation to purchase of a property at Jalgaon.	the Company	Pending	₹ 6.31 million
5	Pramod Walmandhare and others (the "Petitioners") have filed a special leave petition before the Supreme Court against Nagpur Improvement Trust and others (the "Respondents") challenging the order passed by the Bombay High Court and other regulatory authorities by virtue of which the ownership of the Petitioners of a property at Nagpur (the "Property") was set aside by the Bombay High Court. Various applications and petitions had been filed before the regulatory authorities and a writ petition had been filed before the Bombay High Court with respect to various claims made by the Respondents including incorrect identification of the Property in the name of the Respondents when the possession of the Property was allegedly with the Petitioner.	Pramod Walmandhare and others	Pending	Not applicable

- C. Regulatory Action, if any- disciplinary action taken by SEBI or stock exchanges against the Promoters/Group Companies in last 5 financial years including outstanding action, if any- Nil
- D. Brief details of outstanding criminal proceedings against Promoters-
 - i. Vijay B. Danej (the "Complainant") has filed an application, before the court of the Judicial Magistrate Class-I, Jalgaon (the "JMFC") against the Company, one of the Promoters, Radhakishan S. Damani and another alleging that the Police head constable, Ramanandnagar, has not acted on a complaint filed in relation to charging excess weight of rice sold to the Complainant (the "Complaint"). The JMFC has passed an order instructing that the matter shall be treated as a regular criminal case under Section 200 of the Code of Criminal Procedure, 1973. The Complainant has also filed an application before the Chief Judicial Magistrate, Jalgaon, for issuance of summons on the grounds of delay in taking action in relation to the Complaint. Subsequently, summons have been issued by the Police Inspector, Ramanandnagar, in relation to the above. The matter is currently pending.

ANY OTHER IMPORTANT INFORMATION AS PER LEAD MANAGER/ISSUER COMPANY - NIL**DECLARATION BY THE COMPANY**

We hereby certify and declare that all relevant provisions of the Companies Act and the rules or guidelines issued by the Government or the regulations or guidelines issued by SEBI, established under Section 3 of the SEBI Act, as the case may be, have been complied with and no statement made in this Red Herring Prospectus is contrary to the provisions of the Companies Act, the SCRA, the SEBI Act or rules or regulations made thereunder or guidelines issued, as the case may be. We further certify that all the statements in this Red Herring Prospectus are true and correct.

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IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS

BIDDER'S UNDERTAKING FOR REVISION FORM

I/We (on behalf of joint applicants, if any) confirm that the Acknowledgement Slip for my/our Bids are enclosed for the revisions which are being requested. I/We agree to be bound by all the terms & conditions mentioned in the Bid cum Application Form submitted earlier by me/us.

I/We (on behalf of joint applicants, if any) authorise you to reject this Bid Revision Form, in case any of the details of my existing Bids as appearing on the electronic book building system do not tally with the details given in this Revision Form.

