



सहायक प्रबंधक

Assistant Manager

निर्गम एवं सूचीबद्धता प्रभाग-1 / RAC- Division of Issues and Listing-1

निगम वित्त विभाग / Corporation Finance Department

SEBI/CFD/RAC-DIL1/2024/30383

September 24, 2024

Kotak Mahindra Capital Company Limited

27 BKC, 1st Floor, Plot No. C-27

'G' Block, Bandra Kurla Complex,

Bandra (East) Mumbai - 400 051

Kind Attention: Gesu Kaushal, Managing Director-ECF

महोदय / महोदया,

Dear Sir / Madam,

विषय / Sub: Proposed IPO of Hyundai Motor India Limited

उपरोक्त से संबंधित प्रारूप प्रस्ताव दस्तावेज (ड्राफ्ट ऑफर डॉक्यूमेंट), भारतीय प्रतिभूति और विनिमय बोर्ड (सेबी) द्वारा मांगे गए स्पष्टीकरणों और उसके संबंध में दिए गए उत्तरों के संदर्भ में, यह सूचित किया जाता है कि इनकी जाँच करने पर यह पाया गया है कि इनमें कमियाँ हैं / भारतीय प्रतिभूति और विनिमय बोर्ड [पूँजी का निर्गमन (इश्यू) और प्रकटीकरण अपेक्षाएँ] विनियम, 2018 [सेबी (इश्यू ऑफ कैपिटल एंड डिस्क्लोज़र रिक्वायरमेंट्स) रेग्युलेशन्स, 2018] के प्रावधानों और दिए गए अनुदेशों का पालन नहीं किया गया है, और आपके लिए यह जरूरी है कि आप स्टॉक एक्सचेंज और / या कंपनी रजिस्ट्रार के पास प्रस्ताव दस्तावेज दाखिल करने से पहले उन कमियों को दूर करें और संबंधित प्रावधानों तथा दिए गए अनुदेशों का पालन करें। उपरोक्त के संबंध में की गई टिप्पणियों का और जिन शर्तों आदि का पालन किया जाना है, उनका जिक्र संलग्नक 'I' और संलग्नक 'II' में किया गया है। कृपया यह भी नोट करें कि संलग्नक में जो कमियाँ बताई गई हैं / कुछ और प्रकटीकरण (डिस्क्लोज़र) करने की बात कही गई है, यह सब आपको केवल उदाहरण के तौर पर ही बताया गया है। यह सुनिश्चित करने की जिम्मेदारी आपकी है कि सभी और सही प्रकटीकरण किए जाएं।

With reference to the draft offer document in respect of captioned issue, clarifications sought by SEBI and the replies submitted therein, it is stated that on scrutiny of the same, deficiencies / instances of non-compliance of SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 (hereinafter referred to as SEBI (ICDR) Regulations, 2018) and instructions have been observed, which are required to be rectified / complied with by you before filing the offer document with the Stock Exchange and/ or ROC. Observations on the captioned issue and other conditions to be complied with are indicated in Annexure 'I' and 'II'. It may be noted that the deficiencies / requirement of additional disclosures listed in the Annexure are merely illustrative and not exhaustive. It is your responsibility to ensure full and true disclosures.

1. बुक रनिंग लीड मैनेजर होने के नाते, आप यह सुनिश्चित करेंगे कि स्टॉक एक्सचेंज / कंपनी रजिस्ट्रार के पास प्रस्ताव दस्तावेज दाखिल करने से पहले संलग्नक में दी हुई टिप्पणियों / शर्तों आदि के अनुसार प्रस्ताव दस्तावेज में बदलाव कर लिए जाएं। कंपनी रजिस्ट्रार / स्टॉक एक्सचेंज के पास अंतिम प्रस्ताव दस्तावेज दाखिल करने से पहले आपको हमें एक पत्र भेजकर इस बात की पुष्टि करनी होगी कि अपेक्षानुसार बदलाव कर लिए गए हैं और साथ ही यह भी बताना होगा कि प्रत्येक टिप्पणी /

