

TEAR HERE

COMMON  
BID CUM  
APPLICATION  
FORM

## E FACTOR EXPERIENCES LIMITED - INITIAL PUBLIC ISSUE - R

Registered Office: 101-A, Kundan Kutir Hari Nagar Ashram, New Delhi-110014, India. Corporate Office: Plot No. A-49, Sec 67,  
Gautam Budh Nagar, Noida-201301, Uttar Pradesh, India; Contact Person: Anushka Chauhan, Company Secretary & Compliance Officer  
Tel No: +91-120-3100184; E-mail: cs@efactorex.com; Website: www.efactor4u.com; CIN: U92199DL2003PLC118285

FOR RESIDENT INDIANS INVESTORS,  
INCLUDING RESIDENT QIBs, NON  
INSTITUTIONAL BIDDERS, RETAIL  
INDIVIDUAL BIDDERS AND ELIGIBLE NRIs  
APPLYING ON A NON-REPATRIATION BASIS



To,  
The Board of Directors  
E FACTOR EXPERIENCES LIMITED

100% BOOK BUILT ISSUE  
ISIN – INE0KFF01017

Bid Cum  
Application  
Form No.

SYNDICATE MEMBER'S STAMP & CODE	REGISTERED BROKER'S / 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 _____
SUB-BROKER'S / SUB-AGENT'S STAMP & CODE	SCSB BRANCH STAMP & CODE	
BANK BRANCH SERIAL NO.	SCSB SERIAL NO.	
		2. PAN OF SOLE/FIRST BIDDER _____

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"/> Non-Resident Indians - NRI (Non-Repatriation basis) <input type="checkbox"/> Bodies Corporate - CO <input type="checkbox"/> Banks & Financial Institutions - FI <input type="checkbox"/> Mutual Funds - MF <input type="checkbox"/> National Investment Funds - NIF <input type="checkbox"/> Insurance Funds - IF <input type="checkbox"/> Insurance Companies - IC <input type="checkbox"/> Venture Capital Funds - VCF <input type="checkbox"/> Alternate Investment Funds - AIF <input type="checkbox"/> Systematically Important NBFCs <input type="checkbox"/> All entities other than QIBs, Bodies Corporates and Individuals - NOH <input type="checkbox"/> Others (Please Specify) _____ *HUF

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)	<input type="checkbox"/> Retail Individual Bidder  <input type="checkbox"/> Non Institutional Bidder  <input type="checkbox"/> QIB
	8	7	6	5	4	3	2	1	Bid Price	Retail Discount	Net Price			
Option 1														
(OR) Option 2														
(OR) Option 3														

7. PAYMENT DETAILS [IN CAPITAL LETTERS]										PAYMENT OPTION : FULL PAYMENT <input checked="" type="checkbox"/> PART PAYMENT <input type="checkbox"/>	
AMOUNT BLOCKED (₹ in Figures) _____ (₹ in words) _____											
ASBA Bank A/c No. _____											
Bank Name & Branch _____											
OR UPI Id. _____ (Maximum 45 characters)											

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 'BIDDER'S 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	8 B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S) (AS PER BANK RECORDS)	MEMBER'S OF THE SYNDICATE / SUB-SYNDICATE MEMBER / REGISTERED BROKER / SCSB / CDP / RTA / AGENT STAMP (Acknowledging upload of Bid in Stock Exchange System)
Date: _____, 2023	I/We authorize the SCSB to do all acts as are necessary to make the Application in the Issue 1) _____ 2) _____ 3) _____	

TEAR HERE

E FACTOR EXPERIENCES LIMITED -  
INITIAL PUBLIC ISSUE - R

Acknowledgement Slip for  
Members of the Syndicate/  
Sub-Syndicate Member/Registered  
Broker/SCSB/CDP/RTA/Agent

Bid Cum  
Application  
Form No.

