

This is an abridged prospectus containing salient features of the Red Herring Prospectus (the “RHP”). You are encouraged to read greater details available in the RHP. Link to download RHP: <https://www.satkartar.in/investors>

**THIS ABRIDGED PROSPECTUS CONSISTS OF SEVEN (7) PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.**



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**SAT KARTAR SHOPPING LIMITED**  
CIN: U52590DL2012PLC238241, Date of Incorporation: 29/06/2012

REGISTERED OFFICE	CORPORATE OFFICE	CONTACT PERSON	EMAIL & TELEPHONE	WEBSITE
603, 6th Floor, Mercantile House, KG Marg, New Delhi – 110001, India.	N.A.	Ms. Himanshu Malik Company Secretary & Compliance Officer	<a href="mailto:info@satkartar.in">info@satkartar.in</a> & & +91-9319888634	<a href="http://www.satkartar.in">www.satkartar.in</a>

**NAME OF PROMOTER(S) OF THE COMPANY**

MR. MANPRIT SINGH CHADHA, MR. PRANAV SINGH CHADHA, MS. SIMRATI KAUR & M/S AJOONI WELLNESS PRIVATE LIMITED

**DETAILS OF OFFER TO PUBLIC, PROMOTERS/ SELLING SHAREHOLDERS**

Type of Issue (Fresh/ OFS/ Fresh & OFS)	Fresh Issue Size (by no. of shares or by amount in Rs)	OFS Size (by no. of shares)	Total Issue Size (by no. of shares or by amount in Rs)	Issue Under 6(1)/ 6(2)	Share Reservation		
					QIB including Anchor	NII	RII
Fresh Issue	41,72,800 Equity Shares of Face Value of Rs. 10/- each aggregating up to Rs. [●] Thousands	NIL	41,72,800 Equity Shares of Face Value of Rs. 10/- each aggregating up to Rs. [●] Thousands	The Offer is being made pursuant to Regulation 229(2) of SEBI (ICDR) Regulations	Not more than 19,68,000 Equity Shares	Not less than 5,92,000 Equity Shares	Not less than 13,79,200 Equity Shares

These equity shares are proposed to be listed on Emerge Platform of National Stock Exchange of India Limited (NSE Emerge).  
OFS: Offer for Sale

Details of OFS by Promoter(s)/ Promoter Group/ Other Selling Shareholders (up to maximum of 10 shareholders)

Name	Type	No. of shares offered/ Amount in Rs.	WACA in Rs. Per Equity Shares
NA			

P: Promoter, PG: Promoter Group, OSS: Other Selling Shareholders, WACA: Weighted Average Cost of Acquisition on fully diluted basis

**Price Band, Minimum Bid Lot & Indicative Timelines**

Price Band*	Rs. 77/- per equity share to Rs. 81/- per equity share
Minimum Bid Lot Size	1600 Equity shares
Bid/Offer Open On	January 10, 2025
Bid/Offer Closes On	January 14, 2025
Finalisation of Basis of Allotment	On or before January 15, 2025
Initiation of Refunds	On or before January 16, 2025
Credit of Equity Shares to Demat accounts of Allottees	On or before January 16, 2025
Commencement of trading of Equity Shares	On or before January 17, 2025

\*For details of price band and basis of offer price, please refer to pre-issue advertisement and Red Herring Prospectus (RHP).

Details of WACA of all shares transacted over the trailing eighteen months from the date of RHP:

Period	Name of Promoters/ Selling Shareholders	Weighted Average Cost of Acquisition (in Rs.)	Upper End of the Price Band (Rs. 81 +/-) is “X” times the WACA	Range of acquisition price Lowest Price-Highest Price (in Rs.)
Trailing Eighteen Month from the date of RHP	M/s Ajooni Wellness Private Limited	0.63	128.57	Lowest Price:0, Highest Price: 0
	Mr. Manprit Singh Chadha	2.27	35.68	Lowest Price:0, Highest Price: 285.71
	Mr. Pranav Singh Chadha	0.25	324.00	Lowest Price:0, Highest Price: 0
	Ms. Simrati Kaur	53.75	1.51	Lowest Price:0, Highest Price: 215

**WACA: Weighted Average Cost of Acquisition shall be calculated on fully diluted basis for the trailing eighteen months from the date of RHP.**

