

IN THE NATURE OF ABRIDGED PROSPECTUS – MEMORANDUM CONTAINING SALIENT FEATURES OF THE PROSPECTUS

This is an abridged prospectus containing salient features of the Prospectus dated October 06, 2023. You are encouraged to read greater details available in the Prospectus.
THIS ABRIDGED PROSPECTUS CONSISTS SEVEN (7) PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.



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WOMANCART LIMITED

CIN: U74999DL2018PLC336138

Date of Incorporation- 04/07/2018

REGISTERED OFFICE	CORPORATE OFFICE	CONTACT PERSON	EMAIL & TELEPHONE	WEBSITE
House No. 57, 3rd Floor, Block F-14, Model Town, New Delhi- 110009, India	N.A.	Ms. Nimisha Jain, Company Secretary & Compliance Officer	secretarial@womancart.in & +91-9205577453	www.womancart.in

NAME OF PROMOTER(S) OF THE COMPANY

Mrs. Veena Pahwa

DETAILS OF OFFER TO PUBLIC

Type of Issue	Fresh Issue Size (by No. of Shares)	OFS* Size (by No. of Shares)	Total Issue Size (by No. of Shares)	Share Reservation		
Fresh Issue	11,12,000	NIL	11,12,000	QIB	NII	RII
				NIL	5,28,000 Equity shares.	5,28,000 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 (upto maximum of 10 shareholders)

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

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

Issue Price	Rs. 86/- per Share
Minimum Lot Size	1600 Equity shares
Bid/Offer Open On	October 16, 2023
Bid/Closes Open On	October 18, 2023
Finalisation of Basis of Allotment	On or before October 23, 2023
Initiation of Refunds	On or before October 25, 2023
Credit of Equity Shares to Demat accounts of Allottees	On or before October 26, 2023
Commencement of trading of Equity Shares	On or before October 27, 2023

Details of WACA of all shares transacted over the trailing eighteen months from the date of Prospectus.

Period	Weighted Average Cost of Acquisition (in Rs.)	Upper Bank of the Price Band is "X" times the WACA	Range of acquisition price Lowest Price-Highest Price (in Rs.)
Trailing Eighteen Month from the date of Prospectus	0.21	N.A.	Lowes Price: Nil, Highest Price: 60

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

RISKS IN RELATION TO THE FIRST OFFER

This being the first public issue of our Company, there has been no formal market for the Equity Shares. The face value of the Equity Shares is ₹ 10/- each and the Issue Price is determined by our Company in Consultation with LM on the basis of Assessment of Market Demand for the Equity Shares as stated under "Basis of Issue Price" on Page No. 89 of the Prospectus, 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 Prospectus. Specific attention of the investors is invited to the section "Risk Factors" beginning on Page No. 29 of the Prospectus.

PROCEDURE

You may obtain a physical copy of the Application Form and the Prospectus 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 Prospectus and/or the General Information Document (GID) from the BRLM's or download it from the websites of the Stock Exchanges i.e. www.nseindia.com; and the BRLMs i.e., www.namolia.com.

