

**IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS**



(Please scan this QR code to view the RHP)

This is an Abridged Prospectus containing salient features of the Red Herring Prospectus of Yaap Digital Limited (the “Company”) dated February 18, 2026 filed with the Registrar of Companies, Mumbai in Maharashtra (the “RHP” or “Red Herring Prospectus”). You are encouraged to read greater details available in the RHP, which is available at <https://www.nseindia.com/companies-listing/corporate-filings-offer-documents>. Unless otherwise specified all capitalised terms used herein and not specifically defined bear the same meaning as ascribed to them in RHP. This abridged prospectus is not for distribution outside India.

**THIS ABRIDGED PROSPECTUS CONSISTS OF BID CUM APPLICATION FORM ALONG WITH INSTRUCTIONS AND SIX PAGES OF ABRIDGED PROSPECTUS. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.**

Please ensure that you have read the RHP, this Abridged Prospectus (“Abridged Prospectus”) and the General Information Document for investing in public issues (“GID”) undertaken through the Book Building Process before applying in the Issue (as defined below). The investors are advised to retain a copy of the RHP/Abridged Prospectus for their future reference. You may obtain a physical copy of the Bid cum Application Form and the RHP from the Stock Exchange, Member of the Syndicate, Registrar to the Issue, Registrar and Share Transfer Agents (“RTAs”), Collecting Depository Participants (“CDPs”), Registered Brokers, Bankers to the Issue, Investors’ Associations or Self Certified Syndicate Banks (“SCSBs”). You may also download the RHP from the website of Securities and Exchange Board of India (“SEBI”) at [www.sebi.gov.in](http://www.sebi.gov.in), the website of National Stock Exchange of India Limited (“NSE”, the “Stock Exchange”) at [www.nseindia.com](http://www.nseindia.com), and the website of the Company at [www.yaap.in](http://www.yaap.in) and the website of the Book Running Lead Manager at <https://socradamus.in/>.



**YAAP DIGITAL LIMITED**

Corporate Identification Number: U74900MH2016PLC274104; Date of Incorporation: March 09, 2016

Registered Office	Corporate Office	Contact Person	Email and Telephone	Website
802, 8th Floor, Signature by Lotus, Veera Desai Road, Andheri West, Mumbai – 400 053, Maharashtra, India	15th Floor, Vatika Towers, Block B, Golf Course Road, Sector-54, Gurugram - 122 002, Haryana, India	<b>Shivani Shivshankar Tiwari</b> Company Secretary and Compliance Officer	<b>Email:</b> investor@yaap.in <b>Telephone:</b> 022-5050 8091	<a href="http://www.yaap.in">www.yaap.in</a>

**THE PROMOTERS OF OUR COMPANY ARE ATUL JEEVANDHARKUMAR HEGDE, SUDHIR MENON AND SUBODH MENON**

**Details of the Issue to the Public**

Type of Issuer	Fresh Issue Size	Offer For Sale	Total Issue Size	Eligibility and Reservation among QIBs, NIIs & IBs	Share Reservation		
					QIB	NIB	IB
Fresh Issue	Up to 55,25,000 Equity Shares of face value of ₹10/- each aggregating to ₹ [●] Lakhs	Not Applicable	Up to 55,25,000 Equity Shares of face value of ₹10/- aggregating to ₹ [●] Lakhs	The Issue is being made pursuant to Regulation 229 (2) of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (“SEBI ICDR Regulations”) For further details, see “Other Regulatory and Statutory Disclosures – Eligibility for the Issue” on page 325 of RHP. For details of share reservation among QIBs, NIBs and IBs, see “Issue Structure” on page 343 of RHP.	Not more than [●] Equity Shares	Not less than [●] Equity Shares	Not less than [●] Equity Shares

These equity shares are proposed to be listed on SME Platform of National Stock Exchange of India Limited (“NSE Emerge”). For the purpose of the Issue, NSE is the Designated Stock Exchange (“the Designated Stock Exchange”).

**DETAILS OF THE SELLING SHAREHOLDERS, OFFER FOR SALE AND WEIGHTED AVERAGE COST OF ACQUISITION**

Name of Selling Shareholder	Type	No of Equity Shares offered	Weighted average cost of acquisition per Equity Share (in ₹)
NA	NA	NA	NA

**PRICE BAND, MINIMUM BID LOT & INDICATIVE TIMELINES**

Price Band (For details of the Price Band and the basis for the Issue Price, please refer to the price band advertisement and the section titled “Basis for Issue Price” on page 128 of the RHP)	₹138/- per Equity Share to ₹145/- per Equity Share of face value of ₹10/- each
Minimum Bid Lot Size	A minimum of 2,000 Equity Shares and in multiples of 1,000 Equity Shares thereafter
Bid/ Issue Open On	Wednesday, February 25, 2026
Bid/ Issue Closes On*	Friday, February 27, 2026
Finalisation of Basis of Allotment with the Designated Stock Exchange	On or before Monday, March 02, 2026
Initiation of Refunds (if any, for Anchor Investors)/ unblocking of funds from ASBA Account	On or before Wednesday, March 04, 2026
Credit of Equity Shares to Demat accounts of Allottees	On or before Wednesday, March 04, 2026
Commencement of trading of Equity Shares on the Stock Exchange	On or before Thursday, March 05, 2026

\*UPI mandate end time and date shall be at 5:00 p.m. on the Bid Closing Date.

**Weighted Average Cost of Acquisition of all shares transacted 18 months preceding the date of the Red Herring Prospectus**

Period	Number of Equity Shares transacted of face value ₹10 each	Weighted average cost of acquisition per Equity Share (in ₹)	Cap Price is ‘x’ times the weighted average cost of acquisition	Range of acquisition price per Equity Share: lowest price-highest price (in ₹)
Trailing Eighteen Months from the date of RHP	1,52,76,801	10.48	13.84	Nil <sup>^</sup> - 151

<sup>^</sup>As certified by M/s. Shweta Jain & Co LLP, Chartered Accountants, by way of their certificate dated February 18, 2026.

**Disclaimer:** The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (“U.S. Securities Act”) and may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable state securities law. Accordingly, the Equity Shares are only being offered and sold outside the United States in “offshore transactions” as defined in and in reliance on Regulation S under the U.S. Securities Act and the applicable laws of the jurisdiction where those offers and sales occur. There will be no offering of securities in the United States.

**RISKS IN RELATION TO THE FIRST ISSUE**

The face value of the Equity Shares is ₹10/- each. The Floor Price, Cap Price and Issue Price determined by our Company in consultation with the Book Running Lead Manager, on the basis of the assessment of market demand for the Equity Shares by way of the Book Building Process, as stated in “Basis for Issue Price” on page 128 of RHP should not be considered to be indicative of the market price of the Equity Shares after the Equity Shares are listed. No assurance can be given regarding an active and / or sustained 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 the Issue unless they can afford to take the risk of losing their 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

**IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS**

Issue, including the risks involved. The Equity Shares 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 contents of this Red Herring Prospectus. Specific attention of the investors is invited to “Risk Factors” on page 38 of RHP and on page 8 of this Abridged Prospectus.

**PROCEDURE**

You may obtain a physical copy of the Bid cum Application Form and the RHP from the Stock Exchange, Syndicate Members, Registrar to the Issue, RTAs, CDPs, Registered Brokers, Underwriters, Bankers to the Issue, Investors’ Associations or SCSBs.