INSTRUCTIONS FOR FILLING UP THE BID REVISION FORM

- Name of Sole/ First Bidder should be exactly the same as it appears in the depository records.
- Please ensure that the Bid Options provided are in the same order as that provided in the Bid cum Application Form submitted earlier.
- In case there is no change in the particular Bid Option, please write "NO CHANGE". In case you want to cancel the Bid Option, please write "CANCELLED".
- Total Bid Amount payable must be calculated for the highest of three options, at Bid price. Total Bid Amount to be paid must be calculated net of total amount paid at the time of submission of Bid cum Application Form. Bidders, please ensure that your Bank has notified an SCSB Branch in the city where Bid cum Application Form is being submitted.
Revision of Bids in case of Revision of Price Band: In case of an upward revision in the Price Band, Retail Individual Bidders who had Bid at Cut off Price could either (i) revise their Bid or (ii) shall make additional payment based on the cap of the revised Price Band (such that the total amount i.e., original Bid Amount plus additional payment does not exceed ₹ 200,000 if the Bidder wants to continue to Bid at Cut off Price), with the members of the Syndicate/Registered Brokers/RTA/CDPs to whom the original Bid was submitted. In case the total amount (i.e., original Bid Amount plus additional payment) exceeds ₹ 200,000/-, the Bid will be considered for allocation under the Non-Institutional Portion in terms of the RHP. If, however, the Bidder does not either revise the Bid or make additional payment and the Issue Price is higher than the cap of the Price Band prior to revision, the number of Equity Shares Bid for, shall be adjusted downwards for the purpose of Allotment, such that no additional amount would be required to be blocked and the Bidder is deemed to have approved such revised Bid at Cut off Price. In case of a downward revision in the Price Band, announced as above, Retail Individual Bidders, who have bid at Cut off Price, could either revise their Bid or the excess amount blocked at the time of bidding would be unblocked from the ASBA Account after the Allotment is finalised.
- Only the First Bidder is required to sign the Bid cum Application Form /Revision Form. Thumb impressions and signatures other than in the languages specified in the Eighth Schedule to the Constitution of India must be attested by a Magistrate or a Notary Public or a Special Executive Magistrate under official seal. If the First Bidder is not the account holder, ensure that the Bid cum Application Form is signed by the ASBA account holder. Signature of the ASBA Account holder is mandatory.
- Other Instructions:** a. revision to Bids must be made only in the prescribed Revision Form, as applicable b. Bids must be completed in full, in BLOCK LETTERS in ENGLISH. Bidders should note that the members of the Syndicate/ SCSBs/Registered Brokers/RTAs/CDPs will not be liable for errors in data entry due to incomplete or illegible Revision Forms; c. Ensure that Acknowledgement Slip for your Bid has and any other applicable documents in support of the revision are attached with the Revision Form; and d. Bidders shall only be required to issue instruction to block the revised amount in excess of their original blocked amount based on the cap of the revised Price Band upon an upward revision of their Bid.

ISSUE STRUCTURE

Particulars	QIBs ⁽¹⁾	Non Institutional Bidders	Retail Individual Bidders
Number of Equity Shares available for Allotment/allocation ^{*(2)}	<input type="checkbox"/> Equity Shares	Not less than <input type="checkbox"/> Equity Shares available for allocation	Not less than <input type="checkbox"/> Equity Shares available for allocation
Percentage of Issue Size available for Allotment/allocation	50% of the Issue size shall be available for allocation to QIBs. However, 5% of the QIB Portion (excluding the Anchor Investor Portion) will be available for allocation proportionately to Mutual Funds only. Mutual Funds participating in the Mutual Fund Portion will also be eligible for allocation in the remaining balance QIB Portion. Unsubscribed portion in the Mutual Fund Portion will be added to the net QIB Portion.	Not less than 15% of the Issue	Note less than 35% of the Issue
Basis of Allotment/ allocation if respective category is oversubscribed	Proportionate as follows (excluding the Anchor Investor Portion): (a) <input type="checkbox"/> Equity Shares shall be available for allocated on a proportionate basis to Mutual Funds only; and (b) <input type="checkbox"/> Equity Shares shall be allotted on a proportionate basis to all QIBs, including Mutual Funds receiving allocation as per (a) above	Proportionate	Proportionate, subject to minimum. Bid Lot. For details, see "Issue Procedure- Part B – Allotment Procedure and Basis of Allotment – Allotment to RIBs" on page 362 to 364 of RHP.
Minimum Bid	Such number of Equity Shares that the Bid Amount exceeds ₹ 200,000 and in multiples of <input type="checkbox"/> Equity Shares thereafter	Such number of Equity Shares that the Bid Amount exceeds ₹ 200,000 and in multiples of <input type="checkbox"/> Equity Shares thereafter	<input type="checkbox"/> Equity Shares and in multiples of <input type="checkbox"/> Equity Shares thereafter
Maximum Bid	Such number of Equity Shares not exceeding the Issue Size, subject to applicable limits	Such number of Equity Shares not exceeding the Issue Size, subject to applicable limits	Such number of Equity Shares so that the Bid Amount does not exceed ₹ 200,000
Bid Lot	<input type="checkbox"/> Equity Shares and in multiples of <input type="checkbox"/> Equity Shares thereafter		
Allotment Lot	Minimum of <input type="checkbox"/> Equity Shares and in multiples of one Equity Share thereafter		
Trading Lot	One Equity Share		
Who can apply ^{*(3/4)}	Public financial institutions as specified in Section 2(72) of the Companies Act, 2013, scheduled commercial banks, mutual fund registered with SEBI, FPIs other than Category III Foreign Portfolio Investors, alternative investment fund and venture capital fund whose sponsor and manager is Indian owned and controlled under the FEMA Regulations, state industrial development corporation, insurance company registered with IRDAI, provident fund with minimum corpus of ₹ 250 million, pension fund with minimum corpus of ₹ 250 million, in accordance with applicable law and National Investment Fund set up by the Government of India, insurance funds set up and managed by army, navy or air force of the Union of India and insurance fund set up and managed by the Department of Posts, India.	Resident Indian individuals, Eligible NRIs, HUFs (in the name of Karta), companies, corporate bodies, scientific institutions societies and trusts, Category III Foreign Portfolio Investors.	Resident Indian individuals, Eligible NRIs and HUFs (in the name of Karta)
Terms of Payment	Full Bid Amount shall be blocked by the SCSBs in the bank account of the ASBA Bidders that is specified in the ASBA Form at the time of submission of the ASBA Form ⁽⁵⁾		