PRICE INFORMATION OF LEAD MANAGER

DISCLOSURE OF PRICE INFORMATION OF PAST ISSUES HANDLED BY NARNOLIA FINANCIAL SERVICES LIMITED

Issue Name	+/- % 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
Drone Destination Limited	21.99%	We are not able to calculate +/- % change in closing price, (+/- % change in closing benchmark) - 90th calendar days from listing as company has been listed on July 21, 2023, and 90 days has not been completed yet.	We are not able to calculate +/- % change in closing price, (+/- % change in closing benchmark) - 180th calendar days from listing as company has been listed on July 21, 2023, and 180 days has not been completed yet.
	(1.78) %		
Yudiz Solutions Limited	(3.72) %	We are not able to calculate +/- % change in closing price, (+/- % change in closing benchmark) - 90th calendar days from listing as company has been listed on August 17, 2023, and 90 days has not been completed yet.	We are not able to calculate +/- % change in closing price, (+/- % change in closing benchmark) - 180th calendar days from listing as company has been listed on August 17, 2023, and 180 days has not been completed yet.
	4.27 %		
Cellecor Gadgets Limited	We are not able to calculate +/- % change in closing price, (+/- % change in closing benchmark) - 30th calendar days from listing as company has been listed on September 28, 2023, and 30 days has not been completed yet.	We are not able to calculate +/- % change in closing price, (+/- % change in closing benchmark) - 90th calendar days from listing as company has been listed on September 28, 2023, and 90 days has not been completed yet.	We are not able to calculate +/- % change in closing price, (+/- % change in closing benchmark) - 180th calendar days from listing as company has been listed on September 28, 2023,, and 180 days has not been completed yet.
Inspire Films Limited	We are not able to calculate +/- % change in closing price, (+/- % change in closing benchmark) - 30th calendar days from listing as company has been listed on October 05, 2023, and 30 days has not been completed yet.	We are not able to calculate +/- % change in closing price, (+/- % change in closing benchmark) - 90th calendar days from listing as company has been listed on October 05, 2023, and 90 days has not been completed yet.	We are not able to calculate +/- % change in closing price, (+/- % change in closing benchmark) - 180th calendar days from listing as company has been listed on October 05, 2023, and 180 days has not been completed yet.

* 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.

Name of Lead Manager and contact details	NARNOLIA FINANCIAL SERVICES LIMITED Tel.: +91- 8130678743 Email: pankaj.passi@narnolia.com Website: www.narnolia.com Contact Person: Mr. Pankaj Pasi SEBI Registration No.: INM000010791
Names of Syndicate Members	Not Applicable
Names of Market Maker and contact details	NIKUNJ STOCK BROKERS LIMITED Tel. No.: +91 9810655378 Email: complianceofficer@nikunjonline.com Website: www.nikunjonline.com/ Contact Person: Mr. Kishore Shah SEBI Registration No.: INZ000169335
Name of Registrar to the Issue and contact details	MAASHITLA SECURITIES PRIVATE LIMITED Tel.: 011-45121795 Email Id: ipo@maashitla.com Website: www.maashitla.com Contact Person: Mr. Mukul Agrawal SEBI Registration No.: INR000004370
Name of Statutory Auditor	M/s Amit Bansal & Associates, Chartered Accountants Firm Registration No.: 0027786N.
Peer Review Auditor	M/s KRA & Co., Chartered Accountants Firm Registration No.: 020266N.
Name of Credit Rating Agency and the rating or grading obtained, if any	Not Applicable
Name of Debenture trustee, if any	Not Applicable
Self-Certified Syndicate Banks	The list of SCSBs banks through ASBA process is available on the website of SEBI at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmlId=35 which is updated from time to time and the list of SCSBs through which Application can be submitted by RIIs using UPI Mechanism, including details such as eligible Mobile Applications and UPI handle which can be used for such applications, is available on the website of the SEBI on https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmlId=40 ,which is also updated from time to time.
Non-Syndicate Registered Brokers	You can submit Application Forms in the Issue to Non-Syndicate Registered Brokers at the Non-Syndicate Broker Centres. For further details, see section titled "Issue Procedure" beginning at page no. 306 of the Prospectus.

