



**IN THE NATURE OF ABRIDGED PROSPECTUS – MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS  
DATED AUGUST 29, 2024 (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, and 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 August 29, 2024, filed with the Registrar of Companies, National Capital Territory of Delhi, 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 up to 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 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/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 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 was/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:** 1) 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 Centres) or the SCSBs (at Designated SCSBs Branches) or the RTAs (at the Designated RTA Locations) or the CDPs (at Designated CDP Locations), as the case may be, to do all acts as 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 Centres) 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 usage 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 243 and 273 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 Syndicate nor 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 edition of Business Standard, (a widely circulated English national daily newspaper) and all edition of Business Standard (a widely circulated Hindi national daily newspaper and Delhi edition of Pratap Kiran, regional newspaper (Hindi being the regional language of Delhi where our registered office is located), 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 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/ Offer 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/DIL2/ 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/Action.do?do=RecognisedFp=yes&intml=40>) and (<https://www.sebi.gov.in/sebiweb/other/Action.do?do=RecognisedFp=yes&intml=43>) respectively, as updated from time to time.
    - Eligible NRIs applying in the Issue through 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. 243, 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 be sent 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 in 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 14A 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. 218 and 243, 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](mailto:ipo.upi@npci.org.in) and the Registrar to the Issue at Tel.: 011- 40450193-97; and E-mail: [ipo@skylinerta.com](mailto:ipo@skylinerta.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**

**MY MUDRA FINCORP LIMITED**  
**CIN No: U6519IDL2013PLC257611**  
**Registered Office:** 17A/45, 2<sup>nd</sup> Floor, w.e.a. Karol Bagh, Central Delhi, New Delhi, Delhi- 110005, India.  
**Corporate Office:** 17A/45, 3<sup>rd</sup> Floor, w.e.a. Karol Bagh, Central Delhi, New Delhi, Delhi- 110005, India.  
**Tel No:** 011-47010500; **E-mail:** [info@mymudra.com](mailto:info@mymudra.com);  
**Website:** [www.mymudra.com](http://www.mymudra.com);  
**Contact Person:** Piyushi Jindal, Company Secretary & Compliance Officer

**REGISTRAR CONTACT DETAILS**

**SKYLINE FINANCIAL SERVICES PRIVATE LIMITED**  
**Address:** D-153A, 1<sup>st</sup> floor, Okhla Industrial Area, Phase 1, New Delhi, Delhi -110020, India  
**Telephone:** 011- 40450193-97  
**Email:** [ipo@skylinerta.com](mailto:ipo@skylinerta.com);  
**Website:** [www.skylinerta.com](http://www.skylinerta.com);  
**Contact Person:** Anuj Rana  
**SEBI Registration Number:** INR000003241  
**CIN:** U74899DL1995PTC071324

This is an abridged prospectus containing salient features of the Red Herring Prospectus dated August 29, 2024 (the “RHP”). You are encouraged to read greater details available in the RHP (Download link: <https://www.mymudra.com/investor-relations/offer-documents>). 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.



(Scan this QR Code to view  
Abridged Prospectus)



**MY MUDRA FINCORP LIMITED**

CIN: U65191DL2013PLC257611 Date of Incorporation: September 11, 2013

Registered Office	Corporate Office	Contact Person	Email and Telephone	Website
17A/45, 2 <sup>nd</sup> Floor, w.e.a. Karol Bagh, Central Delhi, New Delhi, Delhi - 110005, India.	17A/45, 3 <sup>rd</sup> Floor, w.e.a. Karol Bagh, Central Delhi, New Delhi, Delhi- 110005, India	Piyushi Jindal, Company Secretary & Compliance Officer	E-mail: <a href="mailto:info@mymudra.com">info@mymudra.com</a> Tel No: 011- 47010500	<a href="http://www.mymudra.com">www.mymudra.com</a>

Promoters of the Company	VAIBHAV KULSHRESTHA AND NISHA KULSHRESTHA
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#### Details of Offer to Public

Type of Issue (Fresh/OFS/ Fresh & OFS)	Fresh Issue Size (by no. of shares or by amount in ₹)	OFS Size (by no. of shares or by amount in ₹)	Total Issue Size (by no. of shares or by amount in ₹)	Issue Under 229(1)/ 229(2)	Share Reservation			
					QIB	NII	RII	Market Maker
Fresh Issue	Upto 30,24,000 Equity shares	Nil	Upto 30,24,000 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 14,34,000 equity shares	At least 4,30,800 equity shares	At least 10,05,600 Equity Shares	Upto 1,53,600 Equity shares

These equity shares are proposed to be listed on NSE Emerge (i.e. SME platform of NSE).

