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FONEBOX RETAIL LIMITED

Corporate Identity Numbers: U51909GJ2021PLC119941

Our Company was originally incorporated as "Fonebox Retail Private Limited" a private limited company under the provision of Companies Act, 2013 vide Certificate of Incorporation dated February 05, 2021 issued by Registrar of Companies, Central Registration Centre. Later on, our Company was converted into a Public Limited Company pursuant to special resolution passed at Extra-ordinary General Meeting by the shareholders of our Company held on June 28, 2023 and the name of our Company was changed to "Fonebox Retail Limited". A fresh Certificate of Incorporation consequent upon Conversion from Private Limited Company to Public Limited Company dated July 12, 2023 was issued by the Registrar of Companies, Ahmedabad. The Corporate Identification Number of our Company is U51909GJ2021PLC119941. For details of change in name and registered office of our Company, please refer to chapter titled "History and Corporate Structure" beginning on page 161 of the Red Herring Prospectus.

Registered Office: 702/703, 7th Floor, Satyam 64, Opp. Gujarat High Court, S G Road, Ahmedabad- 380061, Gujarat, India

Website: www.fonebook.in | E-Mail: cs@fonebox.in | Telephone No: 079 46025304 | Company Secretary and Compliance Officer: Mrs. Charmi Vansh Shah

The Issue is being made in accordance with Chapter IX of the SEBI ICDR Regulations (IPO of Small and Medium Enterprises) and the equity shares are proposed to be listed on Emerge Platform of NSE

PROMOTERS OF OUR COMPANY: MR. MANISHBHAI GIRISHBHAI PATEL, MR. JIGAR LALLUBHAI DESAI, MR. PARTH LALLUBHAI DESAI, MR. JIGNESHKUMAR DASHRATHLAL PAREKH AND MR. AMITKUMAR GOPALBHAI PATEL

Our Company is engaged in multi-brand retail selling of Smart Phones and allied accessories from manufacturers like Vivo, Apple, Samsung, Oppo, Realme, Nokia, Narzo, Redmi, Motorola, LG and Micromax. We are also engaged in multi-brand retail selling of consumer durable electronics goods like Laptop, Washing Machines, Smart TVs, Air Conditioners, Fridges, etc. from brands like TCL, Haier, Lloyd, Daikin, Voltas, Mi, Realme, OnePlus.

THE ISSUE

INITIAL PUBLIC ISSUE OF 2910000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH OF FONEBOX RETAIL LIMITED ("FONEBOOK", "FONEBOX", "FRL" OR THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [●]/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ [●]/- PER EQUITY SHARE (THE "ISSUE PRICE") AGGREGATING TO ₹ [●]/- LAKHS ("THE ISSUE"), OF WHICH 146000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH FOR CASH AT A PRICE OF ₹ [●]/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ [●]/- PER EQUITY SHARE AGGREGATING TO ₹ [●]/- LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.e., NET ISSUE OF 2764000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH AT A PRICE OF ₹ [●]/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ [●]/- PER EQUITY SHARE AGGREGATING TO ₹ [●]/- LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 28.36 % AND 26.94 %, RESPECTIVELY, OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY. THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10/- EACH.

Price Band: ₹ 66/- to ₹ 70/- per Equity Share of Face Value ₹ 10/- each.

The Floor Price is 6.6 times of the Face Value and the Cap Price is 7.0 times of the Face Value.

Bids can be made for a minimum of 2000 Equity Shares and in multiples of 2000 Equity Shares thereafter

BID/ISSUE PROGRAM

ANCHOR INVESTORS		Tuesday January 23, 2024	
Bid Opening Date	Wednesday January 24, 2024	Initiation of Unblocking of Funds/refunds (T +2 Days)	On or before Wednesday, January 31, 2024
Bid Closing Date (T day)	Monday January 29, 2024	Credit of Equity Shares to demat accounts of Allotees (T +2 Days)	On or before Wednesday, January 31, 2024
Finalization of basis of allotment with the Designated Stock Exchange/ Allotment of Securities (T +1 Day)	On or before Tuesday, January 30, 2024	Commencement of Trading of Equity Shares on the Stock Exchanges/ Listing Date (T +3 Days)	On or before Thursday, February 01, 2024

CORRIGENDUM TO PRICE BAND ADVERTISEMENT DATED JANUARY 17, 2024, PUBLISHED ON JANUARY 18, 2024 NOTICE TO THE INVESTORS ("THE CORRIGENDUM")

This corrigendum cum Addendum is with reference to the Price Band Advertisement dated January 17, 2024, published on January 18, 2024 in All Editions of English Daily Newspaper, Financial Express, All Edition of Hindi National Daily Newspaper, Jansatta, and Ahmedabad Edition of Gujarati Daily Newspaper, Financial Express (Gujarati Being Regional Language of Gujarat Where our Registered Office is located).