* Assuming full subscription in the Issue.

- Our Company, in consultation with the Lead Managers, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI Regulations. 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 being made to other Anchor Investors. For details, see "Issue Procedure" on page 333 of RHP..
- Subject to valid Bids being received at or above the Issue Price. The Issue is being made in accordance with Rule 19(2)(b)(iii) of the SCRR and under Regulation 26(1) of the SEBI Regulations.
- In case of joint Bids, the Bid cum Application Form should contain only the name of the first Bidder whose name should also appear as the first holder of the beneficiary account held in joint names. The signature of only such first Bidder would be required in the Bid cum Application Form and such first Bidder would be deemed to have signed on behalf of the joint holders.
- With respect to restrictions on participation in the Issue, see "Issue Procedure" and "Restrictions on Foreign Ownership of Indian Securities" beginning on pages 333 and 372, of RHP.
- Bid Amount shall be payable by the Anchor Investors at the time of submission of the Bid cum Application Forms. For details of terms of payment applicable to Anchor Investors, see "Issue Procedure - Part B - Section 7: Allotment Procedure and Basis of Allotment" from page 362 to 364 of RHP.

Under subscription, if any, in any category except in the QIB Portion, would be met with spill-over from the other categories at the discretion of our Company, in consultation with the Lead Managers and the Designated Stock Exchange.

Please note that participation by non-residents in the Issue is restricted to participation by (i) FIIs and FPIs through the portfolio investment scheme under Schedule 2 and 2A of the FEMA Regulations, as the case may be, in the Issue subject to limit of the individual holding of an FII/FPI below 10% of the post-Issue paid-up capital of the Company and the aggregate limit for FII/FPI investment to 24% of the post-Issue paid-up capital of our Company; and (ii) Eligible NRIs under Schedule 4 of the FEMA Regulations subject to limit of the individual holding of an NRI below 5% of the post-Issue paid-up capital of the Company and the aggregate limit for NRI investment to 10% of the post-Issue paid-up capital of our Company. Further, other non-residents such as FVCIs and multilateral and bilateral development financial institutions are not permitted to participate in the Issue. As per the existing policy of the Government, OCBs cannot participate in this Issue.



COMMON BID REVISION FORM	AVENUE SUPERMARTS LIMITED - INITIAL PUBLIC ISSUE - R	FOR RESIDENT INDIANS, INCLUDING RESIDENT QIBs AND ELIGIBLE NRIs APPLYING ON A NON-REPATRIATION BASIS
	Registered Office: Anjaneya CHS Limited, Orchard Avenue, Opp. Hiranandani Foundation School, Powai, Mumbai - 400 076 Corporate Office: B - 72/2A, Wagle Industrial Estate, Road No. 33, Kamgar Hospital Road, Thane - 400 604 Contact Person: Ashu Gupta, Company Secretary and Compliance Officer; Tel: (91 22) 3340 0500; Fax: (91 22) 3340 0599 Email: investorrelations@dmartindia.com Website: www.dmartindia.com Corporate Identity Number: U51900MH2000PLC126473	



TO,
The Board of Directors
AVENUE SUPERMARTS LIMITED

BOOK BUILT ISSUE

ISIN : INE192R01011

Bid cum
Application
Form No.