This being the first public issue of our Company, there has been no formal market for the Equity Shares. The face value of our Equity Shares is Rs. 10/- each and the Floor Price and Cap Price are 7.7 times and 8.1 times of the face value of the Equity Shares, respectively. The Floor Price, Cap Price and Issue Price (determined and justified by our Company in consultation with the Book Running Lead Manager as stated in “Basis for Issue Price” on page 98 of this Red Herring Prospectus) should not be taken to be indicative of the market price of the Equity Shares after the Equity Shares are listed. No assurance can be given regarding an active or sustained trading in the Equity Shares or 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 27 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, stockbrokers, 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 websites of the Stock Exchange i.e. <a href="http://www.nseindia.com">www.nseindia.com</a> and the BRLMs i.e., <a href="http://www.narnolia.com">www.narnolia.com</a> .					

## PRICE INFORMATION OF BOOK RUNNING LEAD MANAGERS

### Narnolia Financial Services Limited

S. No	Issuer Name	Issues Handled by the Merchant Banker	+/- % change in closing price, (+/- % change in closing benchmark) - 30th calendar days from listing	+/- % change in closing price, (+/- % change in closing benchmark) - 90th calendar days from listing	+/- % change in closing price, (+/- % change in closing benchmark) - 180th calendar days from listing
<b>Initial Public Offering – Main Board</b>					
Nil					
<b>Initial Public Offering – SME Exchange</b>					
1.	Radiowalla Network Limited	Narnolia Financial Services Limited	4.45% (0.40%)	5.78% 7.94%	(2.50%) 12.15%
2.	Z-Tech (India) Limited	Narnolia Financial Services Limited	185.90% 7.53%	254.60% 11.76%	298.95% 7.32%
3.	Aesthetik Engineers Limited	Narnolia Financial Services Limited	(31.13%) 3.43%	(30.76%) (4.11%)	N.A.
4.	Share Samadhan Limited	Narnolia Financial Services Limited	(20.30%) (1.62%)	(17.92%) (2.42%)	N.A.
5.	Divyadhan Recycling Industries Limited	Narnolia Financial Services Limited	0.00% (2.84%)	(14.23%) (3.30%)	N.A.
6.	Pranik Logistics Limited	Narnolia Financial Services Limited	0.06% (4.92%)	N.A.	N.A.
7.	Usha Financial Services Limited	Narnolia Financial Services Limited	(28.63%) (0.31%)	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 BRLMs and contact details (telephone and email id) of each BRLM</b>	<b>Narnolia Financial Services Limited</b> Tel.: +91- 8130678743; +91-33- 40501500;   Email: <a href="mailto:pankaj.passi@narnolia.com">pankaj.passi@narnolia.com</a> ; <a href="mailto:ipo@narnolia.com">ipo@narnolia.com</a>   Website: <a href="http://www.narnolia.com">www.narnolia.com</a> Contact Person: Mr. Pankaj Pasi SEBI Registration No.: INM000010791
<b>Name of Syndicate Members</b>	N.A.
<b>Name of the Market Maker and contact details (telephone and email id) of each Market Maker</b>	<b>Prabhat Financial Services Limited</b> Address: 118/610 A, Kaushal Puri, Kanpur, Uttar Pradesh - 208012, India Tel No: 0141-4162029 Email Id: <a href="mailto:pfsindia@hotmail.com">pfsindia@hotmail.com</a> Website: <a href="https://www.pfsindia.co.in/">https://www.pfsindia.co.in/</a> Contact Person: Mr. Prakash Kabra SEBI Registration No.: INZ000169433
<b>Name of Registrar to the Issue and contact details (telephone and email id)</b>	<b>Skyline Financial Services Private Limited</b> Address: D-153 A, 1st Floor, Okhla Industrial Area, Phase – I, New Delhi-110020 Tel.: +91-11-40450193-97 Fax No: +91-11-26812683 Email Id: <a href="mailto:compliances@skylinerta.com">compliances@skylinerta.com</a> Website: <a href="http://www.skylinerta.com">www.skylinerta.com</a> Contact Person: Mr. Pawan Bisht SEBI Registration No.: INR000003241
<b>Name of Statutory Auditor</b>	<b>M/s. Nidhi Bansal &amp; Co., Chartered Accountants</b> Address: Commercial Complex 202, Amber Tower, Azadpur, Delhi- 110033, India Tel No.: +91- 9899154752 Email Id: <a href="mailto:info_canbc@yahoo.com">info_canbc@yahoo.com</a>