OFS: Offer for Sale

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

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

Price Band, Minimum Bid Lot & Indicative Timelines	
Price Band*	For details of price band, 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”.
Minimum Bid Lot Size	
Bid/Offer Open On**	Thursday, September 05, 2024
Bid/ Offer Closes On	Monday, September 09, 2024
Finalisation of Basis of Allotment (T+1)	On or about Tuesday, September 10, 2024
Initiation of Refunds (T+2)	On or about Wednesday, September 11, 2024
Credit of Equity Shares to Demat accounts of Allottees (T+2)	On or about Wednesday, September 11, 2024
Commencement of trading of Equity Shares (T+3)	On or about Thursday, September 12, 2024

\*For details of price band and basis of issue price, please refer to price band advertisement and page 81 of the RHP.

\*\*Our Company may, in consultation with the BRLM, 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., Wednesday, September 04, 2024.

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 ₹)	Upper end of the Price Band (₹ 110) is 'X' times the weighted Average cost of Acquisition	Range of acquisition price: Lowest Price – Highest Price (in ₹)
Last 1 year and 18 months	2.45	44.90	0-15200
Last 3 years	3.16	34.78	0-15200

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

#### 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 81 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

Investments in Equity and Equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their 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 issued 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 Red Herring Prospectus. Specific attention of the investors is invited to the section “Risk Factors” beginning on page 25 of this Red Herring 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 BRLMs or download it from the website of the Stock Exchange i.e. <https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#smeoffer> and the BRLM at [www.hemsecurities.com](http://www.hemsecurities.com)

#### PRICE INFORMATION OF BRLM's\* (SME IPO)

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.	Premier Roadlines Limited	Hem Securities Limited	104.18% [4.86%]	88.73% [9.24%]	N.A.
2.	Vilas Transcore Limited		252.79% [4.40%]	N.A.	N.A.
3.	Aimtron Electronics Limited		310.93% [6.17%]	N.A.	N.A.
4.	Ganesh Green Bharat Limited		149.42% [-0.63%]	N.A.	N.A.
5.	Chetana Education Limited		N.A.	N.A.	N.A.
6.	Aprameya Engineering Limited		N.A.	N.A.	N.A.
7.	Sunlite Recycling Industries Limited		N.A.	N.A.	N.A.

\* Disclosures subject to recent 7 issues (initial public offerings) in current financial year and two preceding financial years managed by each Merchant Banker with common issues disclosed once.

<b>Name of BRLM and contact details (telephone and email id) of BRLM</b>	<b>Hem Securities Limited</b> <b>Address:</b> 904, A Wing, Naman Midtown, Senapati Bapat Marg, Elphinstone Road, Lower Parel, Mumbai - 400013, Maharashtra, India <b>Tel No.:</b> +91-22-4906 0000 <b>Email:</b> <a href="mailto:ib@hemsecurities.com">ib@hemsecurities.com</a> <b>Contact Person:</b> Ravi Kumar Gupta
<b>Name of Syndicate Members</b>	<b>Hem Finlease Private Limited</b> <b>Address:</b> 203, Jaipur Tower, M. I. Road, Jaipur-302001, Rajasthan, India. <b>Tel No.:</b> +91-141-4051000 <b>Email Id:</b> <a href="mailto:ashoks@hemsecurities.com">ashoks@hemsecurities.com</a> ; Website: <a href="http://www.hemsecurities.com">www.hemsecurities.com</a> <b>Contact Person:</b> Ashok Soni <b>SEBI Registration Number:</b> INZ000167734



