THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY. THIS IS NOT A PROSPECTUS ANNOUNCEMENT AND DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE FOR SECURITIES. NOT FOR PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA.

ENDURANCE TECHNOLOGIES LIMITED

ENDURANCE

Our Company was originally incorporated as a private limited company at Mumbai under the name of "Endurance Suspension Systems (India) Private Limited" under the Companies Act, 1956 and received a certificate of incorporation dated December 27, 1999. As of the date of the Red Herring Prospectus ("RHP"), the name of our Company is Endurance Technologies Limited, which was pursuant to a fresh certificate of incorporation dated May 31, 2016.

Registered Office: K-228, MIDC Industrial Area, Waluj, Aurangabad 431 136, Maharashtra, India; **Telephone:** +91 (240) 255 6686; **Facsimile:** +91 (240) 255 6685. **Corporate Office:** E-92, MIDC Industrial Area, Waluj, Aurangabad 431 136, Maharashtra, India; **Telephone:** +91 (240) 256 9737; **Facsimile:** +91 (240) 255 1700. For details of changes to the name of our Company, status and address of the registered office of our Company, please see "History and Certain Corporate Matters" on page 186 of the RHP. **Contact Person:** Mr. Sunil Lalai, Company Secretary and Vice President – Legal and Compliance Officer; **Email:** investors@endurance.co.in; **Website:** www.endurancegroup.com; **Corporate Identity Number:** U34102MH1999PLC123296

PROMOTER OF OUR COMPANY: MR. ANURANG JAIN

INITIAL PUBLIC OFFERING OF UP TO 24,613,024 EQUITY SHARES OF FACE VALUE ₹ 10 EACH ("EQUITY SHARES") OF ENDURANCE TECHNOLOGIES LIMITED ("COMPANY" OR "ISSUER") FOR CASH AT A PRICE OF ₹ [•] PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ [•] PER EQUITY SHARE, AGGREGATING UP TO ₹ [•] MILLION, CONSISTING OF AN OFFER FOR SALE OF UP TO 19,295,968 EQUITY SHARES BY ACTIS COMPONENTS AND SYSTEM INVESTMENTS LIMITED ("ACTIS") AND UP TO 5,317,056 EQUITY SHARES BY MR. ANURANG JAIN ("PROMOTER SELLING SHAREHOLDER") (COLLECTIVELY, THE "SELLING SHAREHOLDERS") (THE "OFFER FOR SALE" OR THE "OFFER"). THE OFFER SHALL CONSTITUTE UP TO 17.50% OF THE FULLY DILUTED POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

Price Band: ₹ 467.00 to ₹ 472.00 per Equity Share of face value of ₹ 10.00 each.
The Floor Price is 46.70 times the face value and the Cap Price is 47.20 times the face value.
Bids can be made for a minimum of 30 Equity Shares and in multiples of 30 Equity Shares thereafter.

Risks to Investors:

i. The two Lead Managers associated with the Offer have handled 19 public issues in the past three years out of which 5 issues closed below the issue price on the listing date.
ii. The Price to Earnings ratio based on diluted EPS for FY 2016 for the Company at the upper end of the Price Band is as high as 22.80 and 32.28 on consolidated basis and unconsolidated basis respectively.
iii. Average cost of acquisition of Equity Shares for the Promoter Selling Shareholder and Actis is ₹ 1.28 and ₹ 190.82 per Equity Share respectively, and the Offer Price at the upper end of the price band is as high as ₹ 472.00 per Equity Share.

BASIS FOR OFFER PRICE

The Offer Price will be determined by our Company and the Selling Shareholders in consultation with the Lead Managers, on the basis of assessment of market demand for the Equity Shares offered through the Book Building Process and on the basis of quantitative and qualitative factors as described below. The face value of the Equity Shares is ₹ 10 each and the Offer Price is 46.70 times the face value at the lower end of the Price Band and 47.20 times the face value at the higher end of the Price Band. Bidders should please see the sections "Our Business", "Risk Factors", "Financial Statements" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" on pages 145, 17, 222 and 460 of the RHP, respectively, to have an informed view before making an investment decision.

