

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS (“RHP”)**BIDDER’S UNDERTAKING FOR ASBA FORM**

(IN CASE OF A JOINT BID, THE CONFIRMATIONS, AUTHORIZATIONS, 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 OFFER OF EQUITY SHARES.)

On the basis of the Red Herring Prospectus dated April 13, 2016 (“RHP”) General Information Document (the “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 this Offer upto my/our Bids for maximum number of Equity Shares at or above the Offer Price as applicable, to be discovered through the Book Building Process. I/We hereby confirm that I am/we are eligible person(s) to invest in the Offer in accordance with applicable laws. 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 ASBA 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. I/We note that in case of QIB Bidders, only the (i) SCSBs (for Bids other than the Bids by Anchor Investors); and (ii) the BRLMs and their affiliate Syndicate Members (only in the Specified Locations) have the right to reject Bids at the time of receiving of ASBA 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 authorize the Company to make the necessary changes in this ASBA Form and the RHP for filing of the Prospectus with the Registrar of Companies, Bangalore without intimation to me/us and use this ASBA Form as the Application Form for the purpose of this Offer.

I/WE CONFIRM THAT: I/we, either (i) by ourselves, directly or indirectly, or along with or acting in concert with any other person including the relatives, or associated enterprises, as described under Section 12B of the Banking Regulation Act (“Other Persons”) have not Bid for such number of Equity Shares that (along with my/our existing aggregate shareholding in the Company and the Other Persons associated with me/us), result in my/our holding 5% or more of the post-Offer paid-up share capital of the Company, OR (ii) by ourselves or along with Other Persons have Bid for such number of Equity Shares (along with my/our existing aggregate shareholding in the Company and the Other Persons associated with me/us) which may result in my/our shareholding as 5% or more of the post Offer paid-up share capital of the Company, and shall be considered for Allotment of such number of Equity Shares such that my/our aggregate post-Offer shareholding, either individually or along with Other Persons, is not equal to or does not exceed 5% or more of the post Offer paid-up share capital of the Company, without a valid and subsisting RBI approval being sought and submitted in the manner and within the timeline prescribed in “Offer Procedure – Bid cum Application Form” on pages 239, 240 and 241 of the RHP.

I/WE CONFIRM THAT: 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 Non-Resident. I am/We are, or at any time the Equity Shares are purchased will be, the beneficial owner of such Equity Shares.

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

Further: 1) In accordance with ASBA process provided in the SEBI ICDR Regulations and as disclosed in the RHP, I/We authorize (a) the members of the Syndicate (in Specified Locations only) or the Registered Brokers (at Broker Centres) or the SCSBs or the RTAs or the CDPs to do all acts as are necessary to make the Bid in the Offer, including uploading my/our Bid, blocking or unblocking of funds in the bank account maintained with the SCSB as specified in the ASBA Form, transfer of funds to the Public Offer Account on receipt of instruction from Registrar to the Offer, after finalization of Basis of Allotment; and (b) the Registrar to the Offer and the BRLMs to issue instruction to the SCSBs to unblock the funds in the specified bank account upon finalization 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 authorize the members of the Syndicate (in Specified Locations only) or the Registered Brokers (at Broker Centres) or the SCSBs or CDPs or the RTAs, as the case may be, to make relevant revisions as may be required to be done in the Bid, in the event of a revision of the Price Band.