<b>Name of Market Maker</b>	<b>Hem Finlease Private Limited</b> <b>Address:</b> 203, Jaipur Tower, M I Road, Jaipur, Rajasthan 302001, India <b>Telephone:</b> +91-141-4051000 <b>Email:</b> <a href="mailto:jb@hemsecurities.com">jb@hemsecurities.com</a> <b>Website:</b> <a href="http://www.hemsecurities.com">www.hemsecurities.com</a> <b>Contact Person:</b> Ashok Soni <b>SEBI Registration Number:</b> INZ000168034 <b>Market Maker Registration No.:</b> 11100
<b>Name of Registrar to the Issue and contact details (telephone and email id)</b>	<b>Skyline Financial Services Pvt Ltd</b> <b>Address:</b> D-153/A, First Floor, Okhla Industrial Area, Phase I, New Delhi, Delhi, 110020, India <b>Tel No.:</b> 011- 40450193-97 <b>Email:</b> <a href="mailto:ipo@skylinerta.com">ipo@skylinerta.com</a> <b>Contact Person:</b> Mr. Anuj Rana <b>Website:</b> <a href="http://www.skylinerta.com">www.skylinerta.com</a> <b>SEBI Registration No.:</b> INR000003241 <b>CIN:</b> U74899DL1995PTC071324
<b>Name of Statutory Auditor</b>	M/s. Sangita Gupta & Associates, Chartered Accountants (FRN: 023808N)
<b>Name of Credit Rating Agency and the rating or grading obtained, if any</b>	Not Applicable
<b>Name of Debenture trustee, if any.</b>	Not Applicable
<b>Self-Certified Syndicate Banks</b>	The list of banks is available on <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmId=35">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmId=35</a> ;
<b>Non-Syndicate Registered Brokers</b>	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 “ <b>Issue Procedure</b> ” beginning at page 243 of the RHP
<b>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)</b>	<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	Vaibhav Kulshrestha	Individual	He is one of our Promoters and Chairman & Managing Director of our Company. He has been associated with the Company since 2014. He has completed his Bachelor of commerce from Dr. Bhimrao Ambedkar University, Agra, Uttar Pradesh in the year 2005, He has a work experience of about 14 years in the field of Financial Services Industry. He is responsible for the business development, accounts & finance and overall management of the business of our Company.
2	Nisha Kulshrestha	Individual	She is the Promoter and Vice-President of the Sales and Marketing department of our company. She has been associated with the company since its incorporation. She has completed her Bachelor of Commerce from the University of Delhi in 2014. With 14 years of extensive experience in the Financial Service Industry, she currently heads the Sales and Marketing of one of our branch in New Delhi.

#### BUSINESS OVERVIEW AND STRATEGY

**Company Overview:** Established in 2013, our company functions as a Channel Partner (DSA) for major Banks and NBFCs operating in India. Our business model integrates tele-calling, advertising, direct marketing, referrals, networking, and a combined physical and digital (physital) marketing approach to acquire customers for the banks and NBFC's. Specializing in the distribution and sales of a diverse range of financial products as channel partner, we offer secured loans such as home loans and loans against property, unsecured loans like business loans and personal loans, professional loan as well as credit cards to the procured customers. Recently, we have expanded our services to include the distribution of insurance products.

**Product/Services offerings:** We provide our customers with the ability to research and compare a wide range of lending products offered by our lending partners, enhancing choice and transparency. Once customers share their requirements, we present multiple options, detailing related costs and features in a clear and simple manner, enabling informed decisions for applications to the appropriate financial institutions, such as banks or NBFCs. Upon credit approval, the loan is conveniently sanctioned. Our company ensures faster service and disbursement of loans at the most competitive interest rates and terms acceptable to the customers.