Qualitative Factors:

We believe the qualitative factors which form the basis for the Offer Price are as follows: **A.** Consistent track record of organic and inorganic growth; **B.** Strong customer relationships with a wide variety of OEMs; **C.** Strong research and development and technological capabilities; and **D.** Growing and profitable European business. For further details, please see the section "Our Business - Our Strengths" on page 146 of the RHP.

Quantitative Factors:

The information presented below relating to our Company is based on the Restated Consolidated Financial Information and Restated Unconsolidated Financial Information. For details, please see the section "Financial Statements" on page 222 of the RHP. Some of the quantitative factors which may form the basis for computing the Offer Price are as follows:

A. Basic and Diluted Earnings Per Share ("EPS"), as adjusted for change in capital and face value of Equity Shares on consolidated basis:

Financial Year ended/Period ended	Basic and Diluted*	
	EPS (in ₹)	Weight
March 31, 2014	14.52	1
March 31, 2015	17.94	2
March 31, 2016	20.70	3
Weighted Average	**18.75**	
Three months ended June 30, 2016#	5.69	

**Adjusted for consolidation of face value from ₹ 4 per equity share to ₹ 10 per equity share and issuance of 123,079,992 bonus shares effected on May 18, 2016 and May 29, 2016, respectively. For details, see the section "Capital Structure" on page 91 of the RHP.*

 # Not Annualised

Basic and Diluted EPS, as adjusted for change in capital and face value of Equity Shares on unconsolidated basis:

Financial Year ended/Period ended	Basic and Diluted*	
	EPS (in ₹)	Weight
March 31, 2014	10.65	1
March 31, 2015	12.89	2
March 31, 2016	14.62	3
Weighted Average	**13.38**	
Three months ended June 30, 2016#	3.83	

**Adjusted for consolidation of face value from ₹ 4 per equity share to ₹ 10 per equity share and issuance of 123,079,992 bonus shares effected on May 18, 2016 and May 29, 2016, respectively. For details, see the section "Capital Structure" on page 91 of the RHP.*

 # Not Annualised

NOTES:

1) EPS calculation is in accordance with Accounting Standard 20 "Earnings per share" issued by ICAI.

(a) Basic Earnings per share (₹) = Net profit attributable to equity shareholders / Weighted average number of equity shares (including Bonus Shares) outstanding during the year

(b) Diluted EPS is the same as the Basic EPS.

2) The face value of each Equity Share is ₹10.

B. Price/Earning ("P/E") ratio in relation to Price Band of ₹ 467.00 to ₹ 472.00 per Equity Share

Particulars	P/E based on the lower end of the Price Band		P/E based on the higher end of the Price Band	
	Basic EPS	Diluted EPS	Basic EPS	Diluted EPS
Restated Consolidated Financial Information for the year ended March 31, 2016	22.56	22.56	22.80	22.80
Restated Unconsolidated Financial Information as at for the year ended March 31, 2016	31.94	31.94	32.28	32.28

C. Industry P/E ratio

Industry P/E #	
Highest	71.96
Lowest	13.46
Industry Composite	33.54

#Price earnings ratio calculated by dividing the market value of the shares of the peers as listed below as on September 14, 2016 (closing price as per NSE), by the diluted EPS of the peers for period ending March 31, 2016 / December 31, 2015. Industry Composite is average of P/E figures for the peers.

D. Return on Net Worth ("RoNW")

On Consolidated basis

Financial Year ended/Period ended	RONW (%)	Weight
March 31, 2014	20.85	1
March 31, 2015	22.10	2
March 31, 2016	20.01	3
Weighted Average	**20.85**	
Three months ended June 30, 2016#	5.21	

 # Not Annualised

On Unconsolidated basis

Financial Year ended/Period ended	RONW (%)	Weight
March 31, 2014	15.12	1
March 31, 2015	15.67	2
March 31, 2016	15.31	3
Weighted Average	**15.40**	
Three months ended June 30, 2016#	3.86	

 # Not Annualised

Note: Return on Net Worth has been computed as Net Profit after tax (as restated) divided by Net Worth excluding revaluation reserve at the end of the year.