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)	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 of India Limited (www.nseindia.com) and updated from time to time.
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PROMOTERS OF THE ISSUER COMPANY			
S.No.	Name	Individual/Corporate	Experience & Educational Qualification
1.	Veena Pahwa	Individual	<p>Mrs. Veena Pahwa, aged 50 years is the Promoter and Whole Time Director of the Company. She is a graduate in the Bachelor of Arts from Delhi University and joined Vignette Advertising and Marketing Private Limited as Client Account Coordinator- Electronic Media, immediately after graduation. She always aimed to provide customers with a straightforward, approachable, yet upscale buying experience, and this ambition inspired her to create the concept of retail outlets that provide customers with a one-of-a-kind shopping experience. After marriage she had to leave her job and was looking after family. In 2015, she started a retail store in the name of The Family Store and has more than 8 years of experience in the retail, e-commerce and fashion business.</p> <p>She ensured that the consumer finds exactly what they need with carefully chosen Assortment of all in-house brands. She herself oversees the manufacturing of jewellery and its designing, as well as the acquisition of stock through different suppliers, all while keeping in mind the wants and demands of women. Your inclination, Our inspiration, being the motto, which appears on every aspect of WOMANCART, including the official Ecommerce website and the ambience of the stores, is a clear representation of this philosophy.</p> <p>Educational Qualifications: He holds a degree in Bachelor of Arts.</p>

For details about the "Our Promoter", and "Our Promoter Group", please refer to Page No.182 and 186 of the Prospectus respectively.

BUSINESS OVERVIEW AND STRATEGY	
Company Overview:	Our Company was originally incorporated as a private limited company under the Companies Act, 2013 in the name and style of "Womancart Private Limited", on July 04, 2018. Subsequently, the company was converted into public limited company and the name of our Company was changed to "Womancart Limited" pursuant to a shareholders' resolution passed at an Extra-Ordinary General Meeting held on May 19, 2023 and a fresh Certificate of Incorporation dated May 31, 2023 was issued by Registrar of Companies, Delhi. As on date of Prospectus, the Corporate Identification Number of our Company is U74999DL2018PLC336138.
Product/Service Offering: Revenue Segmentation by Product/Service Offering	We are primarily a digital consumer centric retail platform, providing wide range of classic and emerging branded beauty and wellness products for skin care, body care, hair care, fragrance for both men and women at the comfort of home. We also sell lifestyle brands for make-up, imitation jewellery, lingerie. We also run brick and mortar stores where customers can visit, make purchases, and interact with the brand.
Geographies Served: Revenue Segmentation by Geographies	For details refer to chapter titled "Our Business" on Page no. 120 of the Prospectus.
Key Performance Indicators:	For further details refer to chapter titled "Our Business" on Page no. 120 of the Prospectus.
Client Profile or Industries Served: Revenue Segmentation in terms of top 5/10 Client or Industries	For details refer to Chapter – "Basis for Issue Price" on Page no. 89 of the Prospectus.
Intellectual Property, if any:	Beauty and Fashion Industry.
Market Share:	For details refer to Chapter – "Our Business" on Page no. 120 of the Prospectus.
Manufacturing Plant, if any:	The Company owns various Intellectual Property Rights as on the date of Prospectus. For details refer to Chapter – "Our Business" on Page no. 120 of the Prospectus.
Employee Strength:	For details refer to Chapter – "Our Business" on page no. 120 of the Prospectus.
	The company has certain physical stores and kiosks in order to carry out its operations. For details refer to Chapter – "Our Business" on Page No. 120 of the Prospectus.
	As on the date of the Prospectus, Our Company has a total of Twenty-seven (27) Employees on Payroll. For details see "Our Business" on page no. 120 of the 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.	Veena Pahwa	Whole Time Director	Experience: She started a retail store in the name of The Family Store and has more than 8 years of experience in the retail, e-commerce and fashion business.	<ul style="list-style-type: none"> MSV Prompt Shop Private Limited MSV Retaail Fashion Private Limited Manommay Ecombiz (OPC) Private Limited