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

TEAR HERE

E FACTOR EXPERIENCES LIMITED - INITIAL PUBLIC ISSUE - R	No. of Equity Shares	Option 1	Option 2	Option 3	Stamp & Signature of Member of the Syndicate/Sub-Syndicate Member/ Registered Broker/SCSB/CDP/RTA/Agent	Name of Sole / First Bidder
	Bid Price					
	Amount Blocked (₹ in figures)					
	ASBA Bank A/c No. / UPI Id: _____					Acknowledgment Slip for Bidder
	Bank Name & Branch: _____					
					Bid Cum Application Form No.	

Important Note: Application made using third party UPI Id or ASBA Bank A/c are liable to be rejected.

E FACTOR EXPERIENCES LIMITED

1

PLEASE FILL IN BLOCK LETTERS

TEAR HERE

**IN THE NATURE OF ABRIDGED PROSPECTUS – MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS  
DATED SEPTEMBER 20, 2023 (THE “RHP”), YOU ARE ENCOURAGED TO READ GREATER DETAILS AVAILABLE IN THE RHP.**

**BIDDER'S UNDERTAKING AND CONFIRMATION FOR BID CUM APPLICATION FORM**

**(IN CASE OF A JOINT BID, 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.)**

The Equity Shares have not been and will not be registered, listed or otherwise qualified in any other jurisdiction outside India and may not be offered or sold. Bids may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction. On the basis of the RHP dated September 20, 2023, filed with the Registrar of Companies, New Delhi, India, the General Information Document for Investing in Public Issues (“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 upon 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 in the ASBA Account with the relevant SCSB or the bank account linked with the UPI ID (in case of UPI Bidders using UPI Mechanism) as mentioned in this Bid cum Application Form, as the case may be. 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 acknowledge that in case of QIB Bidders, only the SCSBs (for Bids other than the Bids by Anchor Investors), and the BRLM and their affiliated Syndicate Member (only in the Specified Locations) 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 RoC 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 I/we have read the RHP. My / our investment decision is solely based on the RHP and the Prospectus.

**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 national(s) 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/we represent, warrant, acknowledge and agree with the Company and the BRLM as follows: (A) I/we have read the RHP and that my/our investment decision is based solely on the RHP, (B) I/we have read and agree to the representations, warranties and agreements contained under the section “Other Regulatory and Statutory Disclosures/Disclaimer in respect of Jurisdiction” in the RHP, (C) the Equity Shares offered in the Issue have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “Securities Act”) or the securities laws of any state of the United States and may not be offered or sold in 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 and that the Equity Shares are being offered and sold only outside the United States in accordance with Regulation S under the Securities Act, (D) I/we were outside of the United States at the time the issue of the Equity Shares was made to me/us and I am/we are outside the United States at the time I/we signed this Bid cum Application Form; (E) the Equity Shares have not been and will not be registered, listed or otherwise qualified in any other jurisdiction outside India and may not be offered or sold, and Bids may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction; (F) I am/we are purchasing the Equity Shares pursuant to the laws of the jurisdictions applicable to me/us; (G) I am/we are not an affiliate of the Company or a person acting on behalf of such affiliate; (H) if I/we are making an application to acquire any of the Equity Shares as fiduciary or agent for one or more investor accounts, I/we have sole investment discretion with respect to each such account and I/we have full power to make the foregoing representations, warranties, acknowledgements and agreements on behalf of each such account; and (I) if I/we are making an application to acquire any of the Equity Shares for one or more managed accounts, I am/we are authorized in writing by each such managed account to subscribe to the equity shares for each such managed account and to make (and I/we hereby make) the representations, warranties, acknowledgements and agreements herein for and on behalf of each such account, reading the reference to “I/we” to include such accounts.

**FOR QIB BIDDERS:** I/we confirm that the Bid size/maximum Equity Shares applied for by me/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 Securities and Exchange Board of India (“SEBI”) or under the provisions of any law, regulation or statute.

