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novus Loyalty

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NOVUS LOYALTY LIMITED

CIN: U72900HR2011PLC127344

Our Company was incorporated under the name *"Clavax Technologies Private Limited"*, a private limited company under the Companies Act, 1956 pursuant to a certificate of incorporation dated June 24, 2011 issued by Registrar of Companies, National Capital Territory of Delhi and Haryana. Further, the name of the Company was changed to "Novus Loyalty Private Limited" vide Certificate of Incorporation dated September 06, 2024 by Assistant Registrar of Companies/Deputy Registrar of Companies/ Registrar of Companies, Central Processing Centre. Subsequently, the status of the Company was changed to public limited and the name of our Company was changed to *"Novus Loyalty Limited"* vide Special Resolution passed by the Shareholders at the Extra Ordinary General Meeting of our Company held on June 16, 2025. The fresh certificate of incorporation consequent to conversion was issued on August 08, 2025 issued by Assistant Registrar of Companies/Deputy Registrar of Companies/ Registrar of Companies, Central Processing Centre. The corporate identification number of our Company is U72900HR2011PLC127344. For further details on Incorporation and Registered Office of our Company, see *"History and Certain Corporate Matters"* beginning on page 167 of the Red Herring Prospectus.

Registered Office: 727, Udyog Vihar Phase V, Industrial Complex Dundahera, Gurgaon 122016, Haryana, India;
Telephone: +91 9717154514 | **Email:** investor@novus-loyalty.com | **Website:** www.novus-loyalty.com
Contact Person: Mukesh Makkar, Company Secretary and Compliance Officer

THE PROMOTERS OF OUR COMPANY ARE DEEPAK TOMAR AND SWETA SINGH

"THE OFFER IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF BSE (BSE SME)."

THE OFFER

INITIAL PUBLIC OFFER OF UP TO 41,20,000* EQUITY SHARES OF FACE VALUE OF ₹10/- EACH (THE "EQUITY SHARES") OF NOVUS LOYALTY LIMITED ("OUR COMPANY" OR "NOVUS" OR "NLL" OR "THE ISSUER") AT AN OFFER PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ [●] LAKHS COMPRISING OF FRESH OFFER OF UP TO 33,00,000 EQUITY SHARES AGGREGATING TO ₹ [●] LAKHS ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 8,20,000 EQUITY SHARES BY MR. DEEPAK TOMAR AND MS. SWETA SINGH ("SELLING SHAREHOLDERS") AGGREGATING TO ₹ [●] LAKHS ("OFFER FOR SALE") ("PUBLIC OFFER"). THE OFFER INCLUDES A RESERVATION OF UP TO 2,30,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH, AT AN OFFER PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING ₹ [●] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC OFFER LESS MARKET MAKER RESERVATION PORTION I.E. NET OFFER OF UP TO 38,90,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH, AT AN OFFER PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ [●] LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET OFFER". THE PUBLIC OFFER AND NET OFFER WILL CONSTITUTE 26.49% AND 25.02% RESPECTIVELY OF THE POST- OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

Subject to finalisation of Basis of Allotment

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

Name	Type	No of Shares offered/ Amount in ₹	WACA in ₹ per Equity*
Deepak Tomar	Promoter Selling Shareholder	4,10,000 Equity Shares	NIL
Sweta Singh	Promoter Selling Shareholder	4,10,000 Equity Shares	NIL

** As certified by M/s. L N Nangalya & Co, Chartered Accountants, Statutory Auditor of our Company, by way of their certificate dated March 05, 2026.*

PRICE BAND: ₹ 139/- to ₹ 146/- PER EQUITY SHARE OF FACE VALUE OF ₹ 10/- EACH

THE FLOOR PRICE IS 13.90 TIMES THE FACE VALUE OF THE EQUITY SHARES AND CAP PRICE IS 14.60 TIMES OF THE FACE VALUE OF THE EQUITY SHARES. THE PRICE TO EARNING RATIO BASED ON DILUTED EPS FOR FY 2024-25 AT THE FLOOR PRICE IS 47.44 TIMES AND AT THE CAP PRICE IS 49.83 TIMES. BIDS CAN BE MADE FOR A MINIMUM OF 1,000 EQUITY SHARES AND IN MULTIPLES OF 1,000 EQUITY SHARES THEREAFTER.

OFFER PROGRAM

ANCHOR BID OPENS ON: MONDAY, MARCH 16, 2026
OPENS ON: TUESDAY, MARCH 17, 2026
CLOSES ON: FRIDAY, MARCH 20, 2026

Our company is a technology-driven company offering loyalty and rewards solutions tailored for industries such as Fintech, E-commerce, software, Finance, Banking, FMCG and Real Estate. Focused on enhancing customer engagement, retention, and acquisition, our company has developed a modern, scalable loyalty platform using the latest technology stack. This platform delivers comprehensive, data-driven solutions that help enterprises build meaningful relationships with their customers. The company provides both customizable and ready-to-use program models, including point-based rewards, event-triggered campaigns, cashback systems, purchase-linked promotions, and digital vouchers. For more details, please refer chapter titled "Our Business" beginning on page 132 of the Red Herring Prospectus.

ALLOCATION OF THE OFFER

QIB PORTION	NOT MORE THAN 50.00% OF THE NET OFFER
INDIVIDUAL INVESTOR PORTION	NOT LESS THAN 35.00% OF THE NET OFFER
NON-INSTITUTIONAL PORTION	NOT LESS THAN 15.00% OF THE NET OFFER
MARKET MAKER PORTION	UPTO 2,30,000 EQUITY SHARES OR 5.58% OF THE OFFER

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE OFFER, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE OFFER AVAILABLE IN ANY MANNER.

The price band is justified based on the qualitative factors, quantitative factors and KPIs disclosed in the chapter title *"Basis for Offer Price"* beginning on page 102 of the Red Herring Prospectus.