In this regard, please note the following:

3. Return on Net Worth:

$$\text{Return on Net Worth (\%)} = \frac{\text{Restated Profit After Tax attributable to Equity Shareholders}}{\text{Net Worth}} \times 100$$

Financial Year/Period	Return on Net Worth (%)	Weights
Financial Year ended March 31, 2021	(19.10%)	1
Financial Year ended March 31, 2022	21.24%	2
Financial Year ended March 31, 2023	76.15%	3
Weighted Average	41.97%	
Period ended September 30, 2023*	16.93%	

* Not Annualized

Notes:

- Weighted average = Aggregate of year-wise weighted Net Worth divided by the aggregate of weights i.e., [(Net Worth x Weight) for each year] / [Total of weights]
- Return on Net Worth (%) = Net profit after tax without giving impact of exceptional items, as restated / Net worth as restated as at period/year end.
- Net worth means the aggregate value of the paid-up share capital of the Company and all reserves created out of profits and securities premium account reduced by preliminary expenses, if any as per Restated Financial Statement of Assets and Liabilities of the Company

4. Net Asset Value per Equity Share:

$$\text{Restated Net Asset Value per equity share (₹)} = \frac{\text{Restated Net Worth as at the end of the year}}{\text{Number of Equity Shares outstanding}}$$

Particular	Amount (in ₹)
Financial Year ended March 31, 2021 (Post Bonus)	8.25
Financial Year ended March 31, 2022 (Post Bonus)	12.05
Financial Year ended March 31, 2023 (Post Bonus)	42.05
For the Period ended September 30, 2023 (Post Bonus)	12.47
After completion of the Issue	
Based on Upper Price band	27.65
Based on Lower Price band	28.78
Issue Price band per equity share	66 - 70

Notes:

- Issue Price per equity share has been determined by our Company, in consultation with the Book Running Book Running Lead Managers.
- Net asset value per share = Net worth as restated / Number of equity shares as at period/year end.
- The number of shares is adjusted by Increase in share Capital through issue of Bonus shares on September 04, 2023 in the ratio of 6:1 i.e., 6 (Six) Equity Shares for every 1 (One) Equity Share held

Book Running Lead Manager To The Issue	Registrar To The Issue	Company Secretary And Compliance Officer
BEELINE BEELINE CAPITAL ADVISORS PRIVATE LIMITED SEBI Registration Number: INM000012917 Address: B 1311-1314, Thirteenth Floor, Ship Corporate Park, Rajpath Rangoli Road, Thaltej, Ahmedabad, Gujarat – 380054, India. Telephone Number: 079 4918 5784 Email Id: mb@beelinemb.com Investors Grievance Id: ig@beelinemb.com Website: www.beelinemb.com Contact Person: Mr. Nikhil Shah CIN: U67190GJ2020PTC114322	KFINTECH KFIN TECHNOLOGIES LIMITED SEBI Registration Number: INR000000221 Address: Selenium Tower-B, Plot 31 & 32, Gachibowli Financial District, Nanakramguda, Serilingampally Hyderabad – 500 032, Telangana Tel. Number: +91 40 6716 2222 Toll Free No: 1800 309 4001 Email Id: foneboxretail ipo@kfintech.com Investors Grievance Id: einward.ris@kfintech.com Website: www.kfintech.com Contact Person: Mr. M Murali Krishna CIN: L72400TG2017PLC117649	FONEBOX FONEBOX RETAIL LIMITED Address: 702/703, 7th Floor, Satyam 64, Opp. Gujarat High Court, S G Road, Ahmedabad- 380061, Gujarat, India. Tel No: 079 46025304; Contact person : Mrs. Charmi Vansh Shah Email: cs@fonebox.in; Website: www.fonebook.in Investors can contact the Company Secretary and Compliance Officer or the BRLMs or the Registrar to the Issue in case of any pre-Issue or post-issue related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc.

On behalf of Board of Directors
For, FONEBOX RETAIL LIMITED
sd/-
Jigneshkumar Dashrathlal Parekh
Whole Time Director

Place: Ahmedabad
Date: January 18, 2024

Disclaimer: Fonebox Retail Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public issue of its Equity Shares and has filed the RHP with the Registrar of Companies, Ahmedabad on January 17, 2024 and thereafter with SEBI and the Stock Exchanges. The RHP is available on the websites of SEBI at www.sebi.gov.in, website of the Company at www.fonebook.in, the website of the BRLM to the Issue at www.beelinemb.com, the website of NSE i.e. www.nseindia.com, respectively. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the RHP including the section titled "Risk Factors" beginning on page 27 of the Red Herring Prospectus.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, and may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. state securities laws. The Equity Shares are being Offered and sold outside the United States in 'offshore transactions' in reliance on Regulation S under the Securities Act and the applicable laws of each jurisdiction where such Offers and sales are made. There will be no public offering in the United States.