E. Net Asset Value ("NAV") per Equity Share

Financial Year ended/Period ended	Consolidated (₹)	Unconsolidated (₹)
March 31, 2016	103.48	95.44
June 30, 2016	109.14	99.27
Offer price	[•]	
After the Offer*		
March 31, 2016	103.48	95.44
June 30, 2016	109.14	99.27

Note: Net asset value per Equity Share represents Net Worth as per the restated financial information as divided by the number of equity shares outstanding as at the end of fiscal year/period end. The net asset value per Equity Share has been adjusted for consolidation of face value from ₹ 4 per equity share to ₹ 10 per equity share and issuance of 123,079,992 bonus shares effected on May 18, 2016 and May 29, 2016, respectively. For details, see the section "Capital Structure" on page 91 of the RHP.

**There will be no change in NAV post the Offer as the Offer is by way of Offer for Sale by the Selling Shareholders.*

F. Comparison with Listed Industry Peers

Name of the company	Revenue from operations and other Income (₹ in million)	Face Value per Equity Share (₹)	P/E	EPS (₹)		RONW	NAV per Share (₹)
				Basic	Diluted		
Endurance Technologies Limited@	52,745.46	10.00	[•]	20.70	20.70	20.01%	103.48
Bharat Forge Limited*	77,800.80	2.00	30.84	27.92	27.92	18.18%	153.61
Motherson Sumi Systems Limited*	387,161.30	1.00	32.81	9.63	9.63	30.00%	32.09
Gabriel India Limited#	14,424.41	1.00	22.28	5.24	5.24	19.80%	26.45
Mahindra CIE Automotive Limited *(1)	38,786.50	10.00	71.96	2.70	2.70	4.34%	62.19
Munjal Showa Limited#	15,064.56	2.00	13.46	15.29	15.29	13.50%	113.24
Rico Auto Industries Limited*	10,211.60	1.00	29.91	2.18	2.18	6.26%	34.78

@ Based on restated consolidated financial statement for the financial year ended March 31, 2016 and adjusted for consolidation of face value from ₹ 4 per equity share to ₹ 10 per equity share and issuance of 123,079,992 bonus shares effected on May 18, 2016 and May 29, 2016, respectively. For details, see the section "Capital Structure" and "Financial Statements" on pages 91 and 222 of the RHP, respectively, * Based on consolidated financial information of the companies as available on www.bseindia.com, # Based on standalone financial information of the companies as available on www.bseindia.com, (1) For the period ended on December 31, 2015 (April 1, 2015 to December 31, 2015)

Notes: (a) Price earnings ratio calculated by dividing the market value of the shares of the companies as on September 14, 2016 (closing price as per NSE), by the diluted EPS of the companies for period ending March 31, 2016 / December 31, 2015 (b) Basic and Diluted EPS as reported in company filings on www.bseindia.com (c) Return on Net Worth is calculated as Net Profit After Tax and Minority Interests for the period divided by Shareholders Funds (share capital plus reserves and surplus). (d) Net Asset Value per share is calculated as Shareholders Funds available to equity shareholders divided by paid-up number of equity shares of the company outstanding as on the balance sheet date. The peer group listed companies as stated above are engaged in the auto ancillaries business.

G. The Offer Price will be [•] times of the face value of the Equity Shares.

The Offer Price of ₹ [•] has been determined by our Company and the Selling Shareholders, in consultation with the Lead Managers, on the basis of demand from Bidders for Equity Shares through the Book Building Process and, is justified in view of the above qualitative and quantitative parameters.

Bidders should read the above mentioned information along with "Risk Factors", "Our Business", "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Financial Statements" on pages 17, 145, 460 and 222 of the RHP, respectively, to have a more informed view.

For further details, see "Basis for Offer Price" beginning on page 108 of the RHP

BID/OFFER PROGRAMME

OPENS ON: WEDNESDAY, OCTOBER 05, 2016*

CLOSES ON: FRIDAY, OCTOBER 07, 2016

*Our Company and the Selling Shareholders in consultation with the Lead Managers, may consider participation by Anchor Investors in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements Regulations), 2009, as amended (the "ICDR Regulations"). The Anchor Investor Bidding Date shall be one Working Day prior to the Offer Opening Date, i.e., October 04, 2016.

ASBA* | **Simple, Safe, Smart way of Application - Make use of it!!!**

*Applications supported by blocked amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For further details, check section on ASBA below.

Mandatory in public issue from January 1, 2016. No cheque will be accepted.