Below is the summary of our service category-wise revenue over last three years

S No.	Loan Category	FY 2023-24		FY 2022-23		FY 2021-22	
		Sales	%	Sales	%	Sales	%
<b>A)</b>	<b>Unsecured Loan:</b>						
i	Personal Loan	4052.58	57.02%	3139.08	58.71%	1,517.50	53.47%
ii	Business Loan	2478.20	34.87%	2060.89	38.55%	1,212.30	42.71%
iii	Professional Loan	103.93	1.46%	48.98	0.92%	43.10	1.52%
<b>Sub Total (A)</b>		<b>6634.71</b>	<b>93.35%</b>	<b>5248.94</b>	<b>98.18%</b>	<b>2772.90</b>	<b>97.70%</b>
<b>B)</b>	<b>Secured Loan:</b>						
i	Used Car Loan	6.55	0.09%	9.75	0.18%	26.10	0.92%
ii	Home Loan	222.46	3.13%	51.87	0.97%	21.64	0.76%
iii	LAP	242.22	3.41%	35.45	0.66%	17.61	0.62%
<b>Sub Total (B)</b>		<b>471.23</b>	<b>6.63%</b>	<b>97.06</b>	<b>1.82%</b>	<b>65.35</b>	<b>2.30%</b>
<b>C)</b>	<b>Others:</b>						
i	Used Car Loan	1.31	0.02%	-	-	-	-
<b>Sub Total (C)</b>		<b>1.31</b>	<b>0.02%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total (A+B+C)</b>		<b>7107.24</b>	<b>100.00%</b>	<b>5346.00</b>	<b>100.00%</b>	<b>2838.25</b>	<b>100.00%</b>

**Geographies Served:** Our Company has diversified revenue from multiple geographical locations across India. Further, for the period and financial year ended March 31, 2024, March 31, 2023 & March 31, 2022 respectively, we have generated around 85.94%, 89.05% and 90.87% of our total revenue from sales in top 5 geographical regions in India. We believe in reaching out to all the class of persons to fulfill their needs of any kind of credit facilities. Hence, with our expanded geographical outreach across India, we have the ability to quickly respond to increasing demand.

#### Key Performance Indicators:

(₹ In Lakhs except percentages and ratios)

Key Financial Performance	As of and for the year/period ended		
	March 31, 2024	March 31, 2023	March 31, 2022
Revenue from Operations <sup>(1)</sup>	7107.24	5346.00	2838.25
EBITDA <sup>(2)</sup>	1266.36	568.40	116.01
EBITDA Margin <sup>(3)</sup>	17.82%	10.63%	4.09%
Profit After Tax (PAT) <sup>(4)</sup>	835.52	346.75	46.86
PAT Margin <sup>(5)</sup>	11.76%	6.49%	1.65%
ROE <sup>(6)</sup>	66.20%	54.09%	11.32%
ROCE <sup>(7)</sup>	45.98%	44.12%	13.86%
Net Worth <sup>(8)</sup>	1679.79	844.27	437.88

\* Not Annualised





#### Notes:

- <sup>(1)</sup> Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements.
- <sup>(2)</sup> EBITDA is calculated as Profit before tax + Depreciation + Interest Cost – Other Income
- <sup>(3)</sup> 'EBITDA Margin' is calculated as EBITDA divided by Revenue from Operations
- <sup>(4)</sup> PAT is calculated as Profit before tax – Tax Expenses
- <sup>(5)</sup> PAT Margin' is calculated as PAT for the period/year divided by revenue from operations.
- <sup>(6)</sup> Return on Equity is ratio of Profit after Tax and Shareholder Equity
- <sup>(7)</sup> Return on Capital Employed is calculated as EBIT divided by capital employed, which is defined as shareholders' equity plus total borrowings {current & non-current}.
- <sup>(8)</sup> Net Worth = Equity Share Capital + Reserve and Surplus (including surplus in the Statement of Profit & Loss) - Preliminary Expenses to the extent not written-off.

**Industries Served:** My Mudra serves the financial services industry, acting as a Direct Selling Agent (DSA) for major Banks and Non-Banking Financial Companies (NBFCs) in India. Their services cover secured and unsecured loans, professional loans, credit cards, and insurance products, connecting customers with financial institutions for a range of financial solutions.