	<b>Contact Person:</b> Mr. Varun Gupta <b>Firm Registration Number:</b> 022073N
<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 lists of banks that have been notified by SEBI to act as SCSB for the Applications Supported by Blocked Amount (ASBA) Process are provided on the website of SEBI. For details on Designated Branches of SCSBs collecting the Bid Cum Application Forms, please refer to the below mentioned SEBI link <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>
<b>Non-Syndicate Registered Brokers</b>	You can submit Application Forms in the Issue to Non-Syndicate Registered Brokers at the Non-Syndicate Broker Centers. For further details, see section titled "Issue Procedure" beginning at page no. 318 of the Red Herring Prospectus
<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>	The details of the Designated Registrar and Share Transfer Agents Locations and Designated Collecting Depository Participant Locations, along with their names and contact details are available on the website of the National stock exchange ( <a href="http://www.nseindia.com">www.nseindia.com</a> ) and updated from time to time.

PROMOTERS OF THE ISSUER COMPANY			
S.No.	Name	Individual/ Corporate	Experience & Educational Qualification
1.	Mr. Manprit Singh Chadha	Individual	<b>Experience:</b> Mr. Manprit Singh Chadha is the Promoter of our Company. He is a Chartered Accountant by profession, with experience of more than 30 years in the corporate and entrepreneurial realms. He served as a Financial Controller at Daksh e-services, Business Support Head at Watson Towers, CFO at Bharti Telecom (Airtel) in Seychelles and Pan India Motors Private Limited. <b>Educational Qualification:</b> Chartered Accountant.
2.	Mr. Pranav Singh Chadha	Individual	<b>Experience:</b> aged 28, is the promoter and executive director of the company. A graduate of Sri Guru Gobind Singh College of Commerce. Pranav began his career at Sat Kartar Shopping in June 2017 as a Digital Marketing Associate. To sought broader industry exposure and joined ODN Digital Services as Sr. Manager Client Success from October 2021 to October 2023. At ODN, he worked on major marketing campaigns for brands such as Zydus Wellness, CRED, Flipkart, Reliance & more achieving significant growth by delivering successful campaigns. <b>Educational Qualification:</b> Bachelor's in commerce from Sri Guru Gobind Singh College of Commerce
3.	Mrs. Simrati Kaur	Individual	<b>Experience:</b> Ms. Simrati Kaur, aged 30 years, is the Promoter and executive director of the company. She is a graduate from Indira Gandhi Institute of Technology and has 4 years of experience in digital marketing. She is involved in leading strategic end-to-end digital marketing campaigns. She is responsible for formulating comprehensive marketing strategies, conducting in-depth data analysis, and presenting insightful metrics reports. <b>Educational Qualification:</b> B. Tech in Computer Science from Indira Gandhi Institute of Technology
5	M/s Ajooni Wellness Private Limited	Corporate	<b>Overview:</b> Ajooni Wellness Private Limited was incorporated on March 17, 2023, as a private limited company under Companies Act, 2013 having PAN: AAYCA3608F, bearing CIN: U47912DL2023PTC411168. The Registered Office of the company situated at R-672, 2nd Floor, New Rajender Nagar, Delhi-110060, India. As on the date of this Red Herring Prospectus, it holds 57,12,000 equity shares of our company which constitutes 49.36% of total share capital of our Company. Our Promoter Manprit Singh Chadha holds 99.99% of total share capital of Ajooni Wellness Private Limited. <b>Objects of the Company:</b> The main objects of the company: Retail sale via e-commerce 1. To marketing and selling of products through Television, Electronic Media, Print Media or any other mode. 2. To carry on the business in India and abroad online sale and also offers deals, promotions, discount as traders, buyers, sellers, importers, exporters, distributors agents, brokers, factor, stockiest, commission agents and dealers of the following to establish international marketing and agency network 3. To carry on the business of network marketing of all types of products and all types of services. 4. To carry on the business as agents and to buy, exchange purchase and interest in any immovable property such as houses, building, market, cinema halls, multiplexes, shopping malls, shops, townships, housing projects, industrial sheds & lands.