If you wish to know about processes and procedures applicable to this Issue, you may request for a copy of the RHP and/or the GID from the BRLM or download it from the websites of the SEBI at [www.sebi.gov.in](http://www.sebi.gov.in) and NSE at [www.nseindia.com](http://www.nseindia.com) and from the website of the BRLM at <https://socradamus.in>.

**PRICE INFORMATION OF BRLM**

**PRICE INFORMATION OF BRLM: SOCRADAMUS CAPITAL PRIVATE LIMITED**

Sr. No.	Issue name	Issue size (₹ Crores)	Issue price (₹)	Listing Date	Opening price on Listing Date (₹)	+/- % change in closing price, +/-% change in Closing benchmark] 30 <sup>th</sup> calendar days from listing	+/- % change in closing price, +/-% change in closing benchmark] 90 <sup>th</sup> calendar days from listing	+/- % change in closing price, +/-% change in Closing benchmark] 180 <sup>th</sup> calendar days from listing
<b>SME IPO</b>								
1.	Identical Brains Studios Limited	19.95	54.00	December 26, 2024	95.00	-4.63%, [-2.77%]	-16.94%, [-0.34%]	-21.20%, [-5.14%]
2.	Kaytex Fabrics Limited	69.81	180.00	August 05, 2025	144.00	-37.39% [0.37%]	-50.83% [4.52%]	-68.61% [0.71%]
3.	Invicta Diagnostic Limited	28.12	85.00	December 08, 2025	100.00	-6.41% [0.84%]	N.A.	N.A.

Source: [www.nseindia.com](http://www.nseindia.com)

<b>Book Running Lead Manager</b>	Socradamus Capital Private Limited Telephone: 022 – 4961 4235 Email: <a href="mailto:mb@socradamus.in">mb@socradamus.in</a> Investors Grievance e-mail: <a href="mailto:investors@socradamus.in">investors@socradamus.in</a>
<b>Name of Syndicate Member</b>	Intellect Stock Broking Limited
<b>Name of Market Maker</b>	Giriraj Stock Broking Private Limited Telephone: 95474 73969 Email: <a href="mailto:giriraj@girirajstock.com">giriraj@girirajstock.com</a>
<b>Name of Registrar to the Issue</b>	MUFG Intime India Private Limited (formerly known as Link Intime India Private Limited) Telephone: +91 81081 14949 Email: <a href="mailto:yaapdigital.smeipo@in.mpms.mufg.com">yaapdigital.smeipo@in.mpms.mufg.com</a> Investor Grievance e-mail: <a href="mailto:yaapdigital.smeipo@in.mpms.mufg.com">yaapdigital.smeipo@in.mpms.mufg.com</a>
<b>Name of Statutory Auditor</b>	M/s. Shweta Jain & Co LLP, Chartered Accountants
<b>Name of Credit Rating Agency and the rating or grading obtained, if any</b>	CRISIL Ratings Limited
<b>Name of Debenture trustee, if any</b>	Not Applicable
<b>Self-Certified Syndicate Banks</b>	The banks registered with SEBI, offering services: (a) in relation to ASBA (other than using the UPI Mechanism), a list of which is available on the website of SEBI at <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmlId=34">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmlId=34</a> and <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmlId=35">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmlId=35</a> , as applicable or such other website as may be prescribed by SEBI from time to time; and (b) in relation to ASBA (using the UPI Mechanism), a list of which is available on the website of SEBI at <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmlId=40">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmlId=40</a> , or such other website as may be prescribed by SEBI from time to time.
<b>SCSBs enabled for UPI Mechanism and eligible mobile application</b>	In accordance with SEBI RTA Master Circular, UPI Bidders Bidding using the UPI Mechanism may apply through the SCSBs and mobile applications whose names appears on the website of the SEBI at <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmlId=40">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmlId=40</a> and <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmlId=43">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmlId=43</a> respectively, as updated from time to time.
<b>Syndicate SCSB Branches</b>	In relation to Bids (other than Bids by Anchor Investor) submitted to a member of the Syndicate, the list of branches of the SCSBs at the Specified Locations named by the respective SCSBs to receive deposits of Bid cum Application Forms from the members of the Syndicate is available on the website of the SEBI at <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmlId=35">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmlId=35</a> and updated from time to time. For more information on such branches collecting Bid cum Application Forms from the Syndicate at Specified Locations, see the website of the SEBI at <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmlId=35">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmlId=35</a> as updated from time to time.
<b>Registered Brokers</b>	Bidders can submit ASBA Forms in the Issue using the stockbroker network of the stock exchange, i.e., through the Registered Brokers at the Broker Centres. The list of the Registered Brokers eligible to accept ASBA Forms, including details such as postal address, telephone number and e-mail address, is provided on the website of the Stock Exchange at <a href="http://www.nseindia.com">www.nseindia.com</a> , as updated from time to time.
<b>Details regarding website address(es)/ link(s) from which the investor can obtain a list of RTAs, CDPs and stock brokers who can accept applications from investors, as applicable</b>	The list of the RTAs eligible to accept ASBA Forms from Bidders (other than IBs) at the Designated RTA Locations, including details such as address, telephone number and e-mail address, is provided on the website of Stock Exchange at <a href="http://www.nseindia.com/products-services/initial-public-offerings-asba-procedures">http://www.nseindia.com/products-services/initial-public-offerings-asba-procedures</a> , as updated from time to time. The list of the CDPs eligible to accept ASBA Forms from Bidders (other than IBs) at the Designated CDP Locations, including details such as name and contact details, is provided on the website of NSE at <a href="http://www.nseindia.com/products-services/initial-public-offerings-asba-procedures">http://www.nseindia.com/products-services/initial-public-offerings-asba-procedures</a> , as updated from time to time. For further details, see “Issue Procedure” at page 347 of the RHP.

**PROMOTERS OF OUR COMPANY**

Sr. No.	Name	Individual/ Corporate	Experience & Educational Qualification
1.	Atul Jeevandharkumar Hegde	Individual	Atul Jeevandharkumar Hegde is the Chairman and Managing Director on the Board of our Company. He holds bachelor’s degree in science from University of Mumbai, Executive Program, INSEAD, Laureate in Digital Marketing from Galgotias University. He has more than twenty-five years of experience in the Digital Marketing industry. He has been associated with our Company since incorporation. He is responsible for increasing global footprint, acquisitions, acquiring new business and increasing the market share of our Company.
2.	Sudhir Menon	Individual	Sudhir Menon is the Non - Executive Director on the Board of our Company. He holds a bachelor’s degree in science from University of Bombay and a bachelor’s degree in law from Jitendra Chauhan College of Law, University of Mumbai and a diploma in marketing management from the University of Bombay. He has been associated with our Company since incorporation. He is currently associated as Chairman and Managing Director at Dorf-Ketal Chemicals India Limited since July 09, 1995 and has more than thirty years of experience in the Specialty Chemicals Market.

**IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS**

3.	<b>Subodh Menon</b>	Individual	Subodh Menon is the Non - Executive Director on the Board of our Company. He holds a degree in bachelor's in science from M. M. College of Arts, N. M. Institute of Science and Haji Rashid Jaffer College of Commerce, University of Mumbai. He has been appointed as the Advisor to the Government of Meghalaya on Policy Coordination and Governance on an honorary basis. He has been associated with our Company since July 22, 2016. He is currently associated as Whole time Director at Dorf-Ketal Chemicals India Limited since May 12, 1992 and has more than thirty-three years of experience in the Specialty Chemicals Market.
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For details in respect of our Promoters, please see the section titled "Our Promoters and Promoter Group" beginning on page 260 of the RHP.