RISKS TO INVESTORS

1. Risk to Investors: Summary description of key risk factors based on materiality:

a) We are highly dependent on certain key customers for a substantial portion of our revenues. Loss of relationship with any of the customers may have a material adverse effect on our profitability and results of operations.

b) Our success is dependent on our ability to develop and innovate our platform, products and solutions in a cost efficient and timely manner. Any failure to do so or inability of our products/ solutions to satisfy our customers or perform as desired could adversely impact our business, results of operations, cash flows and financial condition.

c) Our Company has not entered into any long-term contracts with our customers. Inability to maintain regular order flow would adversely impact our revenues and profitability.

d) The success of our business hinges on our ability to continually innovate in response to shifting customer needs, adopt and develop new technologies, and adapt to evolving industry standards. Operating in an industry by rapid technological advancements, dynamic industry standards, frequent service introductions, and changing customer demands, we recognize the necessity to stay ahead.

e) Significant disruptions in our information technology systems or breaches of data security could affect our business and reputation.

2. Details of suitable ratios of the company and its peer group for the latest full financial year:

Particulars	CMP	Face Value (₹)	Basic & Diluted EPS	PE Ratio (times)	RoNW (%)	NAV per Share (₹)
Novus Loyalty Limited	[●]	10	2.93	[●]	27.39%	10.68
Peer Group						
Pelatro Limited	303.00	10	5.64	53.72	6.31%	77.64

Source: www.bseindia.com , www.nseindia.com

Notes:

1. The figures for our company are based on Restated Financial Statements for the year ended March 31, 2025, after considering the bonus issue.

2. P/E Ratio has been computed based on their respective closing market price on March 05, 2026, as divided by the Basic EPS as on March 31, 2025.

3. RoNW is calculated as Restated Profit for the year attributable to equity shareholders divided by the Net Worth of our Company.

4. Net asset value per equity share is calculated as net worth as of the end of the relevant year divided by the weighted average number of equity shares outstanding at the end of the year.

5. Price Earning (P/E) Ratio in relation to the Offer Price of ₹[●] per share.

6. The face value of our share is ₹10/- per share and the Offer Price is of ₹[●] per share are [●] times of the face value.

3. Weighted Average Return on Net worth for the last 3 financial years (RoNW):

As per Restated Financial Statements

Period	RONW (%)	Weights
March 31, 2025	27.39%	3
March 31, 2024	31.18%	2
March 31, 2023	8.36%	1
Weighted Average	**25.48%**	
As on September 30, 2025 (Not annualized)	30.73%	

Note: *Return on Net Worth (%) = Profit for the period/ year / Net Worth at the end of the period/year.*

4. Disclosures as per clause (9)(K)(4) of Part A to Schedule VI:

a) **The price per share of our Company based on the primary/ new issue of shares (equity / convertible securities), excluding shares issued under ESOP/ESOS and issuance of bonus shares:** There has been no issuance of Equity Shares (excluding shares issued under ESOP/ESOS and issuance of bonus shares), during the 18 months preceding the date of the Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre-offer capital before such transaction(s) and excluding Bonus Issue of Shares, employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of 30 days.

b) **The price per share of our Company based on the secondary sale / acquisition of shares (equity shares):** There have been no secondary sale / acquisitions of Equity Shares, where the promoters, members of the promoter group or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts), during the 18 months preceding the date of the Red Herring Prospectus, where either acquisition or sale is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre- offer share capital before such transaction/s and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

c) **Since there is no eligible transaction of our Company reported in (a) and (b) above in accordance with paragraph (9)(K)(4)(a) of the SEBI ICDR Regulations, therefore, the price per Equity Share of our Company based on the last five primary or secondary transactions in Equity Shares (secondary transactions where the Promoters/Promoter Group entities or Shareholder(s) having the right to nominate director(s) on the Board are a party to the transaction) not older than three years prior to the date of the Red Herring Prospectus, irrespective of the size of transactions, has not been computed.**

(Continued next page...)

(Continued from previous page...)

d) **Weighted average cost of acquisition, Offer Price:** Based on the disclosures in (a), (b) and (c) above, the weighted average cost of acquisition of Equity Shares as compared with the Price Band is set forth below:

Type of Transactions	Weighted average cost of acquisition (₹ per Equity Share)*	Floor price (₹ 139.00)	Cap price (₹ 146.00)
Weighted average cost of acquisition of primary issuances as per paragraph (a) above	Nil	NA	NA
Weighted average cost of acquisition for secondary transactions as per paragraph (b) above	Nil	NA	NA
Weighted average cost of acquisition for secondary transactions as per paragraph (c) above	Nil	Negligible	Negligible
Weighted average cost of acquisition for secondary transactions as per paragraph (c) above	1,32,353	Negligible	Negligible

** As certified by Statutory Auditor of our Company, by way of their certificate dated March 05, 2026*

ADDITIONAL INFORMATION FOR INVESTORS:

1. **Details of proposed /undertaken pre-offer placements from the DRHP filing date** - Our Company has not undertaken any Pre-IPO Placements from the DRHP filing date.
2. **Transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company by promoter(s) and promoter group(s) from the DRHP filing date** – None of our promoter(s) and promoter group(s) have undertaken any transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company from the DRHP filing date.
3. **Pre-Offer Shareholding of Promoter / Promoter Group and Additional Top 10 Public Shareholders of the Company:**