In case of a revision in the Price Band, the Offer Period will be extended by at least three additional Working Days after revision of the Price Band, subject to the Offer Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Offer Period, if applicable, will be widely disseminated by notification to BSE and NSE, by issuing a press release and also by indicating the change on the websites of the Lead Managers and at the terminals of the Syndicate Members.

In terms of Rule 19(2)(b)(iii) of the Securities Contracts Regulations Rules, 1957, as amended ("SCRR") read with Regulation 41 of the ICDR Regulations, this is an Offer for at least 10% of the post-Offer capital. The Offer is being made through the Book Building Process, in reliance on Regulation 26(1) of the ICDR Regulations, wherein not more than 50% of the Offer shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs"). Provided that our Company and the Selling Shareholders, in consultation with the Lead Managers, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis. 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 Anchor Investor Allocation Price. 5% of the QIB Portion (excluding the Anchor Investor Portion) shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors), including Mutual Funds, subject to valid Bids being received at or above the Offer Price. Further, not less than 15% of the Offer shall be available for allocation on a proportionate basis to Non-Institutional Investors and not less than 35% of the Offer shall be available for allocation to Retail Individual Investors, in accordance with the ICDR Regulations, subject to valid Bids being received at or above the Offer Price. All Bidders, other than Anchor Investors, are required to mandatorily utilise the ASBA process providing details of their respective bank accounts which will be blocked by the Self Certified Syndicate Banks ("SCSBs"), to participate in the Offer. Anchor Investors are not permitted to participate in the Offer through the ASBA process. For details, please see "Offer Procedure" on page 547 of the RHP.

Bidders should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidder may be deemed to have authorised the Depositories to provide to the Registrar to the Offer, any requested Demographic Details of the Bidder as available on the records of the depositories. These Demographic Details may be used, among other things, for unblocking of ASBA Account or for other correspondence(s) related to the Offer. Bidders are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Bidders' sole risk. Bidders should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders should ensure that the beneficiary account provided in the Bid cum Application form is active.

Contents of the Memorandum of the Company as regards its Objects: For information on the main objects and other objects of the Company, see "History and Certain Corporate Matters" on page 186 of the RHP and Clause III of the Memorandum of Association of the Company. The Memorandum of Association of the Company is a material document for inspection in relation to the Offer. For further details, see the section "Material Contracts and Documents for Inspection" on page 630 of the RHP.

Liability of the members of the Company: Limited by shares

Amount of share capital of the Company and Capital structure: The authorised, issued, subscribed and paid up share capital of the Company as on the date of the RHP is as follows: The authorised capital of the Company is ₹ 1,650,000,000 divided into 165,000,000 Equity Shares of ₹ 10 each. The issued, subscribed and paid-up share capital of the Company is ₹ 1,406,628,480 divided into 140,662,848 Equity Shares of ₹ 10 each. For details, see the section "Capital Structure" beginning on page 91 of the RHP.

Names of signatories to the Memorandum of Association of the Company and the number of Equity Shares subscribed by them: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association: Mr. Anurang Jain (1,500 Equity Shares), Mr. Naresh Chandra (1,500 Equity Shares) and Mr. Tarang Jain (1,500 Equity Shares).

Listing : The Equity Shares offered through the RHP are proposed to be listed on BSE and NSE. Our Company has received "in-principle" approvals from BSE and NSE for the listing of the Equity Shares pursuant to their letters dated July 14, 2016 and July 22, 2016, respectively. For the purposes of the Offer, the Designated Stock Exchange shall be BSE. A copy of the RHP and the Prospectus shall be delivered to the RoC for registration in accordance with the Companies Act, 2013. For details of the material contracts and documents that will be available for inspection from the date of the RHP up to the Offer Closing Date, please see "Material Contracts and Documents for Inspection" on page 630 of the RHP.

Disclaimer Clause of the Securities and Exchange Board of India ("SEBI"): SEBI only gives its observations on the offer documents and this does not constitute approval of either the Offer or the specified securities or the offer document. The investors are advised to refer to page 521 of the RHP for the full text of the Disclaimer Clause of SEBI.

Disclaimer Clause of BSE (The Designated Stock Exchange): It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the RHP has been cleared or approved by BSE nor does it certify the correctness or completeness of any of the contents of the RHP. The investors are advised to refer to page 531 of the RHP for the full text of the Disclaimer Clause of the BSE.