			Educational Qualification: Bachelor of Arts.	<ul style="list-style-type: none"> • MSV Beautyy Shop Private Limited • Varadda Beverages Private Limited • Global Holidays Destinations Private limited • Varadda overseas private limited • MSV E-commerce Private Limited
2.	Madhu Sudan Pahwa	Managing Director	<p>Experience: He is a Chartered Accountant by profession. He has also done Bachelor of Commerce (Honours) from Delhi University. He was holding Certificate of Practice since March 1995 till June 2023. He has an experience in the profession for 28 years.</p> <p>Educational Qualification: Chartered Accountant</p>	<ul style="list-style-type: none"> • MSV Prompt Shop Private Limited • MSV Retaail Fashion Private Limited • MSV Beautyy Shop Private Limited • Varadda Beverages Private Limited • Global Holidays Destinations Private limited • Varadda overseas private limited • MSV E-commerce Private Limited • Manommay Overseas LLP
3.	Prerna Pahwa	Non - Executive Director	<p>Experience: She is a Chartered Accountant by profession. She has done Bachelor of Commerce (Honours) from Delhi University. She is passionate and enthusiastic for fashion industry.</p> <p>Educational Qualification: Chartered Accountant</p>	<ul style="list-style-type: none"> • MSV Prompt Shop Private Limited • MSV Retaail Fashion Private Limited • MSV Beautyy Shop Private Limited • Varadda Beverages Private Limited • Global Holidays Destinations Private Limited • Varadda Overseas Private Limited • MSV E-commerce Private Limited
4.	Hari Kishan Babbar	Non - Executive Director	<p>Experience: He has six years of extensive job experience with logistics and shipping firms. Later, he transitioned to his own firm in import, export, and overseas trade, where he has approximately 35 years of expertise.</p> <p>Educational Qualifications: Bachelor of Arts in English Honours.</p>	<ul style="list-style-type: none"> • Fototype Infotech Private Limited • Manommay Overseas LLP
5.	Sandeep Pawah	Non - Executive Director	<p>Experience: He is owner of a poly-tech industries, and a proprietorship firm dealing in supplying & trading of Cuplok verticals. Sandeep Pawah, as a businessman, is an excellent communicator.</p> <p>Educational Qualification: Civil Engineer</p>	NIL
6.	Palakh Jain	Independent Director	<p>Experience: She is an Associate Professor at the Bennett University. In the past, she has worked under various roles such as Academic Expert for the Bar Council of India, Associate Professor in Delhi School of Business between 2014-2016.</p> <p>Educational Qualifications: PhD in Economics</p>	• Nupur Recyclers Limited
7.	Megh Vinayak	Independent Director	<p>Experience: He is a Fitness Enthusiast and a thriving Digital Marketing Expert with extensive experience of 22 years in the industry.</p> <p>Educational Qualifications: Masters Diploma in Business Administration</p>	NIL
8.	Ankita Bhatnagar	Independent Director	Experience: She is a commercially	• OMI Journey Private Limited

			focused business consultant with extensive experience (17 years of experience) in the Hotel industry.	• Silk Journeys Private Limited
			Educational Qualifications: Post Graduate Diploma in Business Administration	

For further details, please refer chapter titled "Our Management" on Page No. 162 of the Prospectus.

OBJECTS OF THE ISSUE

DETAILS OF MEANS OF FINANCE

The funds requirements for each of the objects of the Issue are stated as follows:

(Amount in Thousands)

S.No.	Objects of the Issue	Total estimated cost	Expenses incurred till September 30, 2023	Amount to be Financed from Net Proceeds	Estimated Net Proceeds Utilization
					(FY 2023-2024)
1.	Branding & Marketing	13,554.00	1,409.95*	13,554.00	12,144.05
2.	App Development	1,416.00	207.20*	1,416.00	1,208.80
3.	Working Capital Requirement	57,004.00	-	57,004.00	57,004.00
4.	General Corporate Purposes**	12,788.000	-	12,788.000	12,788.00
5.	Issue Related Expenses*	10,870.00	3,136.83*	10,870.00	7,733.17
	Total	95,632.00	4,753.98	95,632.00	90,878.02

*As certified by M/s KRA & Co., as on September 30, 2023 the Company has incurred expenses towards the heads mentioned above.

** The amount utilized for general corporate purposes shall not exceed 25% of the gross proceeds of the 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 issues, if any, of the Company in the preceding 10 years: *Not Applicable.*

Name of monitoring agency, if any: As the Net Proceeds of the Issue will be less than Rs. 10,000 Lakh, under the SEBI (ICDR) Regulations it is not mandatory for us to appoint a monitoring agency.