Sr. No.	Shareholders	Pre-Offer shareholding as at the date of Advertisement		Post-Offer shareholding as at Allotment (1)			
				At the lower end of the price band (₹ 139.00)		At the upper end of the price band (₹ 146.00)	
		Number of Equity Shares	Share holding (in %)	Number of Equity Shares	Shareholding (in %)	Number of Equity Shares	Shareholding (in %)
Promoters and selling shareholders							
1.	Deepak Tomar	6,245,200	50.98%	58,35,200	37.52%	58,35,200	37.52%
2.	Sweta Singh	54,68,987	44.64%	50,58,987	32.53%	50,58,987	32.53%
Promoter Group - NA							
Top 10 Shareholders (2)							
3.	Balveer Singh Sankhla	27623	0.23%	27623	0.18%	27623	0.18%
4.	Vaishali Basra	9,608	0.08%	9,608	0.06%	9,608	0.06%
5.	Vipin Kumar Vindal	9,608	0.08%	9,608	0.06%	9,608	0.06%
6.	Gaurav Dipak Hatalkar on behalf of Shreeji Ventures	18,015	0.15%	18,015	0.12%	18,015	0.12%
7.	Finavenue Growth Fund	1,35,713	1.11%	1,35,713	0.87%	1,35,713	0.87%
8.	Vantage Point Finovation Private Limited	22,819	0.19%	22,819	0.15%	22,819	0.15%
9.	CCV Emerging Opportunities Fund – I	2,72,627	2.23%	2,72,627	1.75%	2,72,627	1.75%
10.	Jay Vipul Shah	40,000	0.33%	40,000	0.26%	40,000	0.26%
	Total	**1,22,50,200**	**100%**	**1,22,50,200**	**73.70%**	**1,22,50,200**	**73.70%**

Notes:

1) *Based on the Offer Price of ₹[●] and subject to finalization of the basis of allotment.*
2) *As on the date of the Red Herring Prospectus, we have total 10 (Ten) shareholders, out of which 8 are Public Shareholders.*

BASIS OF OFFER PRICE

The *"Basis for Offer Price"* on page 102 of the offer document has been updated with the above price band. Please refer to the website of the BRLM for the *"Basis for Offer Price"* updated with the above price band. You can scan the QR code given on the first page of this Advertisement for the chapter titled *"Basis for Offer Price"* on page 102 of the Red Herring Prospectus.

INDICATIVE TIMELINES FOR THE OFFER

Sequence of Activities	Listing within T+3 days (T is Issue Closing Date)
Application Submission by Investors	Electronic Applications (Online ASBA through 3-in-1 accounts) – **Upto 5 pm on T Day.** Electronic Applications (Bank ASBA through Online channels like Internet Banking, Mobile Banking and Syndicate UPI ASBA etc.) – **Upto 4 pm on T Day.** Electronic Applications (Syndicate Non-Individual, Non-Individual Applications) – **Upto 3 pm on T Day.** Physical Applications (Bank ASBA) – **Upto 1 pm on T Day.** Physical Applications (Syndicate Non-Individual, Non- Individual Applications of QIBs and NIIs) – **Upto 12 pm on T Day** and Syndicate members shall transfer such applications to banks **before 1 pm on T Day.**
Bid Modification	From Issue Opening date up to **5 pm of T Day**
Validation of bid details with depositories	From Issue Opening date up to **5 pm of T Day**
Reconciliation of UPI mandate transactions (Based on the guidelines issued by NPCI from time to time): Among Stock Exchanges – Sponsor Banks – NPCI and NPCI – PSPs/TPAPs** – Issuer Banks. Reporting formats of bid information, UPI analysis report and compliance timelines.	On Daily basis Merchant Bakers to submit to SEBI, sought as and when
UPI Mandate acceptance time	**Upto 5 pm T Day**
Issue Closure	**T day – 4 pm** for QIB and NII categories **T day – 5 pm** for Individual Investor and other reserved categories
Third party check on UPI applications	On daily basis and to be completed before **9:30 AM on T+1 day.**
Third party check on Non-UPI applications	On daily basis and to be completed before **1 pm on T+1 day.**
Submission of final certificates: **-For UPI from Sponsor Bank** **-For Bank ASBA, from all SCSBs** **-For syndicate ASBA**	UPI ASBA – **Before 9:30 pm on T Day** All SCSBs for Direct ASBA – **Before 07:30 pm on T Day** Syndicate ASBA - **Before 1 pm on T Day**
Finalization of rejections and completion of basis	Before **6 pm on T+1 day.**
Approval of basis by Stock Exchange	Before **9 pm on T+1 day.**
Issuance of fund transfer instructions in separate files for debit and unblock. For Bank ASBA and Online ASBA – To all SCSBs **For UPI ASBA – To Sponsor Bank**	Intimation not later than **9:30 am on T+2 day.** Completion before **2 pm on T+2 day** for fund transfer. Completion before **4 pm on T+2 day** for unblocking.
Corporate action execution for credit of shares	Initiation before **2 pm on T+2 day** Completion before **6 pm on T+2 day**
Filing of Listing Application with Stock Exchanges and issuance of trading notice	Before **7:30 pm on T+2 day**
Publish allotment advertisement	On the website of Issuer, Merchant Banker and RTI - before **9 pm on T+2 day.** In newspapers - on **T+3 day** but not later than **T+4 day**
Trading starts	**T+3 day**

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects of our Company, see *"History and Certain Corporate Matters"* on page 167 of the Red Herring Prospectus. The Memorandum of Association of our Company is a material document for inspection in relation to the Offer. For further details, see the section *"Material Contracts and Documents for Inspection"* on page 353 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The Liability of the members of the Company is Limited.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The authorized share capital of the Company is ₹ 18,00,00,000 divided into 1,80,00,000 Equity Shares of ₹ 10/ each. The issued, subscribed and paid-up share capital of the Company before the Issue is ₹ 12,25,02,000 divided into 1,22,50,200 Equity Shares of ₹ 10/ each. For details of the Capital Structure, see *"Capital Structure"* on the page 75 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM:

ORIGINAL SIGNATORIES			CURRENT PROMOTERS		
Name of Promoters	Face Value (₹)	No. of Shares	Name of Promoters	Face Value (₹)	No. of Shares
Vishal Madan	10.00	9,000	Deepak Tomar	10.00	62,45,200
Sumit Kaushik	10.00	1,000	Sweta Singh	10.00	54,68,987

LISTING: The Equity Shares offered through the Red Herring Prospectus are proposed to be listed on the SME Platform of BSE (**"BSE SME"**). Our Company has received an "In-principle" approval from the BSE for the listing of the Equity Shares pursuant to letter dated February 05, 2026. For the purposes of the Offer, the Designated Stock Exchange shall be BSE. A signed copy of the Red Herring Prospectus has been submitted for registration to the ROC on March 06, 2026 and Prospectus shall be filed with the RoC in accordance with Section 26(4) of the Companies Act, 2013.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the Offer is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire *"Disclaimer Clause of SEBI"* beginning on page 272 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by BSE, nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the *"Disclaimer Clause of BSE"* beginning on page 274 of the Red Herring Prospectus.