Disclaimer Clause of NSE: It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the offer document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the offer document. The investors are advised to refer to page 531 of the RHP for the full text of the Disclaimer Clause of NSE.

GENERAL RISKS: Investment in equity and equity-related securities involve a degree of risk and Bidders should not invest any funds in the Offer unless they can afford to take the risk of losing their investment. Bidders are advised to read the Risk Factors carefully before taking an investment decision in the Offer. For taking an investment decision, Bidders must rely on their own examination of our Company and the Offer, including the risks involved. The Equity Shares offered in the Offer have not been recommended or approved by the SEBI, nor does SEBI guarantee the accuracy or adequacy of the RHP.

BOOK RUNNING LEAD MANAGERS		REGISTRAR TO THE OFFER	COMPANY SECRETARY AND COMPLIANCE OFFICER
AXIS CAPITAL	citi	LINKIntime	
Axis Capital Limited 1st Floor, Axis House, C-2, Wadia International Centre, P.B. Marg Worli, Mumbai 400 025 **Telephone:** + 91 (22) 4325 2183, **Facsimile :** +91 (22) 4325 3000 **Email:** endurance.ipo@axiscap.in **Investor grievance Email:** complaints@axiscap.in **Website:** www.axiscapital.co.in; **Contact Person:** Mr. Ankit Bhatia **SEBI registration number:** INM000012029	**Citigroup Global Markets India Private Limited** 1202, 12th Floor, First International Financial Center, G-Block Bandra Kurla Complex, Bandra East, Mumbai 400 051 **Telephone:** +91 (22) 6175 9999, **Facsimile:** +91 (22) 6175 9898 **Email:** endurance.ipo@citi.com **Investor Grievance Email:** investors.cgmib@citi.com **Website:** www.online.citibank.co.in/rhtm/citigroupglobalscreen1.htm **Contact Person:** Mr. Gursartaj Singh Nijjar, **SEBI Registration No.:** INM000010718	**Link Intime India Private Limited** C-13, Pannalal Silk Mills Compound, L.B.S. Marg, Bhandup (West), Mumbai 400 078, Maharashtra, India **Telephone:** +91 (22) 6171 5400, **Facsimile:** +91 (22) 2596 0329 **Email:** etl.ipo@linkintime.co.in **Investor Grievance Email:** etl.ipo@linkintime.co.in **Website:** www.linkintime.co.in, **Contact Person:** Shanti Gopalkrishnan **SEBI Registration No.:** INR000004058	**Mr. Sunil Lalai** "Kumar Solitaire", 2nd Floor, Kalyani Nagar, Nagar Road, Pune 411 006, Maharashtra, India **Telephone:** +91 (20) 2668 0892/ 93, **Facsimile:** +91 (20) 2668 0894 **Email:** investors@endurance.co.in Investors can contact the Compliance Officer, the Lead Managers or the Registrar to the Offer in case of any pre-Offer or post-Offer related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account, non-receipt of refund orders and non-receipt of funds by electronic mode.

AVAILABILITY OF RHP: Investors are advised to refer to the RHP, and the Risk Factors, contained therein before applying in the Offer. Full copy of the RHP is available at www.sebi.gov.in, the websites of the Lead Managers to the Offer at www.axiscapital.co.in and www.online.citibank.co.in/rhtm/citigroupglobalscreen1.htm and websites of BSE and NSE i.e., www.bseindia.com and www.nseindia.com, respectively.

AVAILABILITY OF BID CUM APPLICATION FORMS: Bid cum Application Forms can be obtained from the Registered Office of **ENDURANCE TECHNOLOGIES LIMITED,** Lead Managers and Syndicate Members: **Axis Capital Limited, Telephone:** +91 (22) 4325 2183, **Facsimile :** +91 (22) 4325 3000; **Citigroup Global Markets India Private Limited, Telephone:** +91 (22) 6175 9999, **Facsimile:** +91 (22) 6175 9898 and at the select locations of the Sub-syndicate Members (as given below), SCSBs, Registered Brokers, RTAs and CDPs participating in the Offer. Bid cum Application Forms will also be available on the websites of BSE and NSE and the Designated Branches of SCSBs, the list of which is available at websites of the Stock Exchanges and SEBI.