शर्त आदि के अनुसार बदलाव कैसे किए गए हैं। इसके अलावा और कोई भी बदलाव सेबी से लिखित सहमति लिए बिना नहीं किए जाएंगे।

As Book Running Lead Manager (LM), you shall ensure that all changes are effected based on the observations/ conditions contained in the Annexure before you file the offer document with the stock Exchange/ ROC. A letter confirming these changes and explaining, in seriatim, the manner in which each observation / condition has been dealt with along with your comments should be submitted to us, before filing the final offer document with ROC / Stock Exchange. **NO FURTHER CHANGES SHOULD BE EFFECTED WITHOUT SPECIFIC WRITTEN CONSENT OF SEBI.**

- यह स्पष्ट किया जाता है कि भारतीय प्रतिभूति और विनियम बोर्ड (सेबी) के पास प्रस्ताव दस्तावेज (ऑफर डॉक्यूमेंट) दाखिल करने का अर्थ किसी भी तरह से यह न लगाया जाए कि सेबी द्वारा इसे मंजूरी प्रदान कर दी गई है। सेबी न तो इस बात की कोई जिम्मेदारी लेता है कि जिस स्कीम या परियोजना (प्रोजेक्ट) के लिए निर्गम (इश्यू) लाए जाने का प्रस्ताव है उसकी वित्तीय स्थिति अच्छी है और न ही इस बात की जिम्मेदारी लेता है कि प्रस्ताव दस्तावेज में दी गई जानकारी या व्यक्त की गई राय सही है। अग्रणी प्रबंधकों (लीड मैनेजर्स) ने यह प्रमाणित किया है कि प्रस्ताव दस्तावेज में जो प्रकटीकरण (डिस्क्लोज़र) किए गए हैं वे मोटे तौर पर पर्याप्त हैं और जो प्रकटीकरणों (डिस्क्लोज़र) तथा निवेशक संरक्षण के संबंध में उस समय लागू सेबी के विनियमों के प्रावधानों के अनुसार किए गए हैं। अग्रणी प्रबंधक यह भी सुनिश्चित करेंगे कि ऐसा भारतीय प्रतिभूति और विनियम बोर्ड [पंजी का निर्गमन (इश्यू) और प्रकटीकरण अपेक्षाएँ] विनियम, 2018 [सेबी (इश्यू ऑफ कैपिटल एंड डिस्क्लोज़र रिक्वायरमेंट्स) रेग्यूलेशन्स, 2018] के अनुसार भी किया जाए। ऐसा करना इसलिए जरूरी है, ताकि निवेशक प्रस्तावित निर्गम (इश्यू) में निवेश करने के संबंध में सोच-समझकर निर्णय ले सकें।

It is to be distinctly understood that submission of offer document to SEBI should not in any way be deemed or construed that the same has been cleared or approved by SEBI. SEBI does not take any responsibility either for the financial soundness of any scheme or the project for which the issue is proposed to be made or for the correctness of the statements made or opinions expressed in the offer document. The LMs have certified that the disclosures made in the offer document are generally adequate and are in conformity with SEBI regulations for disclosures and investor protection in force for the time being. The LMs are advised to ensure the same with respect to SEBI (ICDR) Regulations, 2018. This requirement is to facilitate investors to take an informed decision for making investment in the proposed issue.