**Further:** I) In accordance with ASBA process provided in the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (“SEBI ICDR 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 Centers) or the SCSBs (at Designated RTA Locations) or the CDPs (at Designated CDP Locations), 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, unblocking of funds in the bank account of the applicant maintained with the SCSB as specified in the Bid cum Application Form or in the bank account of the Applicant linked with the UPI ID provided in the Bid cum Application Form, as the case may be, transfer of funds to the Public Issue Account on receipt of instruction from Registrar to the Issue or the Sponsor Bank, as the case may be, after finalisation of Basis of Allotment; and (b) the Registrar to the Issue or Sponsor Bank, as the case may be, to issue instruction to the SCSBs to unblock 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 Centers) or the SCSBs (at Designated SCSBs Branches) or CDPs (at Designated CDP locations) or the RTAs (at Designated RTA locations), 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.

I/we hereby provide my/our consent to the Stock Exchange / Sponsor Banks / NPCI / Registrar to the Issue for collecting, storing and using validating my/our PAN details from the bank account where my / our amount is blocked by the relevant SCSBs.

I/we acknowledge that as per existing policy of the Government of India, OCBs cannot participate in the Issue. I am/We are not an OCB. For further details, see “Issue Procedure” and “Restrictions on Foreign Ownership of Indian Securities” on page 207 and 232 respectively of the RHP.