**Revenue segmentation in terms of top 10 and 5 clients** – Our top 10 and top 5 customers contributed 63.56%, 77.97% and 84.79% respectively for the FY ending 2024, 2023 & 2022 and 42.54%, 55.40% and 64.09% respectively for the FY ending 2024, 2023 & 2022 of our revenues from operations based on restated financial statements

**Intellectual Property, if any:**

S. No.	Brand name/ Logo Trademark/Copyright	Class	TM Category	Trademark Number/ Application No.	Issuing Authority	Date of Application/ Registration	Status
1.	MY MUDRA	35	WORD	5387442	Registrar of Trademark	March 28, 2022	Registered
2.	MY MUDRA	36	WORD	5387443	Registrar of Trademark	March 28, 2022	Accepted & Advertised
3.		35	DEVICE	6444135	Registrar of Trademark	May 22, 2024	Formalities Chk Pass
4.		36	DEVICE	6444136	Registrar of Trademark	May 22, 2024	Formalities Chk Pass
5.		35	DEVICE	6491101	Registrar of Trademark	June 21, 2024	Formalities Chk Pass
6.		36	DEVICE	6491100	Registrar of Trademark	June 21, 2024	Formalities Chk Pass

**Market Share:** Not ascertainable**Manufacturing plant, if any:** NA**Employee Strength:** As on May 31, 2024, our Company has total employed around 143 employees (including senior management personal and Directors) at various levels of the organization.**BOARD OF DIRECTORS**

Sr. No.	Name	Designation (Independent / Whole time / Executive / Nominee)	Experience & Educational Qualification	Other Directorships
1	Vaibhav Kulshrestha	Chairman & Managing Director	<b>Experience:</b> 14 Years <b>Qualification:</b> Bachelor of Commerce (B.Com.)	<b>Indian Company:</b> NIL <b>Foreign Company:</b> Nil
2	Abhisek Dhal	Whole-Time Director	<b>Experience:</b> 12 Years <b>Qualification:</b> Post Graduate Diploma in Management	<b>Indian Company:</b> NIL <b>Foreign Company:</b> Nil
3	Ganesh Kumar Mishra	Non-Executive Director	<b>Experience:</b> 10 years <b>Qualification:</b> Intermediate	<b>Indian Company:</b> NIL <b>Foreign Company:</b> Nil
4	Sarita	Independent Director	<b>Experience:</b> 8.5 years <b>Qualification:</b> Master of Commerce (M.Com), CS, LL.B.	<b>Indian Company:</b> NIL <b>Foreign Company:</b> Nil
5	Sudhir Kumar Jain	Independent Director	<b>Experience:</b> 38 years <b>Qualification:</b> Master of Arts (Economics) and IBBI Professional	<b>Indian Company:</b> NIL <b>Foreign Company:</b> Nil

For further details in relation to our Board of Directors, see **“Our Management”** beginning on page 134 of the Red Herring Prospectus.**OBJECTS OF THE ISSUE****Details of means of finance –** The fund requirements for each of the objects of the Issue are stated as follows:**(₹ In Crores)**

Sr. No.	Particulars	Total estimate cost	Amount deployed till date	Amount to be financed from Net Proceeds	Estimated Net Proceeds Utilization	
					FY 2024-25	FY 2025-26
1.	Repayment of a portion of certain borrowing availed by our Company	6.25	-	6.25	6.25	-
2.	Investment in technology development and digital infrastructure	6.60	-	6.60	1.98	4.62
3.	To meet Working Capital requirements	7.00	-	7.00	3.00	4.00
4.	General Corporate Purpose	●	●	●	●	
	<b>Total Net Proceeds</b>	●	●	●	●	

**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.	Promoters and Promoter Group	65,88,400	78.74%
2.	Public	17,79,400	21.26%
	<b>Total</b>	<b>83,67,800</b>	<b>100.00%</b>

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

**RESTATED FINANCIAL STATEMENT**

*(₹ In Lakhs except percentages and ratios)*

PARTICULARS	March 31, 2024	March 31, 2023	March 31, 2022
Total income (Net)	7114.36	5355.80	2846.18
Net Profit/(Loss) before tax and extra ordinary items	1119.61	485.79	69.92
Net Profit / (Loss) after tax and extraordinary items	835.52	346.75	46.86
Equity Share Capital	1.18	1.18	1.07
Reserves and Surplus	1678.61	843.08	436.81
Net worth	1679.79	844.27	437.88
Basic/Diluted earnings per share (₹)	10.09	4.19	0.63
Return on net worth (%)	49.74%	41.07%	10.70%
NAV per Equity Shares (Based on Actual Number of Shares) (₹)	14201.80	7137.87	4093.89
NAV per Equity Shares (Based on Weighted Average Number of Shares) (₹)	20.29	10.20	5.85