- यह भी पूरी तरह से स्पष्ट किया जाता है कि यद्यपि इस बात की जिम्मेदारी मुख्य रूप से निर्गमकर्ता (इश्युअर) कंपनी की होती है कि प्रस्ताव दस्तावेज में समस्त जरूरी जानकारी प्रकट की जाए और जो सही और पर्याप्त हो, फिर भी अग्रणी प्रबंधकों (लीड मैनेजर्स) से अपेक्षित है कि वे यह सुनिश्चित करने के लिए पूरी तत्परता (ड्यू डिलिजेंस) बरतें कि कंपनी अपनी जिम्मेदारियाँ सही ढंग से निभाए, और इसी उद्देश्य से अग्रणी प्रबंधकों ने भारतीय प्रतिभूति और विनियम बोर्ड (इश्यू ऑफ कैपिटल एंड डिस्क्लोज़र रिक्वायरमेंट्स) रेग्यूलेशन्स, 2018 के अनुसार सेबी के पास पूरी तत्परता बरते जाने के संबंध में तारीख June 14, 2024 का प्रमाणपत्र (ड्यू डिलिजेंस सर्टिफिकेट) प्रस्तुत किया है।

It should also be clearly understood that while the Issuer Company is primarily responsible for the correctness, adequacy and disclosure of all relevant information in the offer document, the LMs are expected to exercise Due Diligence to ensure that the Company discharges its responsibility adequately in this behalf and towards this purpose, the LMs

have furnished to SEBI a Due Diligence Certificate dated June 14, 2024 in accordance with SEBI ICDR Regulations, 2018.

- हालाँकि, कंपनी प्रस्ताव दस्तावेज दाखिल कर देने से ही कंपनी अधिनियम, 2013 की धारा 34 के तहत दी गई किसी भी बाध्यता से मुक्त नहीं हो जाती या वह कानूनी प्रावधानों के अनुसार ली जाने वाली मंजूरी या ऐसी कोई अन्य मंजूरी लेने से मुक्त नहीं हो जाती, जो प्रस्तावित निर्गम के संबंध में लेनी जरूरी हो। हालाँकि, सेबी प्रस्ताव दस्तावेज में कोई अनियमितता या कमी पाए जाने पर कभी भी अग्रणी प्रबंधकों के खिलाफ कार्रवाई कर सकता है।

The filing of offer document does not, however, absolve the company from any liabilities under Section 34 of the Companies Act, 2013 or from the requirement of obtaining such statutory or other clearances as may be required for the purpose of the proposed issue. SEBI further reserves the right to take up, at any point of time, with the LMs any irregularities or lapses in offer document.

- किसी भी प्रचार सामग्री या विज्ञापन में ऐसा कुछ भी उल्लेख नहीं किया जाएगा, जो प्रारूप प्रस्ताव दस्तावेज (ड्राफ्ट ऑफर डाक्यूमेंट) में दी गई जानकारी से भिन्न हो। इस संबंध में आपका ध्यान विशेष रूप से कंपनी अधिनियम, 2013 की धारा 36 के प्रावधानों की ओर आकर्षित किया जाता है।

Any publicity materials / advertisements should not contain matters extraneous to the information contained in the draft offer document. **Attention is specifically drawn to the provisions of Section 36 of the Companies Act, 2013.**

- अग्रणी प्रबंधक यह सुनिश्चित करें कि भारतीय प्रतिभूति और विनियम बोर्ड [पूँजी का निर्गमन (इश्यू) और प्रकटीकरण अपेक्षाएँ] विनियम, 2018 के विनियम 25(1) और अनुसूची- III के अनुसार उपरोक्त निर्गम (इश्यू) के संबंध में फाइलिंग फीस की गणना किस प्रकार की गई है उसका एक विस्तृत विवरण, यथास्थिति, कंपनी रजिस्ट्रार के यहाँ प्रॉस्पेक्टस दाखिल किए जाने के सात दिनों के भीतर / स्टॉक एक्सचेंज के पास प्रस्ताव-पत्र (लेटर ऑफ ऑफर) दाखिल किए जाने के सात दिनों के भीतर, सेबी के पास प्रस्तुत कर दिया जाए और साथ ही अब तक अदा की गई फाइलिंग फीस का ब्यौरा भी दिया जाए।

The LMs are advised to ensure that a detailed calculation of filing fees in relation to the captioned issue in terms of regulation 25(1) and Schedule III of the SEBI (ICDR) Regulations, 2018 is submitted to SEBI within seven days of filing the Prospectus with ROC/within seven days of filing the Letter of Offer with the stock exchange, as the case may be, along with details of filing fees paid till date.