INSTRUCTIONS FOR FILLING UP THE ASBA 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 ASBA Form.
- The First Bidder, should mention his/ her PAN allotted under the Income Tax Act, 1961, except for Bids by or on behalf of the Central or State Governments and the officials appointed by courts, and by investors residing in the State of Sikkim and any ASBA Form without the PAN is liable to be rejected.
- Based on the PAN, DP ID and Client ID provided by the Bidders, the Registrar to the Offer will obtain demographic details registered with Depository Participants to be used for Allotment and technical rejections. Hence, Bidders are advised to immediately update any change in their details as appearing on the records of the Depository Participant. Please note that failure to do so could result in failure in allotment of Equity Shares, at the Bidders sole risk and neither the Syndicate or the Registrar or the Registered Brokers or the RTAs/CDPs or the SCSBs nor the Company or the Selling Shareholders shall have any responsibility and undertake any liability for the same.
- Bid Lot and Price Band:** The Price Band and the minimum Bid Lot size for the Offer will be decided by the Company and the Selling Shareholders in consultation with the BRLMs and will be advertised at least five Working Days prior to the Bid/Offer Opening Date in: all editions of the English national daily newspaper Business Standard, all editions of the Hindi national daily newspaper Business Standard, and the Bengalaru edition of the Kannada daily newspaper Hosa Digantha (Kannada, being the regional language of Bengaluru where the Registered Office is located), each with wide circulation, in accordance with the SEBI ICDR Regulations. In case of revision of the Price Band, the Bid/Offer Period will be extended for at least three additional Working Days after revision of Price Band subject to the Bid/ Offer Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/ Offer Period, if applicable, will be widely disseminated by notification to the Stock Exchanges, by issuing a press release and also by indicating the changes on the websites of the BRLMs and the terminals of the other Members of the Syndicate and by intimation to the Self-Certified Syndicate Banks (“SCSBs”), Registrar to the Offer and Share Transfer Agent(s), Collecting Depository Participants and the Registered Brokers.
Maximum and Minimum Bid Size: In case of resident Retail Individual Bidders, such number of Equity Shares such that the Bid Amount does not exceed ₹ 200,000. Bids at the Cut-Off Price indicate their agreement to purchase the Equity Shares at the Offer Price, as determined at the completion of the Book Building Process. In case of Non-Institutional Bidders and QIB Bidders, the minimum Bid size shall be such number of Equity Shares such that Bid amount exceeds ₹ 200,000. The maximum Bid by any Bidder should not exceed the investment limits prescribed for them by applicable laws.
- Please note that it is the responsibility of each Bidder to determine whether his Bid(s), directly or indirectly, or along with Other Persons (and together with the existing aggregate shareholding in our Company of such Bidder and the Other Persons associated with such Bidder), amounts to 5% or more of the post-Offer paid-up share capital of the Company and seek a valid and subsisting RBI approval if the Bid so exceeds. Such Bidder shall submit the Bid in the manner and within the timeline prescribed in “Offer Procedure – Bid cum Application Form” on pages 239, 240 and 241 of the RHP, failing which such Bidder shall be considered for Allotment of such number of Equity Shares such that his aggregate post-Offer shareholding, either individually or along with Other Persons, is not equal to or does not exceed 5% of the post-Offer paid-up share capital of our Company. Our Company, the Registrar to the Offer and BRLMs will not be responsible for identifying the Other Persons associated with any Bidder, or for the consequences of any Bidder and the Other Persons holding Equity Shares, which together with their existing shareholding amount to 5% or more of the post-Offer paid-up share capital of our Company pursuant to the Allotment without a valid and subsisting RBI approval.
- 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.
- Total Amount payable must be calculated for the highest of three options, at Bid Price, at the time of the submission of the ASBA Form. **Cheques/Demand Draft/Cash/stock invest/money orders/postal orders will not be accepted.** Bidders to please ensure that your Bank has notified an SCSB Branch in the city where ASBA Form is being submitted.
- Only the First Bidder is required to sign the ASBA 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.
- Other Instructions:** a. Bids must be made only in the prescribed ASBA 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 ASBA Forms. c. Ensure that all applicable documents in support of the Bid are attached with the ASBA Form.
- The Bidders may note that in case the DP ID, Client ID and PAN mentioned in the ASBA 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 ASBA Form is liable to be rejected.
- THIS OFFER IS BEING MADE ONLY TO RESIDENT INDIAN BIDDERS AND THE EQUITY SHARES IN THIS OFFER WILL NOT IN ANY CIRCUMSTANCE BE OFFERED TO PERSONS IN ANY JURISDICTION OUTSIDE INDIA.**

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 ASBA Form, please refer to the GID, which is available on the websites of the BRLMs and Stock Exchanges.

TEAR HERE

	COMPANY CONTACT DETAILS		REGISTRAR CONTACT DETAILS
	UJJIVAN FINANCIAL SERVICES LIMITED Regd. & Corp. Office: Grape Garden, No. 27, 3rd A Cross, 18th Main, 6th Block, Koramangala, Bengaluru 560 095, Karnataka, India. Contact Person: Sanjeev Barnwal, Company Secretary and Compliance Officer; Tel: +91 80 4071 2121; Fax: +91 80 4146 8700 E-mail: compliance@ujjivan.com; Website: www.ujjivan.com Corporate Identity Number: U65999KA2004PLC035329		KARVY COMPUTERSHARE PRIVATE LIMITED Karvy Selenium Tower B, Plot 31-32, Gachibowli Financial District, Nanakramguda, Hyderabad 500 032 Telangana, India. Tel: +91 40 6716 2222; Fax: +91 40 2343 1551 Toll Free No.: 1800 3454 001 E-mail: einward.ris@karvy.com; Investor grievance E-mail: ujjivan.ipo@karvy.com; Website: www.karisma.karvy.com Contact Person: M Murali Krishna SEBI Registration No.: INR000000221