Sub-syndicate Members: Axis Securities Limited, Almondz Global Securities Limited, Amrapali Capital & Finance Services Limited, Anand Rathi Share & Stock Brokers Limited, Anand Share Consultancy, Anil Dhulia, ANS Private Limited, Anush Shares and Sec Pvt Ltd., Ashika Stock Broking Limited, Ashwani Dandia & Co., Bonanza Portfolio Limited, Centrum Broking Ltd., Chugh Securities Private Limited, Citigroup Global Markets India Pvt Ltd., Edelweiss Broking Limited, Eureka Stock & Share Broking Services Limited, G Raj & Co. (Consultants) Limited, Guiness Securities Limited, Hem Securities Limited, Hitesh Shah Share & Stock Brokers Ltd., IDBI Capital Market Services Limited, India Infoline Limited, Jhaveri Securities, JM Financial Services Limited, Jobanputra Fiscal Services Private Limited, Kalpataru Multiplier Limited, Kamlesh D Joshi, Karvy Stock Broking Limited, KJMC Capital Market Services Limited, Kotak Securities Limited, Lakshmishree Investment & Securities Private Limited, LKP Securities Limited, Marwadi Shares & Finance, Mehta Equities Limited, Monarch Networth Capital Limited, Motilal Oswal Sec Ltd., MSM Enterprise, Mudra Om Securities Private Limited, Mukesh D Joshi, Narnolia Securities Limited, Nirmal Bang Securities Private Limited, O J Financial Services Limited, Ohm Securities Limited, Prabhudas Lilladher Private Limited, Pravin Ratilal Share & Stock Brokers Limited, Religare Securities Limited, RR Equity Brokers Private Limited, RSG Share & Stock Brokers Limited, SBICAP Securities Ltd., Sharekhan Ltd., SMC Global Securities Limited, Swastika Investmart Limited, Tanna Financial Services, Tradebulls Securities (P) Limited, VCK Share & Stock Broking Services Limited, Way2wealth Brokers Private Limited.

APPLICATIONS SUPPORTED BY BLOCKED AMOUNT (ASBA): Investors have to apply through the ASBA process. ASBA has to be availed by all the investors except Anchor Investors. For details on the ASBA process, please refer to the details given in ASBA Form and Abridged Prospectus and also please refer to the section "Offer Procedure" beginning on page 547 of the RHP. ASBA Forms can also be downloaded from the websites of BSE and NSE. ASBA Form can be obtained from the list of banks that is available on the website of SEBI at www.sebi.gov.in. ASBA Form can be obtained from Members of the Syndicate, SCSBs, Registered Brokers, RTAs and CDPs, the list of which is available on the website of SEBI at http://www.sebi.gov.in/sebiweb/home/list/5/33/0/0/ Recognised-Intermediaries.

Escrow Collection Bank, Refund Bank and Public Offer Account Bank: Axis Bank Limited

All capitalised terms used herein and not specifically defined shall have the same meaning as ascribed to them in the RHP.

For **ENDURANCE TECHNOLOGIES LIMITED**
On behalf of the Board of Directors
Sd/-
Company Secretary and Vice President - Legal and Compliance Officer

Place : Aurangabad
Date : September 27, 2016

Endurance Technologies Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed the RHP with the RoC, on September 26, 2016. The RHP is available on the websites of SEBI, BSE, NSE at www.sebi.gov.in, www.bseindia.com and www.nseindia.com, respectively, and at the website of the Lead Managers at www.axiscapital.co.in and www.online.citibank.co.in/rhtm/citigroupglobalscreen1.htm respectively. Any potential Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors" on page 17 of the RHP. Potential investors should not rely on the Draft Red Herring Prospectus filed with SEBI for making any investment decision.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), and may not be offered, sold or delivered within the United States or to U.S. persons absent from registration under or an applicable exemption from the registration requirements of the United States securities laws. Accordingly, any offer and sale of securities of the Company and or/any of its subsidiaries will be undertaken (i) in the United States only to qualified institutional buyers (as defined in Rule 144A under the Securities Act ("Rule 144A")) in reliance on Rule 144A or Section 4(a)(2) of the Securities Act, and (ii) outside the United States only in offshore transactions in reliance on Regulation S under the Securities Act.

Adfactors