**INTERNAL RISK FACTORS:**

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

1. Our business is depended on our relationship with Banks & NBFCs. We have entered into agreements with major Banks and NBFCs, any termination of these existing relationship would adversely affect our business, results of operations, financial condition and prospects.
2. A substantial portion of the revenue is generated from our banking partners and financial institutions. Our banking partners and financial institutions are regulated by the Reserve Bank of India (“RBI”) and any change in the RBI’s policies, decisions and regulatory framework could adversely affect our business, cash flows, results of operations and financial condition.
3. The proper functioning of our online platform and technology infrastructure is essential to our business. Any disruption to our IT systems and infrastructure could materially affect our ability to maintain the satisfactory performance of our platform and deliver consistent services to our users.
4. Our top ten and top five customers contribute approximately 63.56% and 42.54% respectively of our revenues for the financial year ended March 31, 2024. Any loss of business from one or more of them may adversely affect our revenues and profitability.
5. Significant disruptions in our information technology systems or breaches of data security could affect our business and reputation.
6. We are bound by specific obligations and restrictive covenants outlined in the business agreements we have entered with third parties. Failing to adhere to these obligations and covenants could potentially result in a significant negative impact on our business, prospects, cashflows, and financial condition.
7. We rely on end consumers using one or more of our services, and are thus vulnerable to changes in consumer preferences and behavior that could adversely affect our profitability and financial condition.
8. We do not own the registered office, corporate office including branches from which we carry out our business activities. If there are issues such as non-renewal of rent agreements, disputes regarding the use of these premises, or disruptions in business operations due to actions by our business associates, our business and operational results could be adversely affected.
9. If there are delays in the development or implementation of technology or digital infrastructure and the possible time or cost overruns related to the Proposed implementation or development are higher than expected, it could have a material adverse effect on our financial condition, results of operations and growth prospects.
10. Increase in Consumer Complaints May Damage Our Reputation, Cause Operational Disruptions, and Affect Financial Performance.

For further details on “Risk Factors” please refer page 25 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	Action by Statutory and Regulatory Authorities	Disciplinary actions by the SEBI or Stock Exchanges against our Promoters	Material Civil Litigation	Aggregate amount involved (in ₹ Crores)
<b>Company</b>						
<i>By Company</i>	-	-	-	-	-	-
<i>Against Company</i>	-	21	-	-	-	1.58
<b>Directors</b>						
<i>By Director</i>	-	-	-	-	-	-
<i>Against Director</i>	-	1	-	-	-	0.0355
<b>Promoters</b>						
<i>By Promoter</i>	-	-	-	-	-	-
<i>Against Promoter</i>	-	2	-	-	-	0.055

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

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**

For further details on **“Outstanding Litigations And Material Developments”** please refer page 206 of the Red Herring Prospectus.

## 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.

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# 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/UPI/OC No. 127/2021-22 dated December 09, 2021 read with SEBI circular no. SEBI/HO/CFD/DIL2/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. 243, 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 Acknowledgement 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
<b>Number of Equity Shares available for allocation</b>	Upto 1,53,600 Equity Shares	Not more than 14,34,000 Equity Shares	Not less than 4,30,800 Equity Shares	Not less than 10,05,600 Equity Shares
<b>Percentage of Issue Size available for allocation</b>	5.08% of the Issue Size	Not more than 50% of the Net Issue	Not less than 15% of the Net Issue	Not less than 35% of the Net Issue
<b>Basis of Allotment <sup>(3)</sup></b>	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	Allotment to each Non- Institutional Bidder shall not be less than the Minimum NIB Application Size, subject to the availability of Equity Shares in the Non-Institutional Portion, and the remaining Equity Shares, if any, shall be allotted on a proportionate basis. For details, see "Issue Procedure" beginning on page 243 of this Red Herring Prospectus.	Allotment to each Retail Individual Bidder shall not be less than the maximum Bid lot, subject to availability of Equity Shares in the Retail Portion and the remaining available Equity Shares is any, shall be allotted on proportionate basis. For details, see "Issue Procedure" beginning on page 243 of this Red Herring Prospectus.
<b>Mode of Allotment</b>	Compulsorily in dematerialized form.			
<b>Minimum Bid Size</b>	1,53,600 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
<b>Maximum Bid Size</b>	1,53,600 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
<b>Trading Lot</b>	[●] 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
<b>Terms of Payment</b>	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>			
<b>Mode of Bid</b>	Only through the ASBA process.	Only through the ASBA process. (Except for Anchor investors)	Only through the ASBA process	Through ASBA Process via Banks or by using UPI ID for payment