**OUR BUSINESS OVERVIEW AND STRATEGY**

**Company Overview:** We are a digital marketing, content, and technology services company operating in a growing segment of the marketing and advertising industry. As a purely digital business, we integrate data, AI-powered technology, and content to deliver solutions. Our operations use digital tools and analytics to design campaigns that address the needs of audiences. We work with global, multinational, regional, and local clients, including influencer-led brands, in a continuous digital environment. Our services include digital strategy, content marketing, influencer engagement, and AI-based solutions, enabling brands to manage their marketing requirements in line with changing industry trends and audience preferences.

**Product/Service Offering:** Our company offerings are integrated digital marketing solutions to brands through a unified service model combining creative, influencer, media and performance capabilities.

**Revenue segmentation by product/service offering:** NA

**Geographies Served:** Our Company caters to domestic as well as international markets for our services.

**Revenue segmentation by geographies:** Following is our revenue from operations for periods indicated based on our type of services:

(₹ in Lakhs)

Particulars	Nine months period ended on December 31, 2025		Fiscal 2025		Fiscal 2024		Fiscal 2023	
	Revenue from operations	% of Revenue from operations	Revenue from operations	% of Revenue from operations	Revenue from operations	% of Revenue from operations	Revenue from operations	% of Revenue from operations
Domestic Services	8,935.07	99.07%	15,245.97	99.94%	11,207.19	99.58%	7,656.19	98.69%
Export Services	83.71	0.93%	8.52	0.06%	47.46	0.42%	101.74	1.31%
<b>Total</b>	<b>9,018.78</b>	<b>100.00%</b>	<b>15,254.49</b>	<b>100.00%</b>	<b>11,254.65</b>	<b>100.00%</b>	<b>7,757.93</b>	<b>100.00%</b>

Note: Revenue from Export Services includes only the Exports made by Yaap and its Indian Subsidiaries and Services provided to foreign clients by Foreign Subsidiaries is included in Revenue from Domestic Services.

(₹ in Lakhs)

Particulars	Nine months period ended on December 31, 2025		Fiscal 2025		Fiscal 2024		Fiscal 2023	
	Revenue from operation	% of Revenue from operations	Revenue from operation	% of Revenue from operations	Revenue from operations	% of Revenue from operations	Revenue from operations	% of Revenue from operations
Maharashtra	4,788.92	53.10%	11,109.65	72.83%	8,636.37	76.73%	5,296.92	68.28%
Haryana	766.05	8.49%	989.26	6.49%	425.50	3.78%	310.57	4.00%
Karnataka	766.05	1.14%	273.11	1.79%	38.20	0.34%	113.73	1.47%
Delhi	409.37	4.54%	301.88	1.98%	380.75	3.38%	913.06	11.77%
Meghalaya	15.20	0.17%	53.89	0.35%	45.60	0.41%	55.09	0.71%
Other States(1)	316.95	3.51%	63.59	0.42%	65.26	0.58%	73.07	0.94%
United Arab Emirates (UAE)(2)	2,521.93	27.96%	2,437.04	15.98%	1,601.93	14.23%	892.75	11.51%
Singapore(2)	14.16	0.16%	17.54	0.11%	14.77	0.13%	1.00	0.01%
Export Services(3)	83.71	0.93%	8.52	0.06%	47.46	0.42%	101.74	1.31%
<b>Total</b>	<b>9,018.78</b>	<b>100%</b>	<b>15,254.49</b>	<b>100%</b>	<b>11,254.65</b>	<b>100%</b>	<b>7,757.93</b>	<b>100%</b>

Note:

1. Other States includes Andhra Pradesh, Chandigarh, Chennai, Gujarat, Madhya Pradesh, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and West Bengal.

2. Services given by Foreign Subsidiaries to Clients in their respective Countries is considered under Revenue from Domestic Services.

3. Revenue from Export Services includes only the Exports made by Yaap and its Indian Subsidiaries and includes clients from UAE and Singapore.

**Revenue segmentation by Sectors served:** Following is our revenue from operations for periods indicated based on our different sectors served:

(₹ in Lakhs)

Sectors	Nine months period ended on December 31, 2025		Fiscal 2025		Fiscal 2024		Fiscal 2023	
	Revenue from operation	% of Revenue from operations	Revenue from operation	% of Revenue from operations	Revenue from operations	% of Revenue from operations	Revenue from operations	% of Revenue from operations
BFSI	2,851.31	31.62%	10,463.44	68.59%	8,648.61	76.84%	5,201.59	67.05%
Travel and Tourism	792.07	8.78%	1,049.38	6.88%	717.57	6.38%	55.09	0.71%
FMCG	711.63	7.89%	820.25	5.38%	143.96	1.28%	26.35	0.34%
Media & Marketing Agencies	2,010.26	22.29%	792.51	5.20%	325.75	2.89%	290.33	3.74%
Lifestyle	529.89	5.88%	486.54	3.19%	386.72	3.44%	335.67	4.33%
Technology	253.58	2.81%	421.40	2.76%	364.84	3.24%	1,079.69	13.92%
Healthcare	291.20	3.23%	273.78	1.79%	169.72	1.51%	348.62	4.49%
Others#	1,578.84	17.51%	947.18	6.21%	498.68	4.43%	420.59	5.42%
<b>Total</b>	<b>9,018.78</b>	<b>100.00%</b>	<b>15,254.49</b>	<b>100%</b>	<b>11,254.65</b>	<b>100%</b>	<b>7,757.93</b>	<b>100%</b>

#Others include Engineering & Infrastructure, Chemicals, Education & Training, Automobile, Government & NGOs, Entertainment, Retail, E-commerce, Gaming and Food & Beverages

(₹ in Lakhs)

Particulars	Nine months period ended on December 31, 2025*		Fiscal 2025		Fiscal 2024		Fiscal 2023	
	Revenue from operation	% of Revenue from operations	Revenue from operation	% of Revenue from operations	Revenue from operations	% of Revenue from operations	Revenue from operations	% of Revenue from operations
Public Sector	3,855.48	42.75%	11,709.27	76.76%	9,419.99	83.70%	5,991.68	77.23%
Private Sector	5,163.31	57.25%	3,545.22	23.24%	1,834.67	16.30%	1,766.25	22.77%
<b>Total</b>	<b>9,018.78</b>	<b>100%</b>	<b>15,254.49</b>	<b>100%</b>	<b>11,254.65</b>	<b>100%</b>	<b>7,757.93</b>	<b>100%</b>

**Key Performance Indicators:**

**Based on Restated Consolidated Financial Information:**

**a) Key financial indicators**

Indicator	Nine months period ended on December 31, 2025*	31 <sup>st</sup> March, 2025	31 <sup>st</sup> March, 2024	31 <sup>st</sup> March, 2023
Revenue from Operations (₹ in Lakhs) <sup>(1)</sup>	9,018.78	15,254.49	11,254.65	7,757.93
- Public Sector (₹ in Lakhs)	3,855.48	11,709.27	9,419.99	5,991.68
- Private Sector (₹ in Lakhs)	5,163.31	3,545.22	1,835.85	1,766.25
EBITDA (₹ in Lakhs) <sup>(2)</sup>	1,249.97	1,564.99	597.84	(69.97)
EBITDA Margin (%) <sup>(3)</sup>	13.86%	10.26%	5.31%	(0.90%)
PAT (₹ in Lakhs) <sup>(4)</sup>	920.55	1,193.24	250.66	(259.89)
PAT Margin (%) <sup>(5)</sup>	10.21%	7.82%	2.23%	(3.35%)
Return on equity (%) <sup>(6)</sup>	34.43%	74.11%	29.23%	(31.06%)
Return on capital employed (%) <sup>(7)</sup>	26.43%	45.07%	21.55%	(1.71%)
Debt-Equity Ratio (times) <sup>(8)</sup>	0.81	1.02	2.29	2.74
Trade Receivables (days) <sup>(9)</sup>	153	61	36	65
Trade Payables (days) <sup>(10)</sup>	149	97	64	78
Working Capital Cycle (days) <sup>(11)</sup>	4	(36)	(28)	(13)