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Offer 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 this Offer. For taking an investment decision, investors must rely on their own examination of the Issuer and this Offer, including the risks involved. The Equity Shares 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 the Red Herring Prospectus. Specific attention of the investors is invited to *"Risk Factors"* on page 32 of the Red Herring Prospectus.

BOOK RUNNING LEAD MANAGER TO THE OFFER	REGISTRAR TO THE OFFER	COMPANY SECRETARY AND COMPLIANCE OFFICER
SMART HORIZON CAPITAL ADVISORS PVT. LTD. **SMART HORIZON CAPITAL ADVISORS PRIVATE LIMITED** **Address:** B/908, Western Edge II, Kanakia Space, Behind Metro Mall, off Western Express Highway, Magathane, Borivali East, Mumbai – 400066, Maharashtra, India. **Tel. No.:** 022-28706822 **E-mail:** director@shcapl.com **Investors Grievance e-mail:** investor@shcapl.com **Website:** www.shcapl.com **Contact Person:** Ms. Parth Shah **SEBI Registration Number:** INM000013183	KFINTECH **KFIN TECHNOLOGIES LIMITED** **Address:** Selenium Tower B, Plot No.31-32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad-500032, Telangana, India. **Tel. No.:** +91-40-67162222 / 18003094001 **E-mail:** novus.ipo@kfintech.com **Investors Grievance e-mail:** einward.ris@kfintech.com **Website:** www.kfintech.com **Contact Person:** M. Murali Krishna **SEBI Registration No.:** INR000000221	novus Loyalty **MUKESH MAKKAR** **Address:** 727, Udyog Vihar Phase V, Industrial Complex Dundahera, Gurgaon 122016, Haryana, India. | **Tel. No.:** +91 9717154514 **Email:** investor@novus-loyalty.com; **Website:** www.novus-loyalty.com Investors can contact the Company Secretary and Compliance Officer or the Registrar to the Offer in case of any pre-offer or post- offer related grievances, grievances including non-receipt of letters of allotment, non-credit of allotted equity shares in the respective beneficiary account, non-receipt of refund orders or non-receipt of funds by electronic mode, etc. For all offer related queries and for redressal of complaints, investors may also write to the BRLM.

Availability of Red Herring Prospectus: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein, before applying in the offer. Full copy of the Red Herring Prospectus will be available at the website of SEBI at www.sebi.gov.in; the website of Stock Exchange at www.bseindia.com, the website of BRLM at www.shcapl.com and website of Company at www.novus-loyalty.com;

Availability of Bid-Cum-Application forms: Bid-Cum-Application forms can be obtained from the Company: Novus Loyalty Limited, Book Running Lead Manager: Smart Horizon Capital Advisors Private Limited. Application Forms can also be obtained from the Stock Exchange and list of SCSBs available on the website of SEBI at www.sebi.gov.in and website of Stock Exchange at www.bseindia.com.

Application Supported by Blocked Amount (ASBA): All investors in this offer have to compulsorily apply through ASBA. The investors are required to fill the ASBA form and submit the same to their banks. The SCSB will block the amount in the account as per the authority contained in ASBA form. On allotment, amount will be unblocked and account will be debited only to the extent required to be paid for allotment of shares. Hence, there will be no need of refund.

For more details on the offer process and how to apply, please refer to the details given in application forms and abridged prospectus and also please refer to the chapter *"Offer Procedure"* on page 297 of the Red Herring Prospectus.

BANKER TO THE OFFER: ICICI Bank Limited

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

CORRIGENDUM: NOTICE TO INVESTORS

This is with reference to the Red Herring Prospectus dated March 06, 2026 filed with the Registrar of Companies (ROC), Haryana on March 06, 2026

The attention of investors is drawn to the following:

The *"Balance of QIB Portion for all QIBs including Mutual Funds"* under chapter titles *"The Offer"* on page no. 58 of the Red Herring Prospectus shall stand replaced with below mentioned:

The Offer

Particulars	Net Offer
(2) Balance of QIB Portion for all QIBs including Mutual Funds	Up to 7,70,000 Equity Shares aggregating to ₹[●] Lakhs

The "Maximum Bid Size" under chapter titled "Offer Structure" on page no. 294 of the Red Herring Prospectus shall stand replaced with below mentioned:

OFFER STRUCTURE

Particulars	Market Maker Reservation – Portion	QIBs	Non - Institutional Investors/Bidders	Individual Investors/Bidders (who applies for minimum application size)
Maximum Bid Size	[●] Equity Shares	Such number of Equity Shares in multiples of [●] Equity Shares not exceeding the size of the Net Offer (excluding the Anchor portion), subject to applicable limits.	Such number of Equity Shares in multiples of [●] Equity Shares not exceeding the size of the Net Offer (excluding the QIB portion), subject to limits as applicable to the Bidder.	[●] Equity Shares in multiple of [●] Equity shares such that Bid Amount exceeds ₹ 200,000 and shall be two lots per with application of above ₹ 2,00,000.