आपने जो फीस अदा की है, यदि वह वास्तव में अदा की जाने वाली फीस से कम हो, तो ऐसे में अग्रणी प्रबंधक यह सुनिश्चित करेंगे और इस बात की पुष्टि करेंगे कि सेबी को शेष फीस अदा किए जाने के संबंध में इन विनियमों की अनुसूची-III के प्रावधानों का पालन किया गया है।

If filing fees paid by you is less than the actual fees required to be paid, the LMs are advised to ensure and confirm compliance with the provisions of Schedule III of the said Regulations in regard to payment of the balance fees to SEBI.

आपने जो फीस अदा की है, यदि वह वास्तव में अदा की जाने वाली फीस से अधिक हो, तो ऐसे में आप सेबी को सूचित करेंगे कि कितनी फीस लौटाई जानी है, साथ ही आप यह भी बताएंगे कि आपने लौटाई जाने वाली फीस की रकम की गणना कैसे की है और सेबी को किसके नाम पर चेक जारी करना होगा।



If filing fees paid by you are more than the actual fees required to be paid, you are advised to inform SEBI about the amount to be refunded, along with detailed calculation of amount refundable and name of the person in whose favour, the cheque may be issued by SEBI.

7. प्रस्तावित निर्गम (इश्यू) इस अभिमत पत्र के जारी होने की तारीख से 12 महीनों के भीतर पैसा लगाने (अभिदान करने / सब्सक्रिप्शन) के लिए खोला जा सकता है।

The proposed issue can open for subscription within a period of 12 months from the date of issuance of this observation letter.

Place: Mumbai

Poonam
24/9/24

Poonam

Annexure I

OBSERVATIONS

1. Please refer to our letter dated July 4, 2024 and the response received from LM vide letter dated July 16, 2024, August 1, 2024 and all other correspondences exchanged. LM is advised to ensure compliance with the same.
2. These observations refer to a specific chapter or point, however, the LM shall ensure to disclose the same across all pages/chapters where the same/similar matter occurs in the DRHP or give a cross reference.
3. The LM is advised to ensure that the language used in the UDRHP is lucid, usage of abbreviations is limited, abbreviations to be used in the para, if already quoted in the same page / heading; any expressions, jargons or nomenclatures from other languages or not commonly used, are explained clearly at all relevant places.
4. LM is advised to ensure that the Risk Factors provide adequate explanation of risk, are placed based on materiality and provide cross-reference to the exact page no. of the offer document, wherein further information has been disclosed.
5. LM is advised to incorporate all the certificates issued by the Chartered Accountants under the section "*Material Contracts and Documents for Inspection.*"
6. Page No. 14 - LM is advised to disclose the source of statements / data disclosed under the section "*Summary of Industry in which we operate*"
7. Page no. 16 - LM is advised to separately disclose the amounts paid by the company to relevant authorities in protest.
8. Risk Factor 1 - LM is advised to disclose the relevant details for the different materials sourced such as body parts, trims, engines and transmission and other materials in a tabular format.
9. Risk Factor 2 - LM is advised to disclose the following:
 - 9.1. Risks due to quality of suppliers of parts and materials in the heading of Risk Factor.
 - 9.2. Past instances of supplies of parts of inferior / non- acceptable quality by suppliers.
 - 9.3. Dependence on HMC for sourcing semiconductor chips and other major parts. The same shall be disclosed under the section "*Our Business*".
 - 9.4. Names of other companies within the Hyundai Motor Group from whom key supplies are sourced.
10. Risk Factor 3 - LM is advised to disclose the following:

- 10.1. Details of payment of royalty for past 3 financial years in a tabular format.
- 10.2. Data on secondment of employees, technical training and provision of resources with HMC.
- 10.3. Details of approvals required under Framework Agreement.
11. Risk Factor 5 - LM is advised to disclose whether lease rental is received from Mobis for portion of land leased to it at Chennai manufacturing plant.
12. Risk Factor 8 - LM is advised to explain / modify “*actual or perceived defects...*” as disclosed in the Risk Factor.
13. Risk Factor 10 - LM is advised to disclose whether the obligation on part of HMC to identify market trends and develop, introduce, manufacture and upgrade passenger vehicles is emanating from any agreement.
14. Risk Factor 11 - LM is advised to disclose the percentage of export revenue in heading of Risk Factor. LM is advised to disclose sales from Middle East and Turkey regions separately instead of stating that company sells in Europe. At all places where exports data is disclosed, the fact that the supply price of vehicles and parts is determined in consultation with HMC and the distributor shall be disclosed. Also disclose the country specific risks of the major export jurisdictions.
15. Risk Factor 14 - LM is advised to disclose updated timelines related to operationalization of Talegaon manufacturing plant.
16. Risk Factor 15 - LM is advised to move the risk factor to top 10. Further, disclose any conflict of interest of promoter and promoter group or any other related entity with the dealership and distribution network consisting of sales and service outlets of HMIL.
17. Risk Factor 19 - LM is advised to move the risk factor to top 15. Further, rephrase heading of risk factor to disclose that the risks highlighted may impact the competitive position of the issuer company.
18. Risk Factor 20 - LM is advised to disclose when the company started production of EVs. Further, disclose the market share data on EV segment by various players / peers in the Risk Factor.
19. Risk Factor 22 - LM is advised to disclose whether there is any firm arrangement for sourcing equipment, spare parts and software from third parties. Further, disclose data on materials and software sourced from third parties in past 3 financial years, both in amount and as percentage of total materials consumed.
20. Risk Factor 24 - LM is advised to disclose the past actions against the promoters, if any.

21. Risk Factor 25 - LM is advised to disclose the amount of penalty paid due to anti-dumping duty as mentioned therein in the Risk factor.
22. Risk Factor 30 - LM is advised to disclose data on state-wise distribution of dealerships, for Top 10 states.
23. Risk Factor 32 - LM is advised to disclose the number of transport and logistics providers. Concentration of business with any parties, any conflict of interest of promoter and promoter group or any other related entity to be disclosed.
24. Risk Factor 36 - LM is advised to disclose the reason for significant increase in GST under *"claims against us not acknowledged as debt"*.
25. Risk Factor 49 - LM is advised to disclose the extent of obsolescence of equipment's and software.

Additional Risk Factors

26. LM is advised to add suitable Risk Factors under appropriate heading disclosing the risk involved, along with relevant data on the following points:
 - 26.1. Anti-competitive practices observed by chip suppliers during Covid-19 to be highlighted.
 - 26.2. After sales service by the dealers as it is important aspect in the success of automobile company.
 - 26.3. Dependency arising out of right on exclusive supplier of parts and accessories for the after sales services of vehicles by issuer company given to Mobis India limited. Total amount paid to Mobis for supply of parts and accessories in past 3 financial years to be disclosed. Any anti-competitive practices observed to be disclosed
 - 26.4. A risk factor in top 15, disclosing risk of sourcing parts and materials through imports and foreign exchange rate fluctuations on such imports.
 - 26.5. The absences of separate arrangement with HMC to cover the use of the 'Hyundai' trademark, name, logo.
 - 26.6. On 964 consumer proceedings pending against HMIL.
 - 26.7. On Anti-competitive practices of HMIL. (Page no. 331)
27. Page no. 102 - LM is advised to verify details of KPIs of Tata Motors disclosed wherein EBITDA margin and EBIT margin are disclosed without disclosing EBITDA and EBIT.