\*Not Annualised

Notes:

- (1) Revenue from operations is calculated as revenue from sale of manufactured products and services.
- (2) EBITDA is calculated as restated profit before tax, extraordinary and exceptional items plus finance costs, depreciation and amortisation expense minus other income.
- (3) EBITDA margin is calculated as a percentage of EBITDA divided by revenue from operations.
- (4) PAT represents total profit after tax for the year/period.
- (5) PAT margin is calculated as a percentage of PAT divided by revenue from operations.
- (6) Return on Equity (ROE%) is calculated as a percentage of PAT divided by average total equity at the end of the year/period, whereas total equity is calculated as average of opening equity share capital and reserves and surplus and closing of equity share capital and reserves and surplus.
- (7) Return on Capital Employed (ROCE%) is calculated as a percentage of EBIT divided by average capital employed at the end of the year/period, whereas average capital employed is calculated as average of opening capital employed and closing capital employed. EBIT is calculated as restated profit before tax plus finance costs minus other income. Capital employed is calculated as total equity minus DTA plus DTL, long-term borrowings and short-term borrowings.
- (8) Debt to Equity ratio is calculated as total borrowings divided by total equity.
- (9) Trade Receivables (days) is calculated as average trade receivables divided by revenue from operations multiplied by 365. Average trade receivables are calculated as average of opening trade receivables and closing trade receivables.
- (10) Trade Payables (days) is calculated as average trade payables divided by Direct and other Expenses multiplied by 365. Average trade payables is calculated as average of opening trade payables and closing trade payables.
- (11) Working capital cycle (days) is calculated as trade receivables days minus trade payables days.

**b) Key operational indicators**

Indicator	Nine months period ended on December 31, 2025*	31 <sup>st</sup> March, 2025	31 <sup>st</sup> March, 2024	31 <sup>st</sup> March, 2023
No. of clients	91	93	142	100
No. of clients in Private Sector <sup>(1)</sup>	75	82	135	93
No. of clients in Public Sector <sup>(2)</sup>	16	11	7	7
No. of Repeated Clients <sup>(3)</sup>	47	47	39	25
% of Repeated Clients <sup>(4)</sup>	50.54%	33.10%	39.00%	43.10%
Revenue from Repeated Clients (₹ in Lakhs)	5,416.97	13,225.16	9,613.20	6,197.35
% of Revenue from Repeated Clients <sup>(5)</sup>	60.06%	86.70%	85.42%	79.88%
No. of Campaigns Executed				
- Design	20+	30+	25+	22+
- Discovery	80+	100+	80+	65+
- Distribution	90+	120+	110+	110+
No. of Content Creators engaged	5000+	3000+	2200+	1900+
No. of Digital Platforms used	6	6	6	6
Pitch Strike Rate (%) <sup>(6)</sup>	66%	65%	52%	50%

\*Not Annualised

Notes:

1. Private Sector refers to majority ownership of the organisation with private shareholders.
2. Public Sector refers to majority ownership of the organisation and/or control by Government.
3. Repeat clients data for Fiscal 2025, Fiscal 2024 and Fiscal 2023 means clients to whom services were provided by us in the previous respective periods, i.e., Fiscal 2024, Fiscal 2023 and Fiscal 2022 respectively.
4. % of Repeated Clients is calculated as No. Repeated Clients divided by No. of Clients in the previous Fiscal year \*100.
5. % of Revenue from Repeated Clients is calculated as Revenue from Repeated Clients divided by Revenue from Operations \*100.
6. Pitch Strike rate is calculated as the No. of Actual clients divided by No. of Potential clients to whom we approached to convert them into our clients.

**Intellectual Property, if any:** For details of Intellectual Property, see "Our Business – Intellectual Property" on page 219 of the RHP.

**Market Share:** Not ascertainable.

**Manufacturing plant, if any:** Not Applicable as we are in service industry.

**Employee Strength:** As on December 31, 2025, we had 108 permanent employees.

**BOARD OF DIRECTORS**

Sr No.	Name	Designation	Experience & Educational Qualification	Other Directorships
1.	Atul Jeevindharkumar Hegde	Chairman and Managing Director	Atul Jeevindharkumar Hegde is the Chairman and Managing Director on the Board of our Company. He holds bachelor's degree in science from University of Mumbai, Executive Program, INSEAD, Laureate in Digital Marketing from Galgotias University. He has more than twenty-five years of experience in the Digital Marketing industry. He has been associated with our Company since incorporation. He is responsible for increasing global footprint, acquisitions, acquiring new business and increasing the market share of our Company.	<b>Indian Entities:</b> <ol style="list-style-type: none"> <li>1. Brand Planet Consultants India Private Limited;</li> <li>2. FFC Information Solution Private Limited; and</li> <li>3. Oplifi Digital Private Limited</li> </ol> <b>Foreign Entities:</b> <ol style="list-style-type: none"> <li>4. Yaap Digital FZE; and</li> <li>5. Yaap Digital FZ LLC</li> </ol>
2.	Sudhir Menon	Non-Executive Director	Sudhir Menon is the Non - Executive Director on the Board of our Company. He holds a bachelor's degree in science from University of Bombay and a bachelor's degree in law from Jitendra Chauhan College of Law, University of Mumbai and a diploma in marketing management from the University of Bombay. He has been associated with our Company since incorporation. He is currently associated as Chairman and Managing Director at Dorf-Ketal Chemicals India Limited since July 09, 1995 and has more than thirty years of experience in the Specialty Chemicals Market.	<b>Indian Entities:</b> <ol style="list-style-type: none"> <li>1. Aritar Private Limited;</li> <li>2. Brand Planet Consultants India Private Limited;</li> <li>3. Dorf-Ketal Chemicals India Limited;</li> <li>4. Elixir Soltek Private Limited;</li> <li>5. FFC Information Solution Private Limited;</li> <li>6. Fobeoz India Private Limited;</li> <li>7. Garudauav Soft Solutions Private Limited;</li> <li>8. Khyati Chemicals Private Limited;</li> <li>9. Khyati Speciality Chemicals Private Limited;</li> <li>10. Menon Realty LLP;</li> <li>11. Nyochem Industries Private Limited;</li> <li>12. Oplifi Digital Private Limited;</li> <li>13. RFLY Innovations Private Limited;</li> <li>14. SR Menon Properties LLP;</li> </ol>

**IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS**

				<p>15. Stesalit Systems Limited;</p> <p>16. Sustro Speciality Oils Private Limited;</p> <p>17. Tineta Pharma Private Limited;</p> <p>18. TM Aerospace Private Limited;</p> <p>19. Trachyte Realty LLP;</p> <p>20. Nayam Energy Private Limited;</p> <p>21. Trentar Private Limited; and</p> <p>22. Wowtruck Technologies Private Limited</p> <p><b>Foreign Entities:</b></p> <p>1. Dorf Ketal Chemicals LLC;</p> <p>2. Dorf Ketal Energy Services LLC;</p> <p>3. Dorf Ketal Energy Services Ltd;</p> <p>4. Fluid Energy Ltd; and</p> <p>5. Fluid USA, Inc.</p>
3.	Subodh Menon	Non-Executive Director	Subodh Menon is the Non - Executive Director on the Board of our Company. He holds a degree in bachelor's in science from M. M. College of Arts, N. M. Institute of Science and Haji Rashid Jaffer College of Commerce, University of Mumbai. He has been appointed as the Advisor to the Government of Meghalaya on Policy Coordination and Governance on an honorary basis. He has been associated with our Company since July 22, 2016. He is currently associated as Whole time Director at Dorf-Ketal Chemicals India Limited with effect since May 12, 1992 and has more than thirty-three years of experience in the Specialty Chemicals Market.	<p><b>Indian Entities:</b></p> <p>1. Aritar Private Limited;</p> <p>2. Brand Planet Consultants India Private Limited;</p> <p>3. Dorf-Ketal Chemicals India Limited;</p> <p>4. Fobez India Private Limited;</p> <p>5. Garudauav Soft Solutions Private Limited;</p> <p>6. Khyati Chemicals Private Limited;</p> <p>7. Khyati Speciality Chemicals Private Limited;</p> <p>8. Menon Realty LLP;</p> <p>9. Oplifi Digital Private Limited;</p> <p>10. RFLY Innovations Private Limited;</p> <p>11. Stesalit Systems Limited;</p> <p>12. Sustro Speciality Oils Private Limited;</p> <p>13. Tineta Pharma Private Limited;</p> <p>14. TM Aerospace Private Limited;</p> <p>15. Trachyte Realty LLP;</p> <p>16. Nayam Energy Private Limited;</p> <p>17. Trentar Private Limited; and</p> <p>18. Wowtruck Technologies Private Limited</p> <p><b>Foreign Entities:</b></p> <p>1. Trentar Mobility GmbH</p>
4.	Jagadesh Babu Botta	Independent Director	Jagadesh Babu Botta is an Independent Director on the Board of our Company. He has completed his Master of Business Administration in Finance and Human Resource and Bachelor in Commerce from the Andhra University. He has around thirty years of experience in finance, accounts and human resource. He is currently associated with Hathway Cables & Datacom Limited as consultant on Internal Affairs and Human Resource. He was also previously associated with Ignitee Digital Services Private Limited as Chief Financial Officer, Suminter India Organic Private Limited as Chief Financial Officer, Out-of-Home Media (India) Private Limited as Chief Financial Officer, Star India Group in various positions, Prima Small Goods as Chief Accountant, and ITC Limited as Regional Accountant.	<p><b>Indian Entities:</b></p> <p>Nil</p> <p><b>Foreign Entities:</b></p> <p>Nil</p>
5.	Vandana Maithani Singh	Independent Director	Vandana Maithani Singh is an Independent Director on the Board of our Company. She holds a Master's in Business Administration in Marketing from University of Poona and a Master's in Science from HNB Garhwal University. She has an experience of over twenty-five years in marketing strategy, brand consulting, and product innovation. She has held leadership roles at Samsung India Electronics Pvt Ltd, Gartner (formerly CEB Icono- culture), TNS India Pvt Ltd and Technopak Advisors Pvt Ltd, driving business growth, market intelligence, and consumer insights. Currently, she is an Independent Consultant, advising global firms on strategic marketing and innovation.	<p><b>Indian Entities:</b></p> <p>1. Meraki Enterprises LLP</p> <p><b>Foreign Entities:</b></p> <p>Nil</p>

For the complete profile of our Board of Directors, please refer to the chapter title "Our Management - Brief profile of our directors" beginning on page 245 of the RHP.

**OBJECTS OF THE ISSUE**

The Issue comprises of a Fresh Issue of up to 55,25,000 Equity Shares aggregating up to ₹ [●] Lakhs, subject to finalization of Basis of Allotment. For details, see "Summary of the Offer Document" and "The Issue" on pages 30 and 75, respectively.

**Proposed schedule of implementation and deployment of Net Proceeds:**

Sr. No.	Object	Amount to be funded from Net Proceeds (₹ in Lakhs)	Amount to be deployed from the Net Proceeds in Fiscal 2026	Amount to be deployed from the Net Proceeds in Fiscal 2027
1.	Funding part payment of purchase consideration for the proposed acquisition of GoZoop Online Private Limited ("GoZoop")	3,400.00	3,400.00	-
2.	Funding capital expenditure to be incurred for Establishment of an AI-Led Short-Form Content Production Hub ("ACP Hub")	400.75	400.75	-
3.	Funding our incremental working capital requirements	1,600.00	600.00	1,000.00
4.	Funding inorganic growth through unidentified acquisitions and general corporate purposes*	[●]	[●]	[●]
	<b>Total</b>	[●]	[●]	[●]

\*To be finalized upon determination of the Issue Price and updated in the Prospectus prior to filing with the RoC. The cumulative amount to be utilized for general corporate purposes and towards unidentified acquisitions shall not exceed 35% of the Gross Proceeds of the Issue out of which the amount to be utilized for general corporate purposes will not exceed 15% of the Gross Proceeds of the Issue or ₹1,000.00 lakhs whichever is lower and for unidentified acquisitions will not exceed 25% of the Gross Proceeds.

For further details, see "Objects of the Issue" on page 105 of the RHP.

**Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues / rights issue, if any, of the Company in the preceding 10 years:** NA

**Name of monitoring agency, if any:** CRISIL Ratings Limited

# IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS

Terms of Issuance of Convertible Security, if any: Not Applicable

Shareholding pattern as on the date of the RHP:

Sr. No.	Particulars Shareholding Pattern	Pre-Issue number of Equity Shares (Number of fully paid-up Equity Shares held)	% Holding of Pre-Issue (Shareholding as a % of total number of shares)
1.	Promoters & Promoter Group	1,23,55,191	80.19%
2.	Public	30,52,809	19.81%
	<b>Total</b>	<b>1,54,08,000</b>	<b>100.00%</b>

Number/amount of equity shares proposed to be sold by selling Shareholders, if any: Not Applicable

## SUMMARY OF RESTATED FINANCIAL INFORMATION

Based on consolidated:

(₹ in Lakhs)

Particulars	Nine months period ended on December 31, 2025	Fiscal 2025	Fiscal 2024	Fiscal 2023
Total income from operations (Net)	9,018.78	15,254.49	11,254.65	7,757.93
Net Profit/(Loss) before tax and extraordinary items	1,198.50	1,559.25	464.84	(165.76)
Net Profit / (Loss) after tax and extraordinary items	920.55	1,193.24	250.66	(259.89)
Equity Share Capital	1,540.80	171.20	164.80	163.20
Reserve & Surplus	1,581.67	2,054.06	830.41	556.68
Net worth	3,122.47	2,225.26	995.21	719.88
Basic and Diluted earnings per share (₹)	6.28	7.95	1.71	(1.77)
Return on net worth (%)	29.48%	53.63%	25.19%	(36.10) %
Net asset value per share (₹)	21.30	14.83	6.77	4.90

## INTERNAL RISK FACTORS

The below mentioned risks are top 10 risk factors as per the Red Herring Prospectus:

- Our business is concentrated around key clients, which account for a significant amount of our revenue. If we fail to retain these clients, or diversify our client base or if our key clients reduce their marketing budgets, our business, revenue growth, results of operations, cash flows and financial condition may be materially and adversely affected.
- Our operations are dependent on a limited number of key suppliers. Any disruption or change in terms with these suppliers could impact our ability to deliver services, affecting our business, financial condition, and results of operations.
- Our revenues are highly dependent on certain key industries. Any decrease in demand for marketing services in these industry verticals could reduce our revenues and adversely affect our business, financial condition and results of operations.
- Our Promoters are involved in certain tax litigations, and adverse outcomes in these proceedings could have a material adverse effect on them and, consequently, on our Company.
- Digital marketing forms a substantial part of our offerings and hence is our major source of income. Any changes in trend, decrease in digital advertisement-spend by our clients could have a material adverse effect on our business, revenue growth and results of operations and financial condition.
- Our inability to consistently upgrade our data analytics capabilities in line with the latest technologies or if our data-based predictions are wrong because our technology hasn't evolved enough or due to any other reasons, it may adversely affect our quality of services and clients' satisfaction. The cost of implementing any new technologies could adversely affect our business and financial condition.
- Companies may undertake their advertising projects, market research and data analysis functions inhouse and setting up dedicated departments to service their marketing needs, thus reducing our prospective customer base. This may adversely affect our revenues and growth prospects.
- We have undertaken, and may continue to undertake strategic acquisitions, which we may fail to integrate efficiently and which may not perform in line with our expectations or may be prone to other contingencies.
- Our revenue depends on project-based contracts, and we do not have long-term commitments from our clients.
- Our results of operations and our key business measures are subject to quarterly variations that could cause fluctuations in our results of operations.

For further details, see "Risk Factors" beginning on page 38 of the RHP.

## SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

A. Total number of outstanding litigations against our Company and amount involved:

Name of Entity	Criminal Proceedings	Tax Proceedings	Statutory or Regulatory Proceedings	Disciplinary actions by the SEBI or Stock Exchanges against our Promoters	Material Civil Litigations	Aggregate amount Involved (Rs in Lakhs)
<b>Company</b>						
By the Company	Nil	Nil	Nil	Nil	Nil	Nil
Against the Company	Nil	4	Nil	Nil	Nil	9.51
<b>Promoters</b>						
By Promoters	Nil	Nil	Nil	Nil	Nil	Nil
Against Promoters	Nil	9	Nil	Nil	2	29196.21
<b>Directors (Other than Promoters)</b>						
By Directors	Nil	Nil	Nil	Nil	Nil	Nil
Against the Directors	Nil	Nil	Nil	Nil	1	34.63
<b>Subsidiaries</b>						
By Subsidiaries	Nil	Nil	Nil	Nil	Nil	Nil
Against Subsidiaries	1	7	Nil	Nil	Nil	42.17
<b>Key Managerial Personnel &amp; Senior Management Personnel</b>						
By KMPs/ SMPs	Nil	Nil	Nil	Nil	Nil	Nil
Against KMPs/ SMPs	2	Nil	Nil	Nil	Nil	0.012

\* Determined in accordance with the Materiality Policy.

B. Brief details of top 5 material outstanding litigations against the company and amount involved: Not Applicable

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: Not Applicable

D. Details of outstanding criminal proceedings against Promoters: Not Applicable

## ANY OTHER IMPORTANT INFORMATION AS PER BRLM/ ISSUER COMPANY - NIL

## DECLARATION BY THE COMPANY

We hereby certify and declare that all relevant provisions of the Companies Act, 2013 and the rules, regulations and guidelines issued by the Government, or the rules, regulations or guidelines issued by SEBI, established under Section 3 of the SEBI Act, as the case may be, have been complied with, and no statement made in the Red Herring Prospectus is contrary to the provisions of the Companies Act, 2013, the SCRA, the SCRR and the SEBI Act, each as amended, or the rules made, or regulations or guidelines issued thereunder, as the case may be. We further certify that all the statements made in the Red Herring Prospectus are true and correct.