\* Subject to finalization of basis of allotment.

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

<sup>(1)</sup> 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.

<sup>(2)</sup> 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.

<sup>(3)</sup> Subject to valid Bids being received at or above the Issue Price, undersubscription, 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.

<sup>(4)</sup> 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**

**MY MUDRA FINCORP LIMITED - INITIAL PUBLIC ISSUE - REVISION - R**  
Registered Office: 17A/45, 2<sup>nd</sup> Floor, w.e.a. Karol Bagh, Central Delhi, New Delhi, Delhi- 110005, India; Corporate Office: 17A/45, 3<sup>rd</sup> Floor, w.e.a. Karol Bagh, Central Delhi, New Delhi, Delhi- 110005, India. Tel No: 011-47010500; E-mail: info@mymudra.com; Website: www.mymudra.com; Contact Person: Piyushi Jindal, Company Secretary & Compliance Officer; CIN: U65191DL2013PLC257611

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

**MY MUDRA**  
BHAROSE KA DUSRA NAAM

To,  
The Board of Directors  
MY MUDRA FINCORP LIMITED

100% BOOK BUILT ISSUE  
ISIN – INE0RVQ01016  
LEI: 984500Y974BCF1150421

Bid Cum  
Application  
Form No.

SYNDICATE MEMBER'S STAMP & CODE	REGISTERED BROKER / SCSB / CDP / RTA STAMP & CODE	<b>1. NAME &amp; CONTACT DETAILS OF SOLE/FIRST BIDDER</b> 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.	
<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**

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, if any	Net Price		
Option 1	8 7 6 5 4 3 2 1	3 2 1	3 2 1	3 2 1		<input type="checkbox"/>
(OR) Option 2						<input type="checkbox"/>
(OR) Option 3						<input type="checkbox"/>

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, if any	Net Price		
Option 1	8 7 6 5 4 3 2 1	3 2 1	3 2 1	3 2 1		<input type="checkbox"/>
(OR) Option 2						<input type="checkbox"/>
(OR) Option 3						<input type="checkbox"/>

<b>6. PAYMENT DETAILS [IN CAPITAL LETTERS]</b>		<b>PAYMENT OPTION : FULL PAYMENT <input checked="" type="checkbox"/> PART PAYMENT <input type="checkbox"/></b>	
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>  Date: _____, 2024	<b>7 B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S) (AS PER BANK RECORDS)</b> I/We authorize the SCSB to do all acts as are necessary to make the Application in the Issue	MEMBER'S OF THE SYNDICATE / SUB-SYNDICATE MEMBER/ REGISTERED BROKER / SCSB / CDP / RTA / AGENT STAMP (Acknowledging upload of Bid in Stock Exchange System)
	1) _____	
	2) _____	
	3) _____	

TEAR HERE

**MY MUDRA**  
BHAROSE KA DUSRA NAAM

**MY MUDRA FINCORP LIMITED -  
BID REVISION FORM -  
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.

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>MY MUDRA FINCORP LIMITED - BID REVISION FORM FOR INITIAL PUBLIC ISSUE - R</b>	Option 1	Option 2	Option 3	Stamp & Signature of Member of the Syndicate/Sub-Syndicate Member/ Registered Broker/SCSB/CDP/RTA/Agent	<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: _____ Bank Name & Branch: _____ Important Note: Application made using third party UPI Id or ASBA Bank A/c are liable to be rejected.					<b>Acknowledgment Slip for Bidder</b>  Bid Cum Application Form No.