28. In reference to Form-2 regarding allotment of equity shares to Promoter, which is not traceable, LM is advised to confirm whether correct filings were made with MCA in the subsequent years.
29. Page no. 119 - LM is advised to disclose compliance status of HMIL with BNCAP.
30. Page no. 120 - LM is advised to disclose compliance status of HMIL with CAFE norms.
31. Page no. 124 - LM is advised to disclose data *w.r.t.* segment-wise trends of HMIL sales with respect to shift to SUVs.
32. Page no. 128 - LM is advised to disclose details of market share in percentage terms of HMIL, for each type of vehicle segment *vis-à-vis* total sales in the industry, along with details of number of vehicles sold.
33. Page no. 132 - LM is advised to disclose details of powertrain mix of HMIL.
34. Page no. 136 - LM is advised to disclose details of EV passenger vehicles for HMIL *vis-à-vis* other EVs in Indian Market for past 3 financial years.
35. Page no. 150 - LM is advised to disclose whether for all vehicles, the engine and transmissions parts are manufactured by HMIL or are sourced from HMC. Further, disclose such details for each type of vehicle. Also, disclose the extent of value addition done by HMIL for such vehicles.
36. Page no. 151 - LM is advised to disclose number of customers using the “*myHyundai*” app.
37. Page no. 152 - Under section “*Our Business*”, LM is advised to clarify/disclose the details regarding Net Promoter Score (NPS) rating and its significance.
38. Page no. 153 - LM is advised to disclose detailed timelines for import and manufacture / assembly of EVs.
39. Page no. 154 - LM is advised to clarify / disclose whether the revenues include Government Taxes / levies etc.
40. Page no. 154 - LM is advised to disclose details of sales volume of ICE and EVs separately. Further disclose the sales data in percentage terms as well.
41. Page no. 162 - LM is advised to disclose data on sale of EVs in absolute numbers and percentage terms for past 3 financial years.
42. Page no. 164 & 165 - LM is advised to disclose data on export sales in absolute numbers and in percentage terms for past 3 financial years.

43. Page no. 165 - LM is advised to disclose details of price components which are excluded for ex-showroom price.
44. Page no. 175 - As regards the employees of the issuer company, LM is advised to disclose whether the statutory dues to the Government, including provident fund, ESIC and other dues have been made on timely basis for all eligible employees of the issuer company. LM shall whether the same is being paid as per statutory law / obligation.
45. In “*Our Business*” section, LM is advised to disclose details of customer support and grievance redressal mechanism of the issuer company. Further, disclose monitoring mechanism and escalation matrix of such complaints. Also, different modes through which complaints can be lodged shall be disclosed.
46. LM is advised to disclose details of any tie-up with insurance company, including its subsidiary, Hyundai India Insurance Broking Private Limited in “*Our Business*” section. Further, disclose whether any exclusivity has been granted to any insurance company.
47. LMs is advised to include a categorical statement that they have gone through the Articles of Association (AoA) of the Issuer Company and confirm to SEBI that no special rights are available to the Promoters / Shareholders in the AoA, at the time of filing of the offer document. Further, LM shall confirm to SEBI that as on the date of the offer document, the clauses / covenants of Articles of Association (AoA) of the Issuer Company are in compliance with the Companies Act and the Securities Laws, as applicable.
48. Page no. 192 - Under section “*History and Corporate Matters*”, LM is advised to disclose the details of consideration, location of land, purpose of acquisition, consideration, major conditions etc. with regard to asset purchase agreement between the company and General Motors India Private Limited.
49. Page no. 192 - LM is advised to disclose the date of agreement and term of Royalty agreement with Promoter.
50. Page no. 193-194 - LM is advised to disclose summary of financial information of Subsidiaries for last 3 FY.
51. Page no. 218 - Under section “*Our promoter and promoter group*”, LM is advised to disclose the details of listing of promoter company HMC.
52. Page no. 218-219 - LM is advised to disclose any regulatory actions against HMC in Korea. Further, disclose summary of financial information of HMC for last 3 FY.
53. Page no. 219 - LM is advised to clarify whether post listing, royalty payments will be subject to shareholder’s approval. Further, disclose amount of Royalty paid to HMC and amount paid to HMC under MRA, including interest paid in past 3 financial years.

