



UJJIVAN FINANCIAL SERVICES LIMITED

Our Company was originally incorporated as Ujjivan Financial Services Private Limited on December 28, 2004 at Bengaluru, Karnataka, India as a private limited company under the Companies Act, 1956. Pursuant to a certificate issued by the Reserve Bank of India ("RBI") on October 31, 2005, our Company was permitted to commence operations as a non-banking financial company ("NBFC") under section 45 IA of the Reserve Bank of India Act, 1934. Since financial year 2008-09, we have been classified as a systemically important non-deposit accepting NBFC. Our Company was granted NBFC-Microfinance Institution ("NBFC-MFI") status by the RBI on September 5, 2013. Subsequently, our Company was converted into a public limited company pursuant to a special resolution passed by our Shareholders at the extraordinary general meeting ("EGM") held on November 3, 2015 and the name of our Company was changed to "Ujjivan Financial Services Limited. A fresh certificate of incorporation consequent upon conversion to a public limited company was issued by the Registrar of Companies, Bangalore, Karnataka ("ROC") on November 26, 2015. Subsequently, a fresh certificate of NBFC-MFI registration consequent upon the change of name of our Company was issued by the RBI on March 4, 2016. For details of change in the name and Registered Office of our Company, see "History and Certain Corporate Matters" on page 143 of the Red Herring Prospectus dated April 13, 2016 filed with the RoC, which shall be read along with the Corrigendum dated April 19, 2016 (together the Red Herring Prospectus and the Corrigendum are referred to as the "RHP").

Registered and Corporate 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

Our Company is a professionally managed company and does not have an identifiable promoter either in terms of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009, as amended ("SEBI ICDR Regulations") or in terms of the Companies Act, 2013

INITIAL PUBLIC OFFER OF UP TO [•] EQUITY SHARES OF FACE VALUE OF ₹10 EACH ("EQUITY SHARES") OF UJJIVAN FINANCIAL SERVICES 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 ("OFFER") COMPRISING A FRESH ISSUE OF UP TO [•] EQUITY SHARES AGGREGATING UP TO ₹3,581.61 MILLION BY THE COMPANY ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 24,968,332 EQUITY SHARES AGGREGATING UP TO ₹[•] MILLION, COMPRISING OF AN OFFER FOR SALE OF UP TO 3,495,626 EQUITY SHARES BY ELEVAR EQUITY MAURITIUS ("ELEVAR" AND SUCH OFFERED SHARES "ELEVAR OFFERED SHARES"), UP TO 3,060,722 EQUITY SHARES BY INTERNATIONAL FINANCE CORPORATION ("IFC" AND SUCH OFFERED SHARES "IFC OFFERED SHARES"), UP TO 1,754,386 EQUITY SHARES BY INDIA FINANCIAL INCLUSION FUND ("IFIF" AND SUCH OFFERED SHARES "IFIF OFFERED SHARES"), UP TO 2,523,725 EQUITY SHARES BY MAURITIUS UNITUS CORPORATION ("MUC" AND SUCH OFFERED SHARES "MUC OFFERED SHARES"), UP TO 2,698,163 EQUITY SHARES BY NEDERLANDSE FINANCIERINGS-MAATSCHAPPIJ VOOR ONTWIKKELINGSLANDEN N.V. ("FMO" AND SUCH OFFERED SHARES "FMO OFFERED SHARES"), UP TO 2,935,213 EQUITY SHARES BY SARVA CAPITAL LLC ("SARVA CAPITAL" AND SUCH OFFERED SHARES "SARVA CAPITAL OFFERED SHARES"), UP TO 3,093,869 EQUITY SHARES BY WCP HOLDINGS III ("WCP" AND SUCH OFFERED SHARES "WCP OFFERED SHARES") AND UP TO 5,406,628 EQUITY SHARES BY WWB CAPITAL PARTNERS, L.P. ("WWB" AND SUCH OFFERED SHARES "WWB OFFERED SHARES") (ELEVAR, FMO, IFC, IFIF, MUC, SARVA CAPITAL, WCP, AND WWB COLLECTIVELY REFERRED TO AS THE 'SELLING SHAREHOLDERS' AND ELEVAR OFFERED SHARES, FMO OFFERED SHARES, IFC OFFERED SHARES, IFIF OFFERED SHARES, MUC OFFERED SHARES, SARVA CAPITAL OFFERED SHARES, WCP OFFERED SHARES, AND WWB OFFERED SHARES COLLECTIVELY REFERRED TO AS THE 'OFFERED SHARES') BY THE SELLING SHAREHOLDERS ("OFFER FOR SALE"). THE OFFER WOULD CONSTITUTE [•]% OF OUR POST-OFFER PAID-UP EQUITY SHARE CAPITAL.