**INSTRUCTION FOR FILLING UP THE BID CUM APPLICATION FORM**

- 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. The Bid means an ‘Indication to make an Issue’ during the Bid/Issue period by a Bidder and not ‘an Issue’.
- The first Bidder should mention his / her PAN allotted under the Income Tax Act, DP ID, UPI ID (as applicable) and Client ID except for Bids by or behalf of the Central or State Government and the officials appointed by the courts and by Investors who are exempted from the requirement of obtaining/ specifying their PAN for transacting in the securities markets and by persons residing in the state of Sikkim, and any other category of Bidders including without limitation, multilateral/bilateral institutions 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, 1961. Any Bid cum Application Form without the PAN is liable to be rejected other than as specified above. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with Central Board of Direct Taxes (“CBDT”) notification dated February 13, 2020 and press release dated June 25, 2021.
- Based on the PAN, DP ID, UPI ID (as applicable) and Client ID provided by the Bidders, the Registrar to the Issue will obtain demographic details registered with depository participants to be used among other things for allotment, technical rejections, or unblocking of 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 Registrar or RTAs/CDPs or the SCSBs nor the Company shall have any responsibility and undertake any liability for the same.
- Bid Lot and Price Band:** The face value of Equity Shares is ₹ 10 each. The Price Band and minimum Bid Lot size, will be decided by the Company in consultation with the BRLM and will be advertised in all editions of Business Standard, an English national daily newspaper and all editions of Business Standard, a Hindi national daily newspaper and Delhi edition of Pratah Kiran, a Regional Newspaper (Hindi being the regional language where the registered office of our Company is situated) each with wide circulation, respectively, at least two (2) Working Days prior to the Bid/Issue Opening Date, with the relevant financial ratios calculated at the Floor Price and at the Cap Price and have been made available to the NSE (“NSE Emerge” the “Stock Exchange”) for the purpose of uploading on their websites in accordance with SEBI ICDR Regulations. In case of any revision of all edition of Business Standard, an English national daily newspaper and all editions of Business Standard, a Hindi national daily newspaper and Delhi edition of Pratah Kiran to the Price Band, the Bid/Issue Period will be extended for at least three (3) additional Working Days after such revision in the Price Band, subject to the Bid/ Issue Period not exceeding a total of ten (10) Working Days. In case 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/Off Period for a minimum of three (3) Working Days, subject to the Bid/Issue Period not exceeding a total of ten (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 website of the BRLM, and on the terminals of the Member of the Syndicate and by intimation to the Designated Intermediaries and the Sponsor Bank(s), as applicable.
- Maximum and Minimum Bid Size:** In case of Retail Individual Bidders, such number of Equity Shares in multiples of the minimum Bid Lot 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 in multiples of the minimum Bid Lot 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 and mentioned in the RHP.
- Please tick Category as applicable to ensure proper upload of Bid in Stock Exchange system.
- Please tick investor status as applicable. Please ensure investor status is updated in your Depository records.
- “Cheques/Demand Draft/Cash/stock invest/money orders/postal orders will not be accepted”.** Eligible NRIs bidding on a non-repatriation basis by using the Resident Bid cum Application Form are required to authorise their SCSB to confirm or accept the UPI Mandate Request in case of Retail Individual Investors Bidding through the UPI Mechanism, block their Non-Resident Ordinary (NRO) Accounts for the full Bid Amount, at the time of the submission of the Bid cum Application Form. All Bidders including the Eligible NRIs Bidding on a non-repatriation basis can obtain the Bid cum Application Form from the Registered and Corporate Office of the Company or from any of the members of the Syndicate or CDPs or RTAs or Registered Brokers from the Bidding centers. In accordance with applicable law and UPI Circulars, Bidders to please ensure that SCSB where the ASBA Account is maintained has notified at least one branch in the location where Bid cum Application Forms will be deposited by Designated Intermediaries.
- Please note that application made using third party UPI ID or third party ASBA Bank Account are liable to be rejected.
  - QIBs cannot use UPI Mechanism to apply. UPI Bidders applying up to ₹ 500,000 shall apply through UPI mode as per NPCI vide circular reference no. NPCI/UPI/OC No. 127/2021-22 dated December 09, 2021 read with SEBI circular no. SEBI/HO/CFD/DIL/ CIR/P/2023/45 dated April 5, 2023.
  - UPI Bidders using UPI Mechanism:**
    - Please ensure that your bank is offering UPI facility for public offers.
    - Please mention UPI ID clearly in CAPITAL LETTERS only.
    - Ensure that the: (a) bank where the bank account linked to their UPI ID is maintained; and (b) Bidders Bidding using the UPI Mechanism may apply through the SCSBs and mobile applications whose names appears on the website of the SEBI (<https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmid=40>) and (<https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmid=43>) respectively, as updated from time to time.
    - Eligible NRIs applying in the UPI Mechanism, are advised to ensure with the relevant bank where their account is UPI linked prior to submitting their Bid cum Application Form.
    - UPI ID cannot exceed 45 characters.
    - Please ensure that you are using your UPI ID only and not the UPI ID of any third party.
    - UPI Bidders Bidding using the UPI Mechanism shall ensure that details of the Bid are reviewed and verified by opening the attachment in the UPI Mandate Request and then proceed to authorise the UPI Mandate Request using his/her UPI PIN.
  - For further details, see “Issue Procedure” on page no. 207, of the RHP.
- 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 instructions will be required depending upon the jurisdiction in which the sale of shares is proposed.
- 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; and c. Ensure that all applicable documents in support of the Bid are attached with the Bid cum Application Form.
- The Bidders 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. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with CBDT notification dated February 13, 2020 and press release dated June 25, 2021. You may send the RHP and the Prospectus either in physical form or electronic form or both. You shall not distribute or forward this documents and these documents are subject to the disclaimers and restrictions contained in or accompanying it.
- The Equity shares offered in the offer have not been and will not be registered under the U.S. Securities Act or any other applicable law of the United States and, unless so registered, 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 state securities laws. Accordingly, the equity shares are being offered and sold(i) within the United States only to persons reasonably believed to be “qualified institutional buyers” (as defined in rule 144 under the U.S. Securities Act), and (ii) outside the United States in offshore transactions in compliance with Regulation S under the U.S. Securities Act and the applicable laws of the jurisdiction where those offers and sales occur. There will be no public offering of the equity shares in the United States.
- This Bid cum Application Form is being offered to you on the basis that you (i) confirm that the representations, warranties, agreements and acknowledgement set out in “Other Regulatory and Statutory Disclosures” and “Issue Procedure” on page nos. 187 and 207, respectively of the RHP and (ii) agree to abide by (1) this Bid cum Application Form and (2) the RHP (if you are in India) or the Preliminary Offering Memorandum (if you are outside India) together with the terms and conditions contained therein