54. Page no. 219 - LM is advised to disclose material details regarding seconded employees and amount spent in past 3 financial years.
55. At 'Industry overview': Clause 24 (3) of SEBI (ICDR) Regulations, 2018, requires that the LM shall exercise due diligence and satisfy himself about all aspects of the issue including the veracity and adequacy of disclosure in the draft offer document and the offer document. In view of the same, LM is advised to ensure that:
- 55.1. The draft offer document and the offer document, shall not contain any information where no responsibility is taken by the BRLMs or the issuer company/ Expert.
- 55.2. The "Industry Overview" section represents a fair and true view of the comparable industry scenario and the same is neither exaggerated nor have any underlying assumptions been omitted for investors to make an informed decision.
- 55.3. LM is further advised to include industry report in the list of material documents for inspection and also provide a link in the offer document for online access of industry report.
56. LM is advised to ensure that the processing fees for applications made by Retail Individual Bidders using the UPI Mechanism may be released to the remitter banks (SCSBs) only after such banks provide a written confirmation on compliance with SEBI Circular No: SEBI/HO/CFD/DIL2/P/CIR/2021/570 dated June 02, 2021 read with SEBI Circular No: SEBI/HO/CFD/DIL2/CIR/P/2021/2480/1/M dated March 16, 2021.
57. LM is advised that reference to name of any place mentioned in the offer document may be followed by name of City / State, as the case may be.
58. With respect to all the complaints received by LM / company / forwarded by SEBI, LM is advised to ensure that there is adequate redressal of the complaint and relevant disclosures of the same are made in the Red Hearing Prospectus and other Offer related material along with the disclosures of the financial impact of the same, if any.
59. LM is advised to ensure that the disclosure of details of all the criminal matters initiated by or against the company, group, directors, promoters, subsidiaries which are at FIR stage and no / some cognizance has been taken by court, is incorporated in the UDRHP / RHP along with appropriate Risk Factors in this regard.
60. LM is advised to ensure following disclosures in the Issue advertisement for announcement of Price Band and all further advertisements as a box item below the price band:

"Risks to Investors:

- i. *The [to be disclosed] Merchant Bankers associated with the issue have handled [to be disclosed] public issues in the past three years out of which [to be disclosed] issues closed below the issue price on listing date.”*
- ii. *Any adverse data in the basis for issue price should be disclosed. For example:*
 - *“The Price/Earnings ratio based on diluted EPS for [latest full financial year] for the issuer at the upper end of the Price band is as high as [to be disclosed] as compared to the average industry peer group PE ratio of [to be disclosed].”*
[if average industry peer group PE ratio is not available, then P/E of Nifty Fifty may be disclosed]
 - *“Average cost of acquisition of equity shares for the selling shareholders in IPO is [to be disclosed] and offer price at upper end of the price band is [to be disclosed].”*
 - *“Weighted Average Return on Net Worth for [last three full financial years] is [to be disclosed]%. ”*

The data on above disclosures shall be updated and disclosed prominently (in the same font size as the price band) in advertisements of Price Band and all further advertisements, website of the company and the stock exchange. Further, any adverse ratio / data in basis for issue price should be disclosed.

61. LM shall submit the draft advertisement for announcement of Price Band with SEBI before its publication in the newspapers for our comments, if any.