For details about the "Our Promoter", "Our Promoter Group", please refer to Page No. 211 and 219 respectively of the Red Herring Prospectus.

BUSINESS OVERVIEW AND STRATEGY	
Company Overview:	Our company is an Ayurveda healthcare company committed to providing natural wellness solutions relating to specific therapeutic areas and general lifestyle products, committed to promote a healthier lifestyle. Our Company operates in D2C (Direct-to-Consumer) segment, selling Ayurveda products directly to consumer through our own D2C website and third-party e-commerce websites, TV marketing and Google and Meta Applications.
Product/Service Offering: Revenue Segmentation by Product/Service Offering	We have two segments under which are products are sold: 1. Specific Problem Led Niche Therapeutic Areas. 2. Lifestyle Led Curative Areas For details regarding "Segment wise revenue break up", please refer to chapter titled "Our Business" on Page no. 133 of the Red Herring Prospectus.
Geographies Served: Revenue Segmentation by Geographies	For details regarding "geography wise revenue break up", please refer to chapter titled "Our Business" on Page no. 133 of the Red Herring Prospectus.

Key Performance Indicators:	For details regarding “Key Performance Indicators” refer to Chapter – “Basis for Issue Price” on Page no. 98 of the Red Herring Prospectus.
Client Profile or Industries Served: Revenue Segmentation in terms of top 5/10 Client or Industries	Our Company operates in D2C (Direct-to-Consumer) segment, selling Ayurveda products directly to consumer.
Intellectual Property, if any:	As on the date of Red Herring Prospectus, we have various Intellectual property right registered in our name. For details refer to Chapter – “Our Business” on Page no. 133 of the Red Herring Prospectus.
Market Share:	Not ascertainable
Manufacturing Plant, if any:	Not Applicable
Employee Strength:	As on November 30, 2024, Our Company has a total strength of One Thousand One Hundred and Twenty-Two (1122) Employees on Payroll. For details see “Our Business” on page 133 of the Red Herring Prospectus.

*Note: (1) The quantitative statements shall be substantiated with Key Performance Indicators (KPIs) and other quantitative factors.*

*(2) No qualitative statements shall be made which cannot be substantiated with KPIs.*

*(3) Information provided in the table should not exceed 1000 words.*

BOARD OF DIRECTORS				
S.No.	Name	Designation	Experience & Educational Qualification	Other Directorships
1.	Mr. Ved Prakash	Managing Director	<b>Experience:</b> He has more than 12 years of experience in multifaceted marketing of Ayurveda Products.  <b>Educational Qualification:</b> Bachelor of Commerce degree from Delhi University	<b>Indian Private Companies</b> 1. Ajooni Life Sciences Private Limited. 2. Ajooni Naturals Private Limited. 3. Sat Kartar Ayur Private Limited. 4. Sat Kartar Herbal Private Limited. 5. SK Health Courier Private Limited.  <b>Indian Public Companies</b> Nil <b>Section 8 companies</b> Nil <b>Indian LLPs</b> Nil
2.	Mr. Sanjay Kumar	Executive Director	<b>Experience:</b> He has more than 20 years of experience in in General Administration, Procurement, Transportation, liasoning, Vendor Development/Management, Logistics, Supply Chain Management and Compliance across various industry verticals such as Ayurvedic industry, Export-Import Businesses and Technology Sector.  <b>Educational Qualification:</b> Bachelor's in Arts from Delhi University.	<b>Indian Private Companies</b> 1. Ajooni Life Sciences Private Limited 2. Ajooni Naturals Private Limited. 3. Sat Kartar Ayur Private Limited. 4. Sat Kartar Herbal Private Limited 5. Ajooni Wellness Private Limited. 6. SK Health Courier Private Limited.  <b>Indian Public Companies</b> Nil <b>Section 8 companies</b> Nil <b>Indian LLPs</b> Nil
3.	Mr. Pranav Singh Chadha	Executive Director	<b>Experience:</b> He has over 7 years of experience in the digital marketing.  <b>Educational Qualification:</b> Bachelor of Commerce from University of Delhi	<b>Indian Private Companies</b> 1. Ajooni Wellness Private Limited <b>Indian Public Companies</b> NIL <b>Section 8 companies</b> NIL <b>Indian LLPs</b> NIL
4.	Mrs. Simrati Kaur	Executive Director	<b>Experience:</b> He has over 4 years of experience in the digital marketing.  <b>Educational Qualification:</b> Bachelor of Technology from Indira Gandhi Institute of Technology.	<b>Indian Private Companies</b> 1. Ajooni Wellness Private Limited <b>Indian Public Companies</b> NIL <b>Section 8 companies</b> NIL <b>Indian LLPs</b> NIL
5.	Ms. Richa Takkar	Non-Executive Director	<b>Experience:</b> She has 6 years of experience in Bachelor of Arts .  <b>Educational Qualification:</b> Bachelor of Arts from University of Delhi.	<b>Indian Private Companies</b> Nil <b>Indian Public Companies</b> Nil <b>Section 8 companies</b> Nil <b>Indian LLPs</b> Nil