The "Particulars of the Offer for Non - Institutional Investors/Bidders and Individual Investors/Bidders" under the respective chapters of the Red Herring Prospectus shall stand replaced with below mentioned:

The revised structure of **Non - Institutional Investors/Bidders** which is Up to 5,85,000 shall be read as Up to 5,86,000 and **Individual Investors/ Bidders** is Up to 13,65,000 shall be read as Up to 13,64,000 in the respective chapters wherever required in the Red Herring Prospectus.

FOR NOVUS LOYALTY LIMITED
Sd/-
Deepak Tomar
Managing Director
DIN: 02484965

Date: March 10, 2026
Place: Haryana

Novus Loyalty Limited is proposing, subject to market conditions and other considerations, public offer of its Equity Shares and has filed the Red Herring Prospectus with the Registrar of Companies, Haryana on March 06, 2026. The Red Herring Prospectus is available on the website of the Book Running Lead Manager at www.shcapl.com, the website of the BSE i.e., www.bseindia.com, and website of our Company at www.novus-loyalty.com.

Investor should note that investment in equity shares involves a high degree of risk. For details, investors should refer to and rely on the Red Herring Prospectus, including the section titled *"Risk Factors"* on page 32 of the Red Herring Prospectus, which has been filed with ROC. The Equity Shares have not been and will not be registered under the U.S. Securities Act ("the Securities Act") or any state securities laws in United States and may not be issued or sold within the United States or to, or for the account or benefit of, "U.S. persons" (as defined in Regulations under the securities Act), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act of 1933.

AdBaaz

भारत को उभरते मध्यस्थता केंद्र के रूप में मिल रही वैश्विक पहचान, हरियाणा निवेश के लिए अनुकूल प्रदेश : नायब सिंह सैनी

ब्यूरो/गुड़गांव मेल

चंडीगढ़ 9 मार्च। हरियाणा के मुख्यमंत्री नायब सिंह सैनी ने कहा कि अंतरराष्ट्रीय विवाद समाधान सप्ताह2026 के संवादात्मक सत्र में संत कबीर कुटीर में पधारे विशेषज्ञों और अतिथियों का स्वागत करना उनके लिए गर्व की बात है। उन्होंने कहा कि ऐसे आयोजन देश और प्रदेश में न्यायिक तथा व्यावसायिक सहयोग को मजबूत करने में महत्वपूर्ण भूमिका निभाते हैं।

भारत बन रहा उभरता मध्यस्थता केंद्र

मुख्यमंत्री ने अपने संदेश में कहा कि आज भारत को एक उभरते हुए मध्यस्थता केंद्र के रूप में देखा जा रहा है। दुनिया भर के विशेषज्ञ भारत के कानूनी और व्यावसायिक वातावरण में बढ़ती संभावनाओं को लेकर उत्साहित हैं। उन्होंने कहा कि वैश्विक स्तर पर भारत की बढ़ती प्रतिष्ठा देश की मजबूत नीतियों और पारदर्शी व्यवस्था का परिणाम है।

निवेश और विकास के लिए अनुकूल वातावरण

नायब सिंह सैनी ने कहा कि हरियाणा भी इस दिशा में सक्रिय भूमिका निभा रहा है। प्रदेश आज देश के सबसे गतिशील और निवेश के लिए अनुकूल राज्यों में शामिल है। उन्होंने कहा कि मानव विकास, आधारभूत संरचना के विस्तार और प्रशासनिक सुधारों के माध्यम से ऐसा वातावरण तैयार किया गया है, जहां उद्योग और व्यापार तेजी से आगे बढ़ सकें।

समयबद्ध और निष्पक्ष समाधान की आवश्यकता

मुख्यमंत्री ने कहा कि आज के वैश्विक दौर में विवादों का समयबद्ध, निष्पक्ष और पारदर्शी समाधान अत्यंत आवश्यक है। अंतरराष्ट्रीय विवाद समाधान सप्ताह ऐसा मंच प्रदान करता है, जहां संवाद और सहयोग के माध्यम से विवादों के समाधान की दिशा में प्रभावी प्रयास किए जा सकते हैं। उन्होंने विश्वास जताया कि ऐसे आयोजन न्यायिक प्रक्रियाओं को अधिक प्रभावी बनाने में सहायक सिद्ध होंगे।

यूपीएससी में भी सफलता का परचम फहराने में हमारे युवा अग्रणी : धनखड़

– धनखड़ ने फोन करते हुए दी जिला के सातों सफल अभ्यर्थियों को बधाई
– किसानों, सैनिकों, पहलवानों की धरा से युवा प्रतियोगी परीक्षाओं में भी आगे

ब्यूरो/गुड़गांव मेल

चंडीगढ़, 9 मार्च। हरियाणा को किसानों ,सैनिकों और पहलवानों की भूमि कहा जाता रहा है। अब हमारे युवा विशेषकर ग्रामीण पृष्ट भूमि से युवा अखिल भारतीय स्तर की प्रतियोगी परीक्षाओं में भी सफलता का परचम फहरा रहे हैं। भाजपा के राष्ट्रीय सचिव औमप्रकाश धनखड़ ने जिला से उत्तीर्ण हुए अभ्यर्थियों को फोन पर बधाई देने उपरांत यह बात कही। उन्होंने कहा कि प्रदेश भर से युवक युवती काफी संख्या में यूपीएससी की परीक्षा में सफल हुए हैं, सभी बधाई के पात्र हैं।

अपने झज्जर जिला की बात करें तो सात होनहार युवाओं ने यूपीएससी की परीक्षा उर्तीण की है। इनमें से पांच बेटियां हैं। बादली से प्रख्या बेटी ने अपनी रैंक में सुधार किया है। यह हौसला है हमारी बेटियों का। गांव खेड़ी सुल्तानपुर की बेटी शीतल चौहान, जैसौर खेड़ी से मानसी, मांडौठी से राखी, पहाड़ीपुर से डॉ अंकिता सिवाच की सफलता से अन्य दूसरी बेटियों को भी प्रेरणा मिलेगी।