Annexure II

General Observations

1. LM is advised to ensure that prior to filing of RHP with Registrar of Companies, the Issuer Company has received crucial clearances / licenses / permissions / approvals from the required competent authority which are necessary for commencement of the activity for which the issue proceeds are proposed to be utilized.
2. LM is advised to ensure that the 'Observation Letter' issued by SEBI is included among the material contracts and documents for inspection.
3. LM is advised to ensure that prior to proceeding with the issue, "No Objection Certificates" are obtained from all the lenders with whom the company has entered into an agreement and the terms of such agreement require an approval to be taken.
4. LM is advised to ensure that adequate disclosures are made to disclose any material development which may have a material effect on the Issuer Company between the date of registering final prospectus or the RHP or the letter of offer, with the Registrar of Companies or designated stock exchange, as the case may be, and the date of allotment of specified securities, while ensuring compliance with Regulation 42 and Schedule IX of SEBI (ICDR) Regulations, 2018.
5. LM is advised to ensure that exact cross-referencing of page numbers is provided in the offer document instead of general cross-referencing.
6. In terms of SEBI Circulars No. SEBI/CIR/ISD/03/2011, No. SEBI/CIR/ISD/05/2011 and SEBI/CIR/ISD/01/2012 dated June 17, 2011, September 30, 2011 and March 30, 2012 respectively, LM is advised to ensure that 100% promoter holding is in demat form prior to listing.
7. LM is advised to ensure that SCORES authentication is taken by the issuer company prior to listing.
8. In pursuance of Regulation 25 Sub-Regulation 9(a) of SEBI (ICDR) Regulations, 2018, LM is advised to certify while submitting the in-seriatim reply that all amendments, suggestions and observations advised by SEBI have been complied with and duly incorporated in the offer document, while also indicating the page number for the same.

9. ASBA:

61.1.LM is advised to ensure that sufficient number of Physical ASBA forms are printed and dispatched directly to all designated branches of SCSBs which are located in places of mandatory collection centers as specified in Schedule XII of SEBI (ICDR) Regulations, 2018, Syndicate Members and Registered Brokers of Stock Exchanges, the Registrars to an Issue and Share Transfer Agents (RTAs) and Depository Participants (DPs) registered with SEBI, at least two days before the opening of the issue. This shall be in addition to ASBA forms which shall be sent to controlling branch of SCSBs for sending to designated branches other than those located in mandatory collection center.

61.2.LM is advised to ensure that the ASBA mode of payment is highlighted in bold in all the advertisement / communication informing about the issue. Further, LM is also advised to ensure that the following is suitably incorporated in all advertisements / communications regarding the issue issued by the issuer:

- a. The following may appear just below the price information of the issue as shown below:

“PRICE BAND: RS. xx TO RS. xx PER EQUITY SHARE OF FACE VALUE OF RS. xx EACH

THE FLOOR PRICE IS xx TIMES OF THE FACE VALUE AND THE CAP PRICE IS xx TIMES OF THE FACE VALUE

BID CAN BE MADE FOR A MINIMUM OF xx EQUITY SHARES AND IN MULTIPLES OF xx EQUITY SHARES THEREAFTER.

ASBA *

(APPLICATION SUPPORTED BY BLOCKED AMOUNT)

Simple, Safe, Smart way of Application !!!

Mandatory in public issue .No cheque will be accepted



now available in ASBA for retail individual investors.

* ASBA is a better way of applying to issues by simply blocking the fund in the bank account.



For further details check section on ASBA below.”

- b. The following paragraph on ASBA may be inserted in the advertisement/Communications:

“ASBA has to be availed by all the investors except anchor investors. UPI may be availed by Retail Individual Investors.

For details on the ASBA and UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section “Issue Procedure - Issue Procedure of ASBA Bidders” beginning on page xxx of the Red Herring Prospectus. The process is also available on the website of AIBI and Exchanges in the General Information Document.”

*ASBA bid-cum application forms can be downloaded from the websites of Bombay Stock Exchange and National Stock Exchange and can be obtained from the list of banks that is displayed on the website of SEBI at www.sebi.gov.in.** List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in**.*