**LIST OF SELF CERTIFIED SYNDICATE BANKS (SCSBs) UNDER THE ASBA PROCESS**

Sr. No.	Name of the Bank	Controlling Branch & Address	Contact Person	Telephone Number	Fax Number	Email
1.	Axis Bank Ltd.	Centralised Collections and Payment Hub (CCPH) 5th Floor, Gigaplex, Building No. 1, Plot No. I.T.5, MIDC, Airoli Knowledge Park, Airoli, Navi Mumbai - 400708	Mr. Sunil Fadtare Assitant Vice President	022-71315906, 9819803730	022- 71315994	Sunil.fadtare@axisbank.com
2.	AU Small Finance Bank Limited	CP3 235, Industrial Area, Apparel Park, Mahal Road, Jagatpura, Jaipur, Rajasthan 302022	Vikrant Singh Sirohi	Mobile : +91 7340012357	-	cpcasba@aubank.in
3.	Bandhan Bank	Adventz Infinity@5, BN Block, Sector V, Salt Lake City, Kolkata	Sagar Ranjan Das Senior Manager	Mobile : 9022339164	-	asba.business@bandhanbank.com
4.	Bank of Baroda	Mumbai Main Office, 10/12 Mumbai Samachar Marg, Fort, Mumbai-23	Mr. Sonu A. Arekar	022-40468314, 40468307,	022-22835236	asba.fortap@bankofbaroda.com
5.	Bank of Maharashtra	Fort Branch, 1st Floor, Jammangal, 45/47, Mumbai Samachar Marg, Mumbai - 400023	SHRI V R Kshirsagar (DGM)	022-22694160 22652595 22663947	022-22681296	brmgr2@mahabank.co.in; bom2@mahabank.co.in
6.	BNP Paribas	BNP Paribas House, 1, North Avenue, Maker Maxity, Bandra Kurla Complex, Bandra (East), Mumbai - 400051	Mr. Ashish. Chaturvedi, Mr. Dipu SA, Ms Prathima Madiwala	(022) 61964570/61964594/61964592	(022) 61964595	Ashish.chaturvedi@asia. bnpparibas.comdipu.sa@asia. bnpparibas.comprathima. madiwala@asia.bnpparibas.com
7.	Barclays Bank PLC	Barclays Bank PLC 601/603 Cejday House, Shivsagar Estate, Dr Annie Besant Road, Worli, Mumbai - 400018	Parul Parmar	+91- 22 6719 6400/ 6575	+91- 22 6719 6996	Parul.parmar@barclays.com
8.	Bank of India	Phiroze Jejeebhoy Tower, (New Stock Exchange Bldg), P. J. Tower, Dalal Street, Fort, Mumbai - 400 023.	Shri Navin Kumar Pathak, Senior Manager	022-22723631/1677/ 9619810717	022-22721782	Stockexchange.Mumbai, south@bankofindia.co.in
9.	Credit Suisse	10th Floor, Cejday House, Plot F, Shivsagar Estate, Dr. Annie Besant Road, Worli, Mumbai - 400018.	Yogesh Bachwani	098216 13306	-	yogesh.bachwani@credit-suisse.com
10.	CITI Bank NA	Citigroup Center, Plot No C-61, Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051	S Girish	022-26535504, 98199 12248	022-26535824	s.girish@citi.com, asba.ops@ citi.com
11.	Central Bank of India	Ground floor, Central Bank of India, Central Bank Building, Fort, Mumbai 400001	Mr. Vineet Bansaj	022- 22623148, 22623149	022-22623150	asba4082@centralbank.co.in
12.	Canara Bank	Canara Bank, Capital Market Service Branch,407, 4th floor, Himalaya House79, Mata Ramabai Ambedkar, Marg, MUMBAI-400 001	Mr. Arvind Namdev Pawar	022-22661618/ 22692973/ 9769303555	022-22664140	cb2422@canarabank.com, mbdcomcity@canarabank.com, hocmbd@canarabank.com
13.	City Union Bank Ltd.	48, Mahalakshmi St., T. Nagar, Chennai - 600 017.Tamil Nadu.	Sivaraman	044 - 24340010, 24343517, 24346060, 24348586, 9380286558, 9382642081	044 - 24348586	cub001@cityunionbank.com
14.	DBS Bank Ltd.	DBS Bank Ltd, Fort House, 221, Dr. D.N. Road, Fort, Mumbai, 400 001	Amol Natekar	+91 22 6613 1213	+91 22 6752 8470	amolnatekar@db.com
15.	DCB Bank	154, S.V.Patel Road, Dongri (E), Pin - 400009.	Meenaz Hasanali Thanawala	022-67474170	-	meenaz@dcbbank.com
16.	Dhanlaxmi Bank Limited	Ground Floor, Janmabhoomi Bhavan, Plot 11 -12, Janmabhoomi Marg, Fort Mumbai, Maharashtra - 400 001	Ramesh Menon	9167832288, 022- 22871658	-	ramesh.menon@dhanbank.co.in
17.	Deutsche Bank	Sidrah, 110, Swami Vivekananda Road, Khar (West), Mumbai 400052	Ms. Hetal Dholakia	(91) (022) 6600 9428 (91) (022) 6600 9419	-	hetal.dholakia@db.com manoj-s.naik@db.com; nanette. daryanani@db.com.
18.	Equitas Small Finance Bank	CPC, Phase II, 4th floor, Spencer Plaza, No 769, Anna Salai, Chennai - 600002	Chandrashekar Arumugam	(M) 8939886802	-	asbaoperations@equitasbank.com; asbarecon@equitasbank.com
19.	GP Parsik Sahakari Bank Limited	Shivram Patil Bhavan, Parsik Nagar, Kalwa, Thane	Mr.Mayur M.Tanksale	022-25456655	-	mmtanksale800@gpparsikbank.net / pjsbasba@gpparsikbank.net
20.	HSBC Ltd.	3rd Floor, PCM Dept. Umang, Plot CTS No. 1406-A/28, Mindspace, Malad (West) Mumbai 400 064 (address of IPO Operations office)	Mr Jagrut Joshi	(022) 67115485/ 9870403732	(022) 66536005	jagrutjoshi@hsbc.co.in
21.	HDFC Bank Ltd.	FIG - OPS Department HDFC Bank Ltd Lodha - I Think Techno Campus O-3 Level Next to Kanjurmarg Railway Station Kanjurmarg (East) Mumbai - 400042	Vincent Dsouza / Siddharth Jadhav / Prasanna Uchil	022-30752929 / 2927 / 2928	-	vincent.dsouza@hdfcbank.com, siddharth.jadhav@hdfcbank.com, prasanna. uchil@hdfcbank.com
22.	IDFC First Bank	Building no 2, Mindspace TTC Industrial Area, Juinagar. Navi Mumbai - 400 706	Mr. V M Praveen	022-49850025/ 9819708055	-	ASBA.CB@idfcbank.com
23.	ICICI Bank Ltd.	ICICI BANK LIMITED, Capital Market Division, 1st Floor, 122, Mistry Bhavan, Dinshaw Vachha Road, Backbay Reclamation, Churchgate, Mumbai	Roshan Tellis	022-22859874/803	022-22611138	roshan.tellis@icicibank.com
24.	IDBI Bank Ltd.	IDBI Bank Limited Central Processing Unit, Sarju House, 3rd Floor, Plot No 7, Street No. 15, Andheri MIDC, Andheri (E), Mumbai.Pin : 400093	Shri. Naveen Nischal HP / Shri Viral Barodia	022- 66700525 / 685	-	hp.naveennischal@idbi.co.in / barodia.viral@idbi.co.in
25.	Indian Bank	Nandanam Branch- 480 Anna Salai, Nandanam 600035	Mr. V Muthukumar, Mr. M Veerabahu	044 24330233	044 24347755	nandanam@indianbank.co.in
26.	IndusInd Bank	IndusInd Bank Ltd. Fort Branch Sonawalla Bldg, Mumbai Samachar Marg, Fort, Mumbai 400001	Yogesh Adke Dy. Vice President	022-66366589 / 91 / 929833670809	022-22644834	yogesh.adke@indusind.com
27.	Indian Overseas Bank	Mexxanine Floor, Cathedral Branch, 762 Anna Salai, Chennai 600 002	Mr. V. Srinivasan	044 - 28513616	-	deposit@jobnet.co.in
28.	J P Morgan Chase Bank, N.A.	J.P. Morgan Tower, Off C.S.T. Road, Kalina Santacruz - East, Mumbai - 400 098	Mahesh Aras	022-61573811	022-61573949	Mahesh.aras@jpmorgan. comIndia.operations@jpmorgan.com
29.	Janata Sahakari Bank Ltd.	N S D L Department Bharat Bhavan, 1360, Shukrawar Peth, Pune -411002	Shri. Ajit Manohar Sane+91 9960239391	+91 (20) 24431011 +91 (20) 24431016 +91 9503058993	+91 (20) 24431014	jsbnsdl@dataone.in
30.	Karur Vysya Bank Ltd.	Demat Cell, Second Floor No 29, Rangan Street, T Nagar, Chennai - 600 017	Maruthi Kumar Yenamandra	044- 24340374	044-24340374	maruthikumar@kvbmail.com, kvbdp@kvbmail.com