**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 BRLM and Stock Exchange.

TEAR HERE

- 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 relevant Members of the Syndicate / RTAs / Registered Brokers / CDPs, as applicable, the Bidders should contact the relevant Designated Intermediary.
- For UPI related queries, investors can contact NPCI at the toll free number- 18001201740 and Mail Id- ipo.upi@npci.org.in and the Registrar to the Issue at Tel.: +91 22 6263 8200 and E-mail: ipo@bigshareonline.com
- In case of ASBA Bidders (other than 3-in-1 Bids) for a bid above INR 5,00,000, ensure that the bid is uploaded only by the SCSBs
- Ensure that you have accepted the UPI Mandate Request received from the Sponsor Bank prior to 5:00 p.m. of the Bid/ Issue Closing Date

**COMPANY CONTACT DETAILS**

**E FACTOR EXPERIENCES LIMITED**

**CIN No:** U92199DL2003PLC118285

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

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

**Tel. No.:** +91-120-3100184

**E-mail ID:** cs@efactorexp.com; **Website:** www.efactor4u.com;

**Contact Person:** Anushka Chauhan, Company Secretary & Compliance Officer

**REGISTRAR CONTACT DETAILS**

**MAASHITLA SECURITIES PRIVATE LIMITED**

**Address:** 451, Krishna Apra Business Square,

Netaji Subhash Place, Pitampura, Delhi, 110034

**Tel No:** +91-11-45121795-96

**Email:** ipo@maashitla.com

**Investor Grievance ID:** ig@maashitla.com

**Website:** www.maashitla.com

**Contact Person:** Mr. Mukul Agrawal

**SEBI Registration No.:** INR000004370

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

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



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

<b>Promoters of the Company</b>	<b>Jai Thakore, Samit Garg, Aruna Garg And Manika Garg</b>
---------------------------------	--

#### Details of Offer to Public

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

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

OFS: Offer for Sale

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

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

**PRICE BAND, MINIMUM BID LOT & INDICATIVE TIMELINES**

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

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

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

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

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

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

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

**RISKS IN RELATION TO THE FIRST ISSUE**

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

**GENERAL RISKS**

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

**PROCEDURE**

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

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



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

Source: Price Information [www.bseindia.com](http://www.bseindia.com) & [www.nseindia.com](http://www.nseindia.com), Issue Information from respective Prospectus.

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

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

**PROMOTERS OF THE ISSUER COMPANY**

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

**BUSINESS OVERVIEW AND STRATEGY**

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

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

**Service Offering:**
**Event Wise Revenue Bifurcation:**

(₹ in lakhs)

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

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

**Key Performance Indicators:**

(₹ In Lakhs except percentages and ratios)

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

Notes:

<sup>(1)</sup> Revenue from operation means revenue from sales, service and other operating revenues

<sup>(2)</sup> EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses

<sup>(3)</sup> EBITDA Margin is calculated as EBITDA divided by Revenue from Operations

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

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

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

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

**Market Share:** Not ascertainable

**Manufacturing plant, if any:** Nil

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

**BOARD OF DIRECTORS**

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

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

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

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

#### OBJECTS OF THE ISSUE

(₹ In lakhs)

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

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

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

**Name of monitoring agency, if any** – Not Applicable

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

**Shareholding Pattern:**

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

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



## RESTATED FINANCIALS STATEMENT

(Amt.in ₹ Lakhs)

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

## INTERNAL RISK FACTORS

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

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

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

## SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

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

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

\*includes directors other than promoters

\*\*Amount mentioned to the extent quantifiable.

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

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

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

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

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

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

**DECLARATION BY THE COMPANY**

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

# IN THE NATURE OF ABRIDGED PROSPECTUS – MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS (RHP) BIDDER'S UNDERTAKING FOR BID CUM REVISION FORM

I/We (on behalf of joint bidder's, 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 bidder's, 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 Bid Revision Form.