*OUR COMPANY HAS, IN CONSULTATION WITH THE BRLMS, UNDERTAKEN A PRE-IPO PLACEMENT OF 14,236,057 EQUITY SHARES FOR CASH CONSIDERATION AGGREGATING TO ₹2,918.39 MILLION. THE SIZE OF THE FRESH ISSUE AS DISCLOSED IN THE DRAFT RED HERRING PROSPECTUS DATED DECEMBER 31, 2015, BEING ₹6,500 MILLION, HAS BEEN REDUCED ACCORDINGLY.

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.

Price Band: ₹207 to ₹210 per Equity Share of Face Value of ₹10 each
The Floor Price is 20.7 times the Face Value and the Cap Price is 21 times the Face Value
Bids can be made for a minimum of 70 Equity Shares and in multiples of 70 Equity Shares thereafter

Risks to Investors:

- The 4 Merchant Bankers associated with the issue have handled 25 public issues in the past three years out of which 10 issues closed below the issue price on listing date.
- Average cost of acquisition of equity shares for the Selling Shareholders in IPO is as follows: (a) ₹58.99 for Elevar Equity Mauritius; (b) ₹77.21 for International Finance Corporation; (c) ₹57.00 for India Financial Inclusion Fund; (d) ₹23.54 for Mauritius Unitus Corporation; (e) ₹57.00 for Nederlandse Financierings-Maatschappij voor Ontwikkelingslanden N.V.; (f) ₹57.00 for Sarva Capital LLC; (g) ₹57.00 for WCP Holdings III; and (h) ₹68.37 for WWB Capital Partners, L.P. However, the price at which the Equity Shares are being offered to public at the upper end of the price band is ₹210.

BASIS FOR OFFER PRICE

The Offer Price will be determined by our Company and the Selling Shareholders, in consultation with the BRLMs, 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 20.7 times the face value at the Floor Price and 21 times the face value at the Cap Price. Investors should also refer to "Our Business", "Risk Factors" and "Financial Statements" on pages 114, 14 and 180 of the RHP, respectively, to have an informed view before making an investment decision.

Qualitative Factors

We believe the following business strengths allow us to successfully compete in the industry:

- Leading MFI with a deep pan-India presence.
- Customer centric organization.
- Professional management, experienced leadership and strong corporate governance.
- Robust risk management framework.
- Focus on employee welfare.
- Robust technology driven operating model.
- Strong track record of financial performance.

For further details, see "Our Business - Our Competitive Strengths" and "Risk Factors" on pages 115 and 14 of the RHP, respectively.

Quantitative Factors

The information presented below relating to our Company is based on the Restated Financial Statements prepared in accordance with Indian GAAP and the Companies Act, 2013 and restated in accordance with the SEBI ICDR Regulations. For details, see "Financial Statements" on page 180 of the RHP.

Some of the quantitative factors which may form the basis for computing the Offer Price are as follows:

1. Basic and Diluted Earnings Per Share ("EPS")

Financial Year ended	Basic		Diluted	
	EPS (in ₹)	Weight	EPS (in ₹)	Weight
March 31, 2013	5.33	1	4.97	1
March 31, 2014	8.91	2	8.38	2
March 31, 2015	11.24	3	10.62	3
Weighted Average	9.48		8.93	

For the nine month period ended December 31, 2015, the basic EPS was 14.20 and the diluted EPS was 13.37.

Note:

- The EPS calculations have been done in accordance with Accounting Standard 20 – "Earnings per Share" issued by ICAI

- The ratios have been computed as below:

- Basic EPS (in ₹) = Net profit, after tax, as restated for the year/period, attributable to equity shareholders/Weighted average number of equity shares outstanding during the year/period
- Diluted EPS (in ₹) = Net profit, after tax, as restated for the year/period, attributable to equity shareholders/Weighted average number of dilutive equity shares outstanding during the year/period

2. Price/Earning ("P/E") ratio in relation to Price Band of ₹207 to ₹210 per Equity Share:

a. P/E based on Basic EPS for the year ended March 31, 2015:

Particulars	P/E at the Floor Price	P/E at the Cap Price
P/E based on Basic EPS of ₹ 11.24 for the year ended March 31, 2015	18.42	18.68
P/E based on Weighted Average Basic EPS of ₹ 9.48 for the year ended March 31, 2015	21.84	22.15

b. P/E based on Diluted EPS for the year ended March 31, 2015:

Particulars	P/E at the Floor Price	P/E at the Cap Price
P/E based on Diluted EPS of ₹ 10.62 for the year ended March 31, 2015	19.49	19.77
P/E based on Weighted Average Diluted EPS of ₹ 8.93 for the year ended March 31, 2015	23.18	23.52

3. Return on Net Worth ("RoNW")

Financial Year ended	RoNW (%)	Weight
March 31, 2013	10.34%	1
March 31, 2014	15.68%	2
March 31, 2015	10.29%	3
Weighted Average	12.10%	

For the nine month period ended December 31, 2015, the RoNW was 14.24% (not annualized).

Note: RoNW = Net profit after tax, as restated for the year/period, attributable to equity shareholders/Net worth (excluding revaluation reserve), as restated, at the end of the year/period

For further details, see the section "Basis for Offer Price" on page 95 of the RHP.

BID/ OFFER PROGRAMME : BID/OFFER OPENS ON APRIL 28, 2016⁽¹⁾ | BID/OFFER CLOSES ON MAY 02, 2016

⁽¹⁾ Our Company and the Selling Shareholders may, in consultation with the BRLMs, consider participation by Anchor Investors in accordance with the SEBI ICDR Regulations. The Anchor Investor Bid/Offer Period shall be one Working Day prior to the Bid/Offer Opening Date i.e., April 27, 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 details, check section on ASBA below.

Mandatory in public issues from January 01, 2016. No cheque will be accepted.

In case of any revision in the Price Band, the Bid/Offer Period will be extended by at least three additional Working Days after such revision in the 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 BSE Limited ("BSE") and the National Stock Exchange of India Limited ("NSE"), by issuing a press release, and also by indicating the change on the website of the BRLMs and at the terminals of the other members of the Syndicate and by intimation to Self-Certified Syndicate Banks ("SCSBs"), Registrar to the Offer and Share Transfer Agent(s), Collecting Depository Participants and the Registered Brokers. The Offer is being made in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR"), wherein a minimum Offer size of at least such percentage of Equity Shares equivalent to a value of ₹4,000 million (calculated at the Offer Price) will be offered to the public. The Offer is being made through the Book Building Process, in compliance with Regulation 26(1) of the SEBI ICDR Regulations, wherein 50% of the Offer shall be allocated on a proportionate basis to QIBs ("QIB Portion"), provided that our Company and the Selling Shareholders, in consultation with the BRLMs, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis ("Anchor Investor Portion"), at the Anchor Investor Allocation Price. At least 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 Anchor Investor Allocation Price. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the QIB Portion. 5% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net 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 Bidders and not less than 35% of the Offer shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Offer Price. All potential Bidders, other than Anchor Investors, shall participate in the Offer mandatorily through the Application Supported by Blocked Amount ("ASBA") process providing details of their respective bank account which will be blocked by the Self Certified Syndicate Banks ("SCSBs"). Anchor Investors are not permitted to participate in the Offer through ASBA Process. For details, see "Offer Procedure" on page 239 of the RHP. The RBI has, through its letter dated February 9, 2016, communicated that any investor who wishes to acquire 5% or more of the post-Offer capital of the Company, pursuant to the Offer, shall require the prior approval of the RBI. For further details, see "Terms of the Offer – Basis of Allocation" on page 232 of the RHP. Any Bidder who, either by himself directly or indirectly or along with the relatives, or associated enterprises, or persons acting in concert as described under Section 12B of the Banking Regulation Act ("Other Persons") associated with it, Bids for such number of Equity Shares that (along with the existing aggregate shareholding in our Company of such Bidder and the Other Persons associated with such Bidder), results in such Bidder, together with the Other Persons associated with such Bidder, holding 5% or more of the post-Offer paid-up share capital of our Company, shall obtain a valid and subsisting approval of the RBI to be eligible to acquire and hold, after considering its existing shareholding if any, in our Company, together with the existing shareholding in our Company, if any, of the Other Persons associated with such Bidder, 5% or more of the post-Offer paid-up share capital of our Company, either individually or on an aggregate basis with the Other Persons associated with such Bidder, as the case may be, subject to the subscription level in the Offer.