बहादुरगढ़ सेक्टर-6 निवासी तथा मूल रूप से गांव मांडौठी की राखी ने सिविल सेवा परीक्षा-2025 में 65वीं रैंक हासिल की है। गांव साल्हावास निवासी जतिन जाखड़ पुत्र दीपक जाखड़ ने परीक्षा में 191वीं रैंक हासिल की है। गांव बादली की बेटी प्रख्या गुलिया पुत्री रामबीर गुलिया ने इस परीक्षा में 265वीं रैंक प्राप्त की है। इससे पहले उन्होंने पिछली बार 584वीं रैंक प्राप्त की थी। गांव खेड़ी सुल्तानपुर की बेटी शीतल चौहान पुत्री प्रमोद चौहान ने सिविल सेवा परीक्षा में 405वीं रैंक हासिल की है। गांव पहाड़ीपुर (अछेज़) की बेटी डॉ. अंकिता सिवाच ने सिविल सेवा परीक्षा में 442वीं रैंक प्राप्त की है। गांव डीघल निवासी साहिल अहलावत पुत्र संजीव अहलावत ने सिविल सेवा परीक्षा में 735वीं रैंक प्राप्त की है। गांव जसौर खेड़ी की निवासी मानसी पुत्री वीरेंद्र कुमार ने सिविल सेवा परीक्षा में 852वीं रैंक हासिल की है। वहीं एआरसीएस बहादुरगढ़ जीत कुमार भुक्कल निवासी दादरी को भी बधाई दी।

राष्ट्रीय सचिव धनखड़ ने कहा कि पिछले कई वर्षों से हरियाणा के युवा यूपीएससी परीक्षा में बड़ी सख्यां में सफल हो रहे हैं। यह साबित करता है हमारे युवा मेहनती है। अपने लक्ष्य को फोकस करना जानते हैं। युवाओं को सही समय पर सही मार्गदर्शन करने की जरूरत है। उन्होंने सफल अभ्यर्थियों से भी अन्य युवाओं को प्ेरेरित करने को कहा ।

novus Loyalty

Scan this QR to view the RHP

NOVUS LOYALTY LIMITED

CIN: U72900HR2011PLC127344

Our Company was incorporated under the name *"Clavax Technologies Private Limited"*, a private limited company under the Companies Act, 1956 pursuant to a certificate of incorporation dated June 24, 2011 issued by Registrar of Companies, National Capital Territory of Delhi and Haryana. Further, the name of the Company was changed to "Novus Loyalty Private Limited" vide Certificate of Incorporation dated September 06, 2024 by Assistant Registrar of Companies/Deputy Registrar of Companies/ Registrar of Companies, Central Processing Centre. Subsequently, the status of the Company was changed to public limited and the name of our Company was changed to *"Novus Loyalty Limited"* vide Special Resolution passed by the Shareholders at the Extra Ordinary General Meeting of our Company held on June 16, 2025. The fresh certificate of incorporation consequent to conversion was issued on August 08, 2025 issued by Assistant Registrar of Companies/Deputy Registrar of Companies/ Registrar of Companies, Central Processing Centre. The corporate identification number of our Company is U72900HR2011PLC127344. For further details on Incorporation and Registered Office of our Company, see *"History and Certain Corporate Matters"* beginning on page 167 of the Red Herring Prospectus.

Registered Office: 727, Udyog Vihar Phase V, Industrial Complex Dundahera, Gurgaon 122016, Haryana, India;
Telephone: +91 9717154514 | **Email:** investor@novus-loyalty.com | **Website:** www.novus-loyalty.com
Contact Person: Mukesh Makkar, Company Secretary and Compliance Officer

THE PROMOTERS OF OUR COMPANY ARE DEEPAK TOMAR AND SWETA SINGH

"THE OFFER IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF BSE (BSE SME)."

THE OFFER

INITIAL PUBLIC OFFER OF UP TO 41,20,000* EQUITY SHARES OF FACE VALUE OF ₹10/- EACH (THE "EQUITY SHARES") OF NOVUS LOYALTY LIMITED ("OUR COMPANY" OR "NOVUS" OR "NLL" OR "THE ISSUER") AT AN OFFER PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ [●] LAKHS COMPRISING OF FRESH OFFER OF UP TO 33,00,000 EQUITY SHARES AGGREGATING TO ₹ [●] LAKHS ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 8,20,000 EQUITY SHARES BY MR. DEEPAK TOMAR AND MS. SWETA SINGH ("SELLING SHAREHOLDERS") AGGREGATING TO ₹ [●] LAKHS ("OFFER FOR SALE") ("PUBLIC OFFER"). THE OFFER INCLUDES A RESERVATION OF UP TO 2,30,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH, AT AN OFFER PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING ₹ [●] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC OFFER LESS MARKET MAKER RESERVATION PORTION I.E. NET OFFER OF UP TO 38,90,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH, AT AN OFFER PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ [●] LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET OFFER". THE PUBLIC OFFER AND NET OFFER WILL CONSTITUTE 26.49% AND 25.02% RESPECTIVELY OF THE POST- OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

Subject to finalisation of Basis of Allotment

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

Name	Type	No of Shares offered/ Amount in ₹	WACA in ₹ per Equity*
Deepak Tomar	Promoter Selling Shareholder	4,10,000 Equity Shares	NIL
Sweta Singh	Promoter Selling Shareholder	4,10,000 Equity Shares	NIL

** As certified by M/s. L N Nangalya & Co, Chartered Accountants, Statutory Auditor of our Company, by way of their certificate dated March 05, 2026.*

PRICE BAND: ₹ 139/- to ₹ 146/- PER EQUITY SHARE OF FACE VALUE OF ₹ 10/- EACH

THE FLOOR PRICE IS 13.90 TIMES THE FACE VALUE OF THE EQUITY SHARES AND CAP PRICE IS 14.60 TIMES OF THE FACE VALUE OF THE EQUITY SHARES. THE PRICE TO EARNING RATIO BASED ON DILUTED EPS FOR FY 2024-25 AT THE FLOOR PRICE IS 47.44 TIMES AND AT THE CAP PRICE IS 49.83 TIMES. BIDS CAN BE MADE FOR A MINIMUM OF 1,000 EQUITY SHARES AND IN MULTIPLES OF 1,000 EQUITY SHARES THEREAFTER.