## INSTRUCTION FOR FILLING UP THE BID REVISION FORM

- Name of sole/ First Bidder should be exactly the same as it appears in the Depository records. 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 Bid means an 'indication to make an Issue' and not 'an Issue'.
- 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 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 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 SCSBs/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 category 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 payment would be required to be blocked and the Bidder is deemed to have approved such revised Bid at Cut-off Price. (i) 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. Signature of the Bank Account Holder is mandatory. If the first applicant is not the account holder, ensure that the Bid cum Application Form is signed by the account holder.
- Please note that application made using third party UPI ID or third party ASBA Bank Account are liable to be rejected.
  - QIBs cannot use UPI Mechanism to apply. UPI Bidders applying up to ₹ 500,000 shall apply through UPI mode as per NPCI vide circular reference no. NPCI/UI/OC No. 127/2021-22 dated December 09, 2021 read with SEBI circular no. SEBI/HO/CFD/DIL/ CIR/P/2023/45 dated April 5, 2023.
  - UPI Bidders using UPI Mechanism:**
    - Please ensure that your bank is offering UPI facility for public offers.
    - Please mention UPI ID clearly in CAPITAL LETTERS only.
    - Ensure that the: (a) bank where the bank account linked to their UPI ID is maintained; and (b) Bidders Bidding using the UPI Mechanism may apply through the SCSBs and mobile applications whose names appears on the website of the SEBI (<https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmid=40>) and (<https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmid=43>) respectively, as updated from time to time.
    - Eligible NRIs applying in the Issue through the UPI Mechanism, are advised to enquire with the relevant bank where their account is UPI linked prior to submitting their Bid cum Application Form.
    - UPI ID cannot exceed 45 characters.
    - Please ensure that you are using your UPI ID only and not the UPI ID of any third party.
    - UPI Bidders Bidding using the UPI Mechanism shall ensure that details of the Bid are reviewed and verified by opening the attachment in the UPI Mandate Request and then proceed to authorise the UPI Mandate Request using his/her UPI PIN. For further details, see "Issue Procedure" on page no. 207, of the RHP.
- Other Instructions:** a. Revision to Bids must be made only in the prescribed Revision Form, as applicable; b. Revision Form must be completed in full, in BLOCK LETTERS in ENGLISH. Bidders should note that the Member of the Syndicate/ SCSBs/Registered Brokers/RTA/CDPs will not be liable for errors in data entry due to incomplete or illegible Revision Forms; c. Ensure that Acknowledgment Slip for your Bid 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.
- Revision(s) in the Bid, the Bidders/Applicants will have to use the services of the same Designated Intermediary through which such Bidder/Applicant had placed the original Bid. Bidders/Applicants are advised to retain copies of the blank Revision Form and the Bid(s) must be made only in such Revision Form or copies thereof. Investors must ensure that their PAN is linked with Aadhar Card and are in compliance with the CBDT notification dated February 13, 2020 and press release dated June 25, 2021.