Bidders/Applicants should ensure that DP ID, PAN and the Client ID are correctly filled in the Bid cum Application Form. The DP ID, PAN and Client ID provided in the Bid cum Application Form should match with the DP ID, PAN and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Bidders/Applicants should note that on the basis of the PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidder/Applicant may be deemed to have authorized the Depositories to provide to the Registrar to the Offer, any requested Demographic Details of the Bidder/Applicant as available in the records of the Depository Participant. These Demographic Details may be used, among other things, for giving Allotment Advice or unblocking of ASBA Account or for other correspondence(s) related to the Offer. Bidders/Applicants 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/Applicants' sole risk.

BOOK RUNNING LEAD MANAGERS				REGISTRAR TO THE OFFER	COMPANY SECRETARY & COMPLIANCE OFFICER
 Kotak Mahindra Capital Company Limited 1st Floor, 27 BKC, Plot No. 27, 'G' Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051 Maharashtra, India E-mail: +91 22 4336 0000; Fax: +91 22 6713 2447 E-mail: ujjivan ipo@kotak.com Investor grievance E-mail: kmccredressal@kotak.com Website: www.investmentbank.kotak.com Contact Person: Ganesh Rane SEBI Registration No.: INM000008704	 Axis Capital Limited 1st Floor, Axis House, C-2, Wadia International Centre P.B. Marg, Worli, Mumbai 400 025 Maharashtra, India E-mail: +91 22 4325 2183; Fax: +91 22 4325 3000 E-mail: ujjivan ipo@axiscap.in Investor grievance E-mail: complaints@axiscap.in Website: www.axiscapital.co.in Contact person: Lohit Sharma SEBI Registration No.: INM000012029	 ICICI Securities Limited ICICI Centre, H.T. Parekh Marg, Churchgate, Mumbai 400 020 Maharashtra, India Tel: +91 22 2288 2460; Fax: +91 22 2282 6580 E-mail: ujjivan ipo@icicisecurities.com Investor grievance E-mail: customercare@icicisecurities.com Website: www.icicisecurities.com Contact Person: Ayush Jain SEBI Registration No.: INM000011179	 IIFL Holdings Limited 10th Floor, IIFL Centre, Kamala City, Senapati Bapat Marg Lower Parel (West), Mumbai 400 013 Maharashtra, India Tel: +91 22 4646 4600; Fax: +91 22 2493 1073 E-mail: ujjivan ipo@iiflcap.com Investor grievance E-mail: ig_ib@iiflcap.com Website: www.iiflcap.com Contact Person: Vishal Bangard/Gaurav Singhi SEBI Registration No.: INM000010940	 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.irs@karvy.com Investor grievance E-mail: ujjivan ipo@karvy.com Website: www.karisma.karvy.com Contact Person: M Murali Krishna SEBI Registration No.: INR000000221	Sanjeev Barnwal Grape Garden, No.27, 3rd A Cross 18th Main, 6th Block, Koramangala Bengaluru 560 095 Karnataka, India Tel: +91 80 4071 2121; Fax: +91 80 4146 8700 E-mail: compliance@ujjivan.com; Website: www.ujjivan.com Bidders can contact the Company Secretary and Compliance Officer, the BRLMs 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 on the website of the SEBI at www.sebi.gov.in, the websites of the BRLMs at www.investmentbank.kotak.com, www.axiscapital.co.in, www.icicisecurities.com, www.iiflcap.com and the Stock Exchanges at www.bseindia.com and www.nseindia.com.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of Company, BRLMs: **Kotak Mahindra Capital Company Limited**, Tel: +91 22 4336 0000, Fax: +91 22 6713 2447; **Axis Capital Limited**, Tel: +91 22 4325 2183, Fax: +91 22 4325 3000; **ICICI Securities Limited**, Tel: +91 22 2288 2460, Fax: +91 22 2282 6580; **IIFL Holdings Limited**, Tel: +91 22 4646 4600, Fax: +91 22 2493 1073. Syndicate Members: **Kotak Securities Limited**, Tel: +91 22 6652 9191, Fax: +91 22 6661 7041; **India Infoline Limited**, Tel: +91 22 4249 9000, Fax: +91 22 2493 1073, at selected locations of Sub-Syndicate Members (as given below), Registered Brokers, RTAs and CDPs participating in the Offer. Bid cum Application Forms will also be available on the websites of BSE, NSE, and at the Designated Branches of SCSBs, the list of which is available on the websites of the Stock Exchanges and SEBI.