OFFER PROGRAM	
	ANCHOR BID OPENS ON: MONDAY, MARCH 16, 2026
	OPENS ON: TUESDAY, MARCH 17, 2026
	CLOSES ON: FRIDAY, MARCH 20, 2026

Our company is a technology-driven company offering loyalty and rewards solutions tailored for industries such as Fintech, E-commerce, software, Finance, Banking, FMCG and Real Estate. Focused on enhancing customer engagement, retention, and acquisition, our company has developed a modern, scalable loyalty platform using the latest technology stack. This platform delivers comprehensive, data-driven solutions that help enterprises build meaningful relationships with their customers. The company provides both customizable and ready-to-use program models, including point-based rewards, event-triggered campaigns, cashback systems, purchase-linked promotions, and digital vouchers. For more details, please refer chapter titled "Our Business" beginning on page 132 of the Red Herring Prospectus.

ALLOCATION OF THE OFFER

QIB PORTION	NOT MORE THAN 50.00% OF THE NET OFFER
INDIVIDUAL INVESTOR PORTION	NOT LESS THAN 35.00% OF THE NET OFFER
NON-INSTITUTIONAL PORTION	NOT LESS THAN 15.00% OF THE NET OFFER
MARKET MAKER PORTION	UPTO 2,30,000 EQUITY SHARES OR 5.58% OF THE OFFER

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE OFFER, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE OFFER AVAILABLE IN ANY MANNER.

The price band is justified based on the qualitative factors, quantitative factors and KPIs disclosed in the chapter title *"Basis for Offer Price"* beginning on page 102 of the Red Herring Prospectus.

RISKS TO INVESTORS

1. **Risk to Investors: Summary description of key risk factors based on materiality:**

a) We are highly dependent on certain key customers for a substantial portion of our revenues. Loss of relationship with any of the customers may have a material adverse effect on our profitability and results of operations.

b) Our success is dependent on our ability to develop and innovate our platform, products and solutions in a cost efficient and timely manner. Any failure to do so or inability of our products/ solutions to satisfy our customers or perform as desired could adversely impact our business, results of operations, cash flows and financial condition.

c) Our Company has not entered into any long-term contracts with our customers. Inability to maintain regular order flow would adversely impact our revenues and profitability.

d) The success of our business hinges on our ability to continually innovate in response to shifting customer needs, adopt and develop new technologies, and adapt to evolving industry standards. Operating in an industry by rapid technological advancements, dynamic industry standards, frequent service introductions, and changing customer demands, we recognize the necessity to stay ahead.

e) Significant disruptions in our information technology systems or breaches of data security could affect our business and reputation.

2. **Details of suitable ratios of the company and its peer group for the latest full financial year:**

Particulars	CMP	Face Value (₹)	Basic & Diluted EPS	PE Ratio (times)	RoNW (%)	NAV per Share (₹)
Novus Loyalty Limited	[●]	10	2.93	[●]	27.39%	10.68
Peer Group						
Pelatro Limited	303.00	10	5.64	53.72	6.31%	77.64

Source: www.bseindia.com , www.nseindia.com

Notes:

1. *The figures for our company are based on Restated Financial Statements for the year ended March 31, 2025, after considering the bonus issue.*
2. *P/E Ratio has been computed based on their respective closing market price on March 05, 2026, as divided by the Basic EPS as on March 31, 2025.*
3. *RoNW is calculated as Restated Profit for the year attributable to equity shareholders divided by the Net Worth of our Company.*
4. *Net asset value per equity share is calculated as net worth as of the end of the relevant year divided by the weighted average number of equity shares outstanding at the end of the year.*
5. *Price Earning (P/E) Ratio in relation to the Offer Price of ₹[●] per share.*
6. *The face value of our share is ₹10/- per share and the Offer Price is of ₹[●] per share are [●] times of the face value.*

3. **Weighted Average Return on Net worth for the last 3 financial years (RoNW):**

As per Restated Financial Statements

Period	RONW (%)	Weights
March 31, 2025	27.39%	3
March 31, 2024	31.18%	2
March 31, 2023	8.36%	1
Weighted Average	**25.48%**	
As on September 30, 2025 (Not annualized)	30.73%	

Note: *Return on Net Worth (%) = Profit for the period/ year / Net Worth at the end of the period/year.*

4. **Disclosures as per clause (9)(K)(4) of Part A to Schedule VI:**

a) **The price per share of our Company based on the primary/ new issue of shares (equity / convertible securities), excluding shares issued under ESOP/ESOS and issuance of bonus shares:** There has been no issuance of Equity Shares (excluding shares issued under ESOP/ESOS and issuance of bonus shares), during the 18 months preceding the date of the Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre-offer capital before such transaction(s) and excluding Bonus Issue of Shares, employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of 30 days.

b) **The price per share of our Company based on the secondary sale / acquisition of shares (equity shares):** There have been no secondary sale / acquisitions of Equity Shares, where the promoters, members of the promoter group or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts), during the 18 months preceding the date of the Red Herring Prospectus, where either acquisition or sale is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre- offer share capital before such transaction/s and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

c) **Since there is no eligible transaction of our Company reported in (a) and (b) above in accordance with paragraph (9)(K)(4)(a) of the SEBI ICDR Regulations, therefore, the price per Equity Share of our Company based on the last five primary or secondary transactions in Equity Shares (secondary transactions where the Promoters/Promoter Group entities or Shareholder(s) having the right to nominate director(s) on the Board are a party to the transaction) not older than three years prior to the date of the Red Herring Prospectus, irrespective of the size of transactions, has not been computed.**

(Continued next page...)