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 & Promoter Group	24,15,261	78.01%
2.	Public	6,80,739	21.99%
	Total	30,96,000	100.00%

Shareholding Pattern: For more details, please refer "Capital Structure" on page no. 64 of the Prospectus.

Number/amount of equity shares proposed to be sold by selling shareholders in this Issue: NIL

RESTATED FINANCIALS OF OUR COMPANY

On the basis of Consolidated financial Statements

(Rs. In Thousands)

Particulars	For the year ended on	
	August 31, 2023	March 31, 2023
Total income from operations (net)	84,710.84	96,430.84
Net Profit / (Loss) before tax and extraordinary items	13,791.66	6,768.72
Net Profit / (Loss) after tax and extraordinary items	10,319.90	5,060.94
Equity Share Capital	30,960.00	11,080.00

Reserves and Surplus	30,394.27	20,393.27
Net worth	61,352.70	31,742.83
Basic earnings per share on Weighted Average Number of Shares (₹)	3.55	1.83
Diluted earnings per share on Weighted Average Number of Shares (₹)	3.55	1.83
Return on net worth (%)	16.82%	16.08%
Net Asset Value Per Share (in ₹) based on actual number of shares	19.82	28.41

On the basis of Standalone financial Statements

(Rs. In Thousands)

Particulars	For the year ended on			
	August 31, 2023	March 31, 2023	March 31, 2022	March 31, 2021
Total income from operations (net)	76,268.75	87,409.12	42,337.07	13,510.87
Net Profit / (Loss) before tax and extraordinary items	7,381.33	6,232.69	2,142.24	(1,783.34)
Net Profit / (Loss) after tax and extraordinary items	5,435.39	4,701.03	2,074.13	(1,794.16)
Equity Share Capital	30,960.00	11,080.00	11,080.00	35,00.00
Reserves and Surplus	25,148.25	20,032.89	15,331.86	(1,862.27)
Net worth	56,108.25	31,112.89	26,411.86	1,637.73
Basic earnings per share on Weighted Average Number of Shares (in Rs.)	1.87	1.70	1.00	(2.69)
Diluted earnings per share on Weighted Average Number of Shares (in Rs.)	1.87	1.70	1.00	(2.69)
Return on net worth (%)	9.69%	15.11%	7.85%	(109.55) %
Net Asset Value Per Share (in Rs.) based on actual number of shares	18.12	28.08	23.84	4.68

INTERNAL RISK FACTORS

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

1. Our present promoters of the Company are first generation entrepreneurs.
2. We have a relatively short operating history, which makes it difficult to evaluate our business and future.
3. We have incurred loss in one of the three previous financial years.
4. Our Company has negative cash flows from its operating and investing activities in the current and past years, details of which are given below.
Sustained negative cash flow could impact our growth and business.
5. The restated financial statements have been provided by the peer reviewed chartered accountant who is not the statutory auditor of the Company.

For further details, please refer chapter titled "Risk Factors" on Page No. 29 of the Prospectus.

SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

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

Name	By/Against	Civil Proceedings	Criminal Proceedings	Tax Proceedings	Actions by regulatory authorities	Amount Involved (in Thousands)
Company	By	-	-	-	-	-
	Against	-	-	-	-	-
Promoter	By	-	-	-	-	-
	Against	01	-	-	-	Unascertainable
Group Companies/ Entities	By	-	-	-	-	-
	Against	-	-	-	-	-
Directors	By	-	-	-	-	-
	Against	01	14	-	-	3,219.15

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 (In Thousands)
NA				

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 chapter titled "Outstanding Litigations and Material Developments" on page no. 273 of the Prospectus.

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

DECLARATION BY THE COMPANY

We hereby declare that all 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 and Exchange Board of India Act, 1992, as the case may be have been complied with and no statement made in the Prospectus is contrary to the provisions of 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 Prospectus are true and correct.