SUB-SYNDICATE MEMBERS: Achievers Equities Ltd., Ajeon Global Services Ltd., Almondz Global Securities Ltd., Amit Jasani Financial Services Pvt. Ltd., Amrapali Capital & Finance Services Ltd., Anand Rathi Share & Stock Brokers Ltd., Anil Dhulia, ANS Pvt. Ltd., Anush Shares & Securities Pvt. Ltd., Ashika Stock Broking Ltd., Ashwani Dandia & Co., Asit C. Mehta Investment Intermediates Ltd., Axis Securities Ltd., B N Rathi Securities Ltd., Bonanza Portfolio Ltd., Centrum Broking Ltd., Chugh Securities Pvt. Ltd., Dalal & Broacha Stock Broking Pvt. Ltd., DB(International) Stock Brokers Ltd., Edelweiss Securities Ltd., Eureka Stock & Share Broking Services Ltd., Guiness Securities Ltd., Hem Securities Ltd., Hitesh Shah Share & Stock Brokers, ICICI Securities Ltd., IDBI Capital Market Services Ltd., India Infoline Ltd., Indiabulls Ventures Ltd., Jhaveri Securities, JVP Financial Services Ltd., Jobanputra Fiscal Services Pvt. Ltd., Joindre Capital Services Ltd., Kalpataru Multiplier Ltd., Kamlesh D Joshi, Kaushik N Shah, Keynote Capitals Ltd., KJMC Capital Market Services Ltd., Lakshmishree Investment & Securities Pvt. Ltd., LKP Securities Ltd., Marwadi Shares & Finance, Master Capital Services Ltd., Mehta Equities Ltd., Monarch Network Financial Ltd., Monarch Stock Broking Ltd., Motilal Oswal Securities Ltd., Mukesh D Joshi, Networth Stock Broking Ltd., Nirmal Bang Securities Pvt. Ltd., Prabhudas Lilladher Pvt. Ltd., Pravin Ratilal Share & Stock Brokers Ltd., Raghunandan Capital Pvt. Ltd., Reliance Securities Ltd., RR Equity Brokers Pvt. Ltd., RR Investors Capital Services Pvt. Ltd., SBICAP Securities Ltd., Sharekhan Ltd., Sharewealth Securities Ltd., SMC Global Securities Ltd., Systematix Shares & Stock (I) Ltd., Tanna Financial Services, Tradebulls Sec Pvt. Ltd., VCK Share & Stock Broking Services Ltd., Viren M. Shah, Way2Wealth Brokers Pvt. Ltd.

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 the ASBA Form and Abridged Prospectus and also please refer to "Offer Procedure" on page 239 of the RHP. ASBA Forms can also be downloaded from the websites of BSE and NSE. ASBA Forms 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 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/5/33/0/0/Recognised-Intermediaries.

BANKER TO THE OFFER, ESCROW COLLECTION BANK AND REFUND BANK: HDFC Bank Limited, Tel: +91 22 3075 2928, Fax: +91 22 2579 9809

PUBLIC OFFER ACCOUNT BANK: HDFC Bank Limited

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

Place: Bengaluru
Date: April 20, 2016

UJJIVAN FINANCIAL SERVICES LIMITED is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its equity shares ("Equity Shares") and has filed the Red Herring Prospectus dated April 13, 2016 with the Registrar of Companies, Bangalore, which shall be read along with the Corrigendum dated April 19, 2016 (together the Red Herring Prospectus and the Corrigendum are referred to as the "RHP"). The RHP shall be available on the website of the SEBI at www.sebi.gov.in, the websites of the Book Running Lead Managers at www.investmentbank.kotak.com, www.axiscapital.co.in, www.icicisecurities.com and www.iiflcap.com and the websites of the Stock Exchanges at www.bseindia.com and www.nseindia.com. Any potential investor should note that investment in Equity Shares involves a high degree of risk, for details potential investors should refer to the section titled "Risk Factors" in the Red Herring Prospectus dated April 13, 2016, filed with the Registrar of Companies, Bangalore. Investors should not refer to the DRHP filed with SEBI for making any investment decision.

This announcement has been prepared for publication in India and may not be released in the United States. The announcement is not an offer to sell or a solicitation of any offer to buy securities of our Company in the United States. The Equity Shares have not been and will not be registered, listed or otherwise qualified in any other jurisdiction outside India.

C O N C E P T

For UJJIVAN FINANCIAL SERVICES LIMITED
On behalf of the Board of Directors
Sd/-
Company Secretary & Compliance Officer