SYNDICATE MEMBER'S STAMP & CODE	REGISTERED BROKER/SCSB/CDP/RTA STAMP & CODE	1. NAME & CONTACT DETAILS OF SOLE / FIRST BIDDER Mr. / Ms./M/s. _____ Address _____ Email _____ Tel. No (with STD code) / Mobile _____ 2. PAN OF SOLE / FIRST BIDDER _____ 3. BIDDER'S DEPOSITORY ACCOUNT DETAILS <input type="checkbox"/> NSDL <input type="checkbox"/> CDSL For NSDL enter 8 digit DP ID followed by 8 digit Client ID / For CDSL enter 16 digit Client ID
SUB-BROKER'S / SUB-AGENT'S STAMP & CODE	SCSB BRANCH STAMP & CODE	
BANK BRANCH SERIAL NO.	SCSB SERIAL NO.	

PLEASE CHANGE MY BID

4. FROM (AS PER LAST BID OR REVISION)												
Bid Options	No. of Equity Shares Bid (Bids must be in multiples of Bid Lot as advertised)								Price per Equity Share (₹) / "Cut-off" (Price in multiples of ₹ 1/- only)			
	(In Figures)								(In Figures Only)			
	8	7	6	5	4	3	2	1	Bid Price	Retail Discount	Net Price	"Cut-off" (Please ✓/tick)
Option 1												
(OR) Option 2												
(OR) Option 3												
5. TO (Revised Bid) (Only Retail Individual Bidders can Bid at "Cut-off")												
Bid Options	No. of Equity Shares Bid (Bids must be in multiples of Bid Lot as advertised)								Price per Equity Share (₹) / "Cut-off" (Price in multiples of ₹ 1/- only)			
	(In Figures)								(In Figures Only)			
	8	7	6	5	4	3	2	1	Bid Price	Retail Discount	Net Price	"Cut-off" (Please ✓/tick)
Option 1												
(OR) Option 2												
(OR) Option 3												

6. PAYMENT DETAILS	PAYMENT OPTION : FULL PAYMENT <input type="checkbox"/> PART PAYMENT <input checked="" type="checkbox"/>
Additional Amount Blocked (₹ in figures) _____ (₹ in words) _____	

ASBA	
Bank A/c No.	
Bank Name & Branch	

I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THIS BID REVISION FORM AND THE ATTACHED ABRIDGED PROSPECTUS AND THE GENERAL INFORMATION DOCUMENT FOR INVESTING IN PUBLIC ISSUES ("GID") AND HEREBY AGREE AND CONFIRM THE 'BIDDERS UNDERTAKING' AS GIVEN OVERLEAF. I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THE BID REVISION FORM GIVEN OVERLEAF.

7A. SIGNATURE OF SOLE/ FIRST BIDDER	7B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S) (AS PER BANK RECORDS)	SYNDICATE MEMBER / REGISTERED BROKER / SCSB / CDP / RTA STAMP (Acknowledging upload of Bid in Stock Exchange system)
Date : _____ 2017	I/We authorise the SCSB to do all acts as are necessary to make the application in the Issue. 1) _____ 2) _____ 3) _____	

TEAR HERE



AVENUE SUPERMARTS LIMITED

BID REVISION FORM -
INITIAL PUBLIC ISSUE - R

Acknowledgement Slip
for Syndicate Member/
Registered Broker/SCSB/
CDP/RTA

Bid cum
Application
Form No.

DPID / CLID		PAN of Sole / First Bidder	
Additional Amount Blocked (₹)	ASBA Bank A/c No.	Stamp & Signature of SCSB Branch	
Bank & Branch			
Received from Mr./Ms./M/s.			
Telephone / Mobile	Email		

TEAR HERE

AVENUE SUPERMARTS LIMITED - BID REVISION FORM - INITIAL PUBLIC ISSUE - R	Option 1	Option 2	Option 3	Stamp & Signature of Syndicate Member / Registered Broker / SCSB / CDP / RTA	Name of Sole / First Bidder _____ _____ Acknowledgement Slip for Bidder	
	No. of Equity Shares					
	Bid Price					
	Additional Amount Paid (₹)					
ASBA Bank A/c No.					Bid cum Application Form No.	
Bank & Branch						

TEAR HERE

PLEASE FILL IN BLOCK LETTERS

TEAR HERE