6.	Mr. Sunil Kumar Mehdiratta	Independent Director	<b>Experience:</b> xperience of over 40 years as professional, Corporate (Senior Management) and entrepreneurship in multi-disciplinary capacity and working across sectors  <b>Educational Qualification:</b> Chartered Accountant.	<b>Indian Private Companies</b> 1. Ksapha Alco Beverages Private Limited. 2. Metaocean Ventures Private Limited 3. Samudrika Beverages Private Limited 4. Sugene Beauty Clinic Private Limited. 5. Highland Drinks Private Limited 6. KCA Capital IFSC Private Limited. 7. Bevy World Spirits Private Limited  <b>Indian Public Companies</b> 1. Seasons Textiles Limited <b>Section 8 companies</b> Nil <b>Indian LLPs</b> Nil
1.	Mr. Manoj Kumar Verma	Independent Director	<b>Experience:</b> 32 Years in Corporate Laws.  <b>Educational Qualification:</b> Company Secretary	<b>Indian Private Companies</b> Nil <b>Indian Public Companies</b> Nil <b>Section 8 companies</b> Nil <b>Indian LLPs</b> Nil
2.	Mr. Steve Austin Pereira	Independent Director	<b>Experience:</b> 23 years across diverse sectors such as hospitality, aviation, healthcare, and business operations.  <b>Educational Qualification:</b> Bachelor's Degree in Hotel Management and Post Graduate Diploma in HR and Industrial Relations.	<b>Indian Private Companies</b> Nil <b>Indian Public Companies</b> 1. Z-Tech (India) Limited <b>Section 8 companies</b> Nil <b>Indian LLPs</b> Nil

For further details, please refer chapter titled "Our Management" on Page No. 191 of the Red Herring Prospectus.

## OBJECTS OF THE ISSUE

### DETAILS OF MEANS OF FINANCE.

The following table sets forth details of the Net Proceeds:

S. No.	Particulars	Rupees in Thousands
1	Gross Issue Proceeds	[●]*
2	Less: Issue Related Expenses	[●]*
	<b>Net proceeds</b>	[●]*

\*Subject to finalization of basis of allotment.

We propose to deploy the Net Proceeds for the previously mentioned purposes in accordance with the estimated schedule of implementation and deployment of funds set forth in the table below.

(Amount in Thousands)

S. No.	Particulars	Amount to be funded from Net Proceeds	Expenses incurred till December 15, 2024	Estimated Utilisation of Net Proceeds (F.Y. 2024-25)	Estimated Utilisation of Net Proceeds (F.Y. 2025-26)
1.	Unidentified Acquisition (In India or Abroad)	50,000.00	Nil	-	50,000.00
2.	Marketing and Advertisement	1,10,000.00	Nil	82,500.00	27,500.00
3.	Capital Expenditures	80,000.00	500.00	80,000.00	-
4.	Investment in Technology	50,000.00	Nil	35,000.00	15,000.00
5.	General Corporate Purposes	[●]	Nil	[●]	[●]
	<b>Net Proceeds</b>	[●]	[●]	[●]	[●]

\*Figures are tentative

\*\*As per the certificate dated January 03, 2025, given by Statutory Auditor of the company, M/s Nidhi Bansal & Co., Chartered Accountants, the company has incurred a sum of Rs. 75.00 thousands towards issue expenses till December 15, 2024.