(Continued from previous page...)

d) **Weighted average cost of acquisition, Offer Price:** Based on the disclosures in (a), (b) and (c) above, the weighted average cost of acquisition of Equity Shares as compared with the Price Band is set forth below:

Type of Transactions	Weighted average cost of acquisition (₹ per Equity Share)*	Floor price (₹ 139.00)	Cap price (₹ 146.00)
Weighted average cost of acquisition of primary issuances as per paragraph (a) above	Nil	NA	NA
Weighted average cost of acquisition for secondary transactions as per paragraph (b) above	Nil	NA	NA
Weighted average cost of acquisition for secondary transactions as per paragraph (c) above	Nil	Negligible	Negligible
Weighted average cost of acquisition for secondary transactions as per paragraph (c) above	1,32,353	Negligible	Negligible

** As certified by Statutory Auditor of our Company, by way of their certificate dated March 05, 2026*

ADDITIONAL INFORMATION FOR INVESTORS:

1. **Details of proposed /undertaken pre-offer placements from the DRHP filing date -** Our Company has not undertaken any Pre-IPO Placements from the DRHP filing date.
2. **Transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company by promoter(s) and promoter group(s) from the DRHP filing date –** None of our promoter(s) and promoter group(s) have undertaken any transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company from the DRHP filing date.
3. **Pre-Offer Shareholding of Promoter / Promoter Group and Additional Top 10 Public Shareholders of the Company:**

Sr. No.	Shareholders	Pre-Offer shareholding as at the date of Advertisement		Post-Offer shareholding as at Allotment [1]			
				At the lower end of the price band (₹ 139.00)		At the upper end of the price band (₹ 146.00)	
		Number of Equity Shares	Share holding (in %)	Number of Equity Shares	Shareholding (in %)	Number of Equity Shares	Shareholding (in %)
Promoters and selling shareholders							
1.	Deepak Tomar	6,245,200	50.98%	58,35,200	37.52%	58,35,200	37.52%
2.	Sweta Singh	54,68,987	44.64%	50,58,987	32.53%	50,58,987	32.53%
Promoter Group - NA							
Top 10 Shareholders [2]							
3.	Balveer Singh Sankhla	27623	0.23%	27623	0.18%	27623	0.18%
4.	Vaishali Basra	9,608	0.08%	9,608	0.06%	9,608	0.06%
5.	Vipin Kumar Vindal	9,608	0.08%	9,608	0.06%	9,608	0.06%
6.	Gaurav Dipak Hatalkar on behalf of Shreeji Ventures	18,015	0.15%	18,015	0.12%	18,015	0.12%
7.	Finavenue Growth Fund	1,35,713	1.11%	1,35,713	0.87%	1,35,713	0.87%
8.	Vantage Point Finovation Private Limited	22,819	0.19%	22,819	0.15%	22,819	0.15%
9.	CCV Emerging Opportunities Fund – I	2,72,627	2.23%	2,72,627	1.75%	2,72,627	1.75%
10.	Jay Vipul Shah	40,000	0.33%	40,000	0.26%	40,000	0.26%
	Total	**1,22,50,200**	**100%**	**1,22,50,200**	**73.70%**	**1,22,50,200**	**73.70%**

Notes:
1) *Based on the Offer Price of ₹[●] and subject to finalization of the basis of allotment.*
2) *As on the date of the Red Herring Prospectus, we have total 10 (Ten) shareholders, out of which 8 are Public Shareholders.*

BASIS OF OFFER PRICE

The *"Basis for Offer Price"* on page 102 of the offer document has been updated with the above price band. Please refer to the website of the BRLM for the *"Basis for Offer Price"* updated with the above price band. You can scan the QR code given on the first page of this Advertisement for the chapter titled *"Basis for Offer Price"* on page 102 of the Red Herring Prospectus.

INDICATIVE TIMELINES FOR THE OFFER

Sequence of Activities	Listing within T+3 days (T is Issue Closing Date)
Application Submission by Investors	Electronic Applications (Online ASBA through 3-in-1 accounts) – **Upto 5 pm on T Day.** Electronic Applications (Bank ASBA through Online channels like Internet Banking, Mobile Banking and Syndicate UPI ASBA etc.) – **Upto 4 pm on T Day.** Electronic Applications (Syndicate Non-Individual, Non-Individual Applications) – **Upto 3 pm on T Day.** Physical Applications (Bank ASBA) – **Upto 1 pm on T Day.** Physical Applications (Syndicate Non-Individual, Non- Individual Applications of QIBs and NIIs) – **Upto 12 pm on T Day** and Syndicate members shall transfer such applications to banks **before 1 pm on T Day.**
Bid Modification	From Issue Opening date up to **5 pm of T Day**
Validation of bid details with depositories	From Issue Opening date up to **5 pm of T Day**
Reconciliation of UPI mandate transactions (Based on the guidelines issued by NPCI from time to time): Among Stock Exchanges – Sponsor Banks – NPCI and NPCI – PSPs/TPAPs** – Issuer Banks. Reporting formats of bid information, UPI analysis report and compliance timelines.	On Daily basis Merchant Bakers to submit to SEBI, sought as and when
UPI Mandate acceptance time	**Upto 5 pm T Day**
Issue Closure	**T day – 4 pm** for QIB and NII categories **T day – 5 pm** for Individual Investor and other reserved categories
Third party check on UPI applications	On daily basis and to be completed before **9:30 AM on T+1 day.**
Third party check on Non-UPI applications	On daily basis and to be completed before **1 pm on T+1 day.**
Submission of final certificates: **-For UPI from Sponsor Bank** **-For Bank ASBA, from all SCSBs