## ISSUE STRUCTURE

Particulars of the Issue <sup>(2)</sup>	Market Maker Reservation Portion	QIBs <sup>(1)</sup>	Non-Institutional Investors	Retail Individual Investors
Number of Equity Shares available for allocation	Upto 1,74,400 Equity Shares	Not more than 16,40,000 Equity Shares	Not less than 4,92,800 Equity Shares	Not less than 11,48,800 Equity Shares
Percentage of Issue Size available for allocation	5.05% of the Issue Size	Not more than 50% of the Net Issue being available for allocation to QIB Bidders. However, up to 5% of the Net QIB 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 QIB Portion. The unsubscribed portion in the Mutual Fund Portion will be added to the Net QIB Portion	Not less than 15% of the Net Issue	Not less than 35% of the Net Issue
Basis of Allotment <sup>(3)</sup>	Firm Allotment	Proportionate as follows (excluding the Anchor Investor Portion): (a) Up to [●] Equity Shares shall be available for allocation on a proportionate basis to Mutual Funds only; and (b) Up to [●] Equity Shares shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds receiving allocation as per (a) above.  Up to 60% of the QIB Portion (of up to [●] Equity Shares may be allocated on a discretionary basis to Anchor Investors of which one-third shall be available for allocation to Mutual Funds only, subject to valid Bid received from Mutual Funds at or above the Anchor Investor Allocation Price	Proportionate basis subject to minimum allotment of [●] Equity Shares and further allotment in multiples of [●] Equity Shares	Proportionate basis subject to minimum allotment of [●] Equity Shares
Mode of Allotment	Compulsorily in dematerialized form.			
Minimum Bid Size	[●] Equity Shares	Such number of Equity Shares and in multiples of [●] Equity Shares that the Bid Amount exceeds ₹ 200,000	Such number of Equity Shares and in multiples of [●] Equity Shares that the Bid Amount exceeds ₹ 200,000	[●] Equity Shares
Maximum Bid Size	[●] Equity Shares	Such number of Equity Shares in multiples of [●] Equity Shares not exceeding the size of the Net Issue, subject to applicable limits	Such number of Equity Shares in multiples of [●] Equity Shares not exceeding the size of the Net Issue (excluding the QIB portion), subject to applicable limits	Such number of Equity Shares in multiples of [●] Equity Shares so that the Bid Amount does not exceed ₹ 200,000
Trading Lot	[●] Equity Shares, However the Market Maker may accept odd lots if any in the market as required under the SEBI (ICDR) Regulations, 2018.	[●] Equity Shares and in multiples thereof	[●] Equity Shares and in multiples thereof	[●] Equity Shares and in multiples thereof
Terms of Payment	Full Bid Amount shall be blocked by the SCSBs in the bank account of the ASBA Bidder (other than Anchor Investors) or by the Sponsor Bank through the UPI Mechanism, that is specified in the ASBA Form at the time of submission of the ASBA Form. In case of Anchor Investors: Full Bid Amount shall be payable by the Anchor Investors at the time of submission of their Bids <sup>(4)</sup>			
Mode of Bid	Only through the ASBA process.	Only through the ASBA process. (Except for Anchor investors)	Only through the ASBA process	Through ASBA Process Through Banks or by using UPI ID for payment

This Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, as amended from time to time.

- Our Company may, in consultation with the Book Running Lead Managers, allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations. 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 Anchor Investor Allocation Price.
- In terms of Rule 19(2) of the SCRR read with Regulation 252 of the SEBI (ICDR) Regulations, 2018 this is an Issue for at least 25% of the post issue paid-up Equity share capital of the Company. This Issue is being made through Book Building Process, wherein allocation to the public shall be as per Regulation 252 of the SEBI (ICDR) Regulations.
- Subject to valid Bids being received at or above the Issue Price, under subscription, if any, in any category, except in the QIB Portion, would be allowed to be met with spill-over from any other category or combination of categories of Bidders at the discretion of our Company in consultation with the Book Running Lead Managers and the Designated Stock Exchange, subject to applicable laws.
- Full Bid Amount shall be payable by the Anchor Investors at the time of submission of the Anchor Investor Bid cum Application Forms provided that any difference between the Anchor Investor Allocation Price and the Anchor Investor Issue Price shall be payable by the Anchor Investor Pay-In Date as indicated in the CAN.

**COMMON BID  
REVISION  
FORM**



To,  
The Board of Directors  
E FACTOR EXPERIENCES LIMITED

**100% BOOK BUILT ISSUE**  
**ISIN – INE0KFF01017**

**Bid Cum  
Application  
Form No.**

**E FACTOR EXPERIENCES LIMITED - INITIAL PUBLIC ISSUE REVISION - R**  
Registered Office: 101-A, Kundan Kutir Hari Nagar Ashram, New Delhi-110014, India. Corporate Office: Plot No. A-49, Sec 67,  
Gautam Budh Nagar, Noida-201301, Uttar Pradesh, India; Contact Person: Anushka Chauhan, Company Secretary & Compliance Officer  
Tel No: +91-120-3100184; E-mail: cs@efactorexperience.com; Website: www.efactor4u.com; CIN.: U92199DL2003PLC118285

**FOR RESIDENT INDIANS INVESTORS,  
INCLUDING RESIDENT QIBs, NON  
INSTITUTIONAL BIDDERS, RETAIL  
INDIVIDUAL BIDDERS AND ELIGIBLE NRIs  
APPLYING ON A NON-REPATRIATION BASIS**