The objects detailed above are intended to be funded from the proceeds of the Issue while any remaining funding needs will be met through the company's internal accruals. Accordingly, we confirm that there is no requirement for us to make firm arrangements of finance through verifiable means towards at least 75% of the stated means of finance, excluding the amount to be raised from the proposed Issue.

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: Not Applicable

Name of monitoring agency, if any: Since our issue size, does not exceed one hundred crore rupees, we are not required to appoint monitoring agency for monitoring the utilization of Net Proceeds in accordance with Regulation 262(1) of SEBI ICDR Regulations.



Terms of Issuance of Convertible Security, if any:

Convertible securities being offered by the Company	Not Applicable
Face Value / Issue Price per Convertible securities	
Issue Size	
Interest on Convertible Securities	
Conversion Period of Convertible Securities	
Conversion Price for Convertible Securities	
Conversion Date for Convertible Securities	
Details of Security created for CCD	

#### Shareholding Pattern:

Sr. No.	Particulars	Pre-Issue number of shares	% Holding of Pre issue
1.	Promoter and Promoter Group	99,58,356	86.06%
2.	Public	16,13,720	13.94%
	<b>Total</b>	<b>1,15,72,076</b>	<b>100.00%</b>

Shareholding Pattern: For more details, please refer to "Capital Structure" on page no.62 of the RHP.

#### RESTATED FINANCIALS OF OUR COMPANY

On the basis of financial statements

(Amount in Thousands)

Particulars	For the period ended December 15, 2024	For the Year ended 31 <sup>st</sup> March 2024	For the Year ended 31 <sup>st</sup> March 2023	For the Year ended 31 <sup>st</sup> March 2022
Share Capital	1,15,720.76	28,000.00	7,000.00	7,000.00
Reserve & Surplus	57,093.19	66,333.44	25,748.49	687.12
Net Worth	1,72,813.95	94,333.44	32,748.49	7,687.12
Revenue from operation	10,92,832.84	12,79,093.27	8,29,695.53	5,19,189.18
Profit after Tax	58,971.42	63,054.96	25,061.37	13,868.81
EPS Basic and Diluted (in Rs.)	5.10	22.52	3.58	1.98
NAV per Equity Share (in Rs.)	14.93	33.69	4.68	1.10
<b>Total borrowings</b>				
- Long Term	1,407.87	5,206.54	24,223.36	63,600.67
- Short Term	38,855.09	12,592.28	13,300.33	17,873.93

#### INTERNAL RISK FACTORS

The below mentioned risks are top 5 risk factors as per the RHP.

1. Our present promoter of the Company are first generation entrepreneurs.
2. Our Company depend on brand recognition and reputation and our inability to maintain or enhance brand image that we operate could have a material adverse effect on our business, financial condition and results of operations.
3. Our Registered Office and other business premises from where we operate are not owned by us. If we are required to vacate the same, due to any reason whatsoever, it may adversely affect our business operations.
4. We don't own manufacturing facility, and all the products are manufactured by the third-party manufacturers.
5. Our company's Board of Directors does have any experience of listed companies

For further details, please refer chapter titled "Risk Factors" on page no. 27 of the RHP.

#### SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

A. Total Number of outstanding litigations involving our company and our promoter involved:

Name	By/Against	Civil Proceedings	Criminal Proceedings	Tax Proceedings	Actions by regulatory authorities	Amount Involved (Rs. in Thousands)
Company	By	-	-	-	-	-
	Against	-	-	3	-	7,507.55
Promoters	By	-	-	-	-	-
	Against	1	-	3	-	1,398.79
Group Companies/Entities	By	-	-	-	-	-
	Against	-	-	-	-	-
Directors otherthan promoters	By	-	-	-	-	-
	Against	-	2	-	-	Unascertainable

For further details, please refer to the chapter titled "Outstanding Litigations and Material developments" on page 280 of the Red Herring Prospectus.

B. Brief Details of top 5 Material outstanding litigation against the Company and Amount involved:

S. No.	Particulars	Litigation Filed by	Current Status	Amount Involved (Rs.)
		N.A.		

- 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: None
- D. Brief details of outstanding criminal proceedings against Promoters: None

For further details, please refer to chapter titled "Outstanding Litigations and Material Developments" on page no. 280 of the RHP.

**ANY OTHER INFORMATION AS PER LEAD MANAGER / ISSUER COMPANY – NIL**

**DECLARATION BY THE COMPANY**

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