Sr. No.	Name of the Bank	Controlling Branch & Address	Contact Person	Telephone Number	Fax Number	Email
31.	Karnataka Bank Ltd	The Karnataka Bank Ltd Mangalore-H O Complex Branch Mahaveera Circle Kankanady Mangalore - 575002	Ravindranath Baglodi [Sr.Manager]	Ph: 0824-2228139 /140 /141	Fax: 0824-2228138	Email: mlr.hocomplex@ktkbank.com
32.	Kotak Mahindra Bank Ltd.	Kotak Infinity, 6 <sup>th</sup> Floor, Building No. 21, Infinity Park, Off Western Express Highway, General AK Vaidya Marg, Malad(E)	Prashant Sawant	D-+91 22 6605 6959M-+91 9967636316	+91 66056642	prashant.sawant@kotak.com
33.	Mehsana Urban Co-Op. Bank Ltd.	Head Office, Urban Bank Road, Highway, Mehsana - 384002	Branch Manager	+91-2762-251908	+91-2762-240762	asba@mucbank.com
34.	Nutan Nagrik Sahakari Bank Ltd.	Opp Samratheshwar Mahadev, Nr, Law Garden, Ellisbridge, Ahmedabad-380006	Miti Shah	9879506795	7926564715	smiti@1977@yahoo.com
35.	Punjab National Bank	Capital Market Services Branch, PNB House, Fort, Sir P.M.Road Mumbai	Sh. K Kumar Raja	Tel - 022- 22621122, 22621123,	022 - 22621124	pncapsmbai@pnb.co.in
36.	Punjab & Sind Bank	Rajindera Place-21 Rajindra Place Bank House New Delhi-110008	RPS Sandhu	011- 25825784/25711836 9911129088	-	d0606@psb.co.in
37.	RBL Bank Limited	Techniplex - I, 9 <sup>th</sup> Floor, Off Veer Savarkar Flyover, Goregaon (West), Mumbai - 400062.	Shashikant Sanil	022-40288193, 022-40288196, 022-40288197	022-40288195	asba_ops@rblbank.com
38.	Rajkot Nagarik Sahakari Bank Ltd.	Nagrak Bhavan No 1 Parabazar Dhebarbhai Road Rajkot	Shri Yogesh Raveshiya	9427495222	(0281) 2233916/17/18	khumesh@msbindia.com; asba@msbindia.com
39.	State Bank of Hyderabad	Gunfoundry, Hyderabad	Sri Ashok Kulkarni	040-23387325	040-23387743	gunfoundry@sbyhd.co.in
40.	State Bank of Travencore	Anakachery Buildings, Y M C A Road, Statue, Thiruvananthapuram-695001	P. P. Muraledharan	0471-2333676	0471-2338134	dptvm@sbt.co.in
41.	SVC Co-Operative Bank Ltd.	Unit No.601-602-603 Dosti Pinnacle Plot No. E-7, Road No.22, Wagle Estate, Thane 400604	Mr. Omkar Anil Sukhathankar	(O) 71991460 71991461 71991462 71991463 71991465	-	sukhathankaro@svcbank.com
42.	State Bank of Bikaner & Jaipur	Financial Super Market Branch, Apex Mall, Tonk Road, Jaipur	Shri N K Chandak	0141-27444159413398505	0141-2744457	sbbj11060@sbbj.co.innkchandak@sbbj.co.in
43.	State Bank of India	State Bank of India, Capital Market Branch(11777),Videoccon Heritage Building(Killick House),Charanjit Rai Marg, Fort, Mumbai - 400 001.	Ms. Raviti	Telephone:022-22094932 Mobile:9870498689	022-22094921	nib.11777@sbi.co.in
44.	Standard Chartered Bank	Crescenzo, 3rd Floor, C/38-39, G-Block, Opposite MCA Club, Bandra-Kurla Complex, Bandra [East], Mumbai 400-051	Rohan Ganpule	022 - 61157250 / 022 - 61157234	022 -26757358	lpo.scb@sc.com
45.	Syndicate Bank	Capital Market Service Branch, 26A, First Floor, Syndicate Building, P.M. Road, Fort, Mumbai.	P Padmavathy Sundaram, Chief Manager	022-22621844	022-22700997	padmas@syndicatebank.co.in/ cmcs@syndicatebank.co.in
46.	South Indian Bank	ASBA Cell (NODAL OFFICE) 2nd Floor, Shanu Towers, North Kalamassery, Ernakulam, Kerala - 683 104	John K Mechery	9645817905	0484-2351923	asba@sib.co.in
47.	State Bank of Patiala	CO 99-102, Sector - 8C, Chandigarh	Shri. Amarjit Singh Gim	0172-2779116, 2546124, 254386809779586096	0172-2546080	b5597@sbp.co.in
48.	State Bank of Mysore	P. B. No. 1066. # 24/28, Cama Building, Dalal Street, Fort, Mumbai -400 001	Shailendra kumar	7208048007022- 22678041	022-22656346	s.kumar@sbm.co.indalalst@sbm.co.in
49.	The Federal Bank Limited	ASBA CELL, Retail Business Dept., Federal Bank, Marine Drive, Ernakulam 682031	Dhanya Dominic	0484-2201847	4842385605	rbd@federalbank.co.indhanyad@federalbank.co.inriyajacob@federalbank.co.in
50.	Tamilnad Mercantile Bank Ltd.	Tamilnad Mercantile Bank Ltd., Depository Participant Services Cell third Floor, Plot No.4923, Ae/16, 2nd Avenue, Anna Nagar (West), Chennai - 600 040, Tamilnadu, India	Mr. N. Rajasegaran	044-26192552	044-26204174	dps@tmbonline.com
51.	The Jammu & Kashmir Bank Ltd.	79 A, Mehta House, Bombay Samachar Marg, Fort, Mumbai - 400 023.	Ashfaq Ahmad	9987984105, 022-66595971	022-6634183	bombay@jkbmail.com
52.	The Kalupur Commercial Co-Operative Bank Ltd.	Kalupur Bank Bhavan, Nr. Income Tax Circle, Ashram Road, Ahmedabad-380 014	Jay V. Pathak Manager	079-27582028	079-27544666	jay@kalupurbank.com
53.	The Lakshmi Vilas Bank Ltd.	Bharat House, Ground Floor, 104, Bombay Samachar Marg, Fort Mumbai - 400 001.	S Ramanan	022-22672255-22672247(M)- 22673435(CM)	022-22670267	Mumbai@lvm@lvbank.in
54.	The Surat Peoples Co-op Bank Ltd	Central Office. Vasudhara Bhavan, Timaliyawad, Nanpura, Surat - 395001	Mr. Iqbal Shaikh	0261-2464577	0261-2464577,592	Iqbal.shaikh@spcbl.in
55.	The Saraswat Co-operative Bank Ltd.	Madhusree, Plot No. 85, District Business Centre, Sector - 17, Vashi, Navi Mumbai - 400703	Mr. Ajit Babaji Satam	022-27884161 27884162 27884163 27884164	022-27884153	ab_satam@saraswatbank.com
56.	TJSB Sahakari Bank Ltd	2nd Floor, Madhukar Bhavan, Road No.16, Wagle Estate	Department Head	022-25838525/530/520		tjsbasba@tjsb.co.in
57.	Union Bank of India	MUMBAI SAMACHAR MARG,66/80, Mumbai Samachar Marg, Post Bag No.253 & 518, Fort, Mumbai - 400023.	Mr. D B JAISWAR	022-22629408	022- 22676685	jaiswar@unionbankofindia.com
58.	UCO Bank	Mumbai Main (Retail) Br., UCO Bank Bldg., D. N. Road, Mumbai- 400 023	Manager	022 40180117 9022457840	022-2222870754	bo.dnroad@mtnl.net.in
59.	Yes Bank Ltd.	YES Bank Limited, Indiabulls Finance Centre, Tower -II , 8th Floor, Senapati Bapat Marg, Elphinstone Road, Mumbai - 400 013.	Alok Srivastava / Shankar Vichare / Avinash Pawar	022 3347 7374/ 7259/ 7251	022 24214504	dlbtiservices@yesbank.in
60.	The Ahmedabad Mercantile Co-Op. Bank Ltd.	Head office :- "Amco House", Nr. Stadium Circle, Navrangpura, Ahmedabad-09	Bimal P Chokshi	079-26426582-84-88	079-26564863	amcoasba@rediffmail.com
61.	Catholic Syrian Bank Ltd.	P B No. 1900, Ground Floor, Marshall Annex Building, Soorji Vallabhdas Marg, Ballard Estate, Mumbai, Maharashtra, Pin-400001	Ram Mohan G S	022-64502165, 022-22664269, 022-22665865, 022-22650850	-	mumbai@csb.co.in

ASBA Applicants may approach any of the above banks for submitting their application in the issue. For the complete list of SCSBs and their Designated Branches please refer to the website of SEBI <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=34>. A list of SCSBs is also displayed on the website of NSE at [www.nseindia.com](http://www.nseindia.com).