<b>SYNDICATE MEMBER'S STAMP &amp; CODE</b>	<b>REGISTERED BROKER / SCSB / CDP / RTA STAMP &amp; CODE</b>	<b>1. NAME &amp; CONTACT DETAILS OF SOLE/FIRST BIDDER</b>
		Mr./Ms./M/s. _____
		Address _____
<b>SUB-BROKER'S/SUB-AGENT'S STAMP &amp; CODE</b>	<b>SCSB BRANCH STAMP &amp; CODE</b>	Email _____
		Tel. No (with STD code) / Mobile _____
<b>BANK BRANCH SERIAL NO.</b>	<b>SCSB SERIAL NO.</b>	<b>2. PAN OF SOLE / FIRST BIDDER</b>
		_____
		<b>3. BIDDERS DEPOSITORY ACCOUNT DETAILS</b> <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.

**PLEASE CHANGE MY BID**

**4. FROM (AS PER LAST BID OR REVISION)**

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)			
		Bid Price	Retail Discount, if any	Net Price	"Cut-off" (Please ✓ tick)
Option 1	8 7 6 5 4 3 2 1	3 2 1	2 1	2 1	<input type="checkbox"/>
(OR) Option 2					<input type="checkbox"/>
(OR) Option 3					<input type="checkbox"/>

**5. TO (REVISED BID) (Only Retail individual Bidders can BID at "Cut-Off")**

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)			
		Bid Price	Retail Discount, if any	Net Price	"Cut-off" (Please ✓ tick)
Option 1	8 7 6 5 4 3 2 1	3 2 1	2 1	2 1	<input type="checkbox"/>
(OR) Option 2					<input type="checkbox"/>
(OR) Option 3					<input type="checkbox"/>

**6. PAYMENT DETAILS [IN CAPITAL LETTERS]**

**PAYMENT OPTION : FULL PAYMENT ☒ PART PAYMENT ☒**

Additional Amount Blocked (₹ in Figures) \_\_\_\_\_ (₹ in words) \_\_\_\_\_

ASBA Bank A/c No. \_\_\_\_\_

Bank Name & Branch \_\_\_\_\_

OR  
UPI Id. \_\_\_\_\_  
(Maximum 45 characters)

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 'BIDDER'S 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.

<b>7 A. SIGNATURE OF SOLE / FIRST BIDDER</b>	<b>7 B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S) (AS PER BANK RECORDS)</b>	<b>MEMBER'S OF THE SYNDICATE / SUB-SYNDICATE MEMBER/ REGISTERED BROKER / SCSB / CDP / RTA / AGENT STAMP (Acknowledging upload of Bid in Stock Exchange System)</b>
Date: _____, 2023	I/We authorize the SCSB to do all acts as are necessary to make the Application in the Issue 1) _____ 2) _____ 3) _____	

TEAR HERE



**E FACTOR EXPERIENCES LIMITED -  
INITIAL PUBLIC ISSUE - REVISION - R**

Acknowledgement Slip for  
Members of the Syndicate/  
Sub-Syndicate Member/Registered  
Broker/SCSB/CDP/RTA/Agent

**Bid Cum  
Application  
Form No.**

PAN of Sole / First Bidder

DPID / CLID																													
Additional Amount Blocked (₹ in figures)										Bank Name & Branch										Stamp & Signature of SCSB Branch									
ASBA Bank A/c No./UPI Id																													
Received from Mr./Ms./M/s.																													
Telephone / Mobile										Email																			

TEAR HERE

<b>E FACTOR EXPERIENCES LIMITED - INITIAL PUBLIC ISSUE - REVISION - R</b>	Option 1	Option 2	Option 3	<b>Stamp &amp; Signature of Member of the Syndicate/Sub- Syndicate Member/ Registered Broker/SCSB/CDP/RTA/Agent</b>	<b>Name of Sole / First Bidder</b>	
	No. of Equity Shares					
	Bid Price					
	Additional Amount Blocked (₹ in figures)					
ASBA Bank A/c No. / UPI Id: _____					<b>Acknowledgment Slip for Bidder</b>	
Bank Name & Branch: _____						
<b>Important Note: Application made using third party UPI Id or ASBA Bank A/c are liable to be rejected.</b>					<b>Bid Cum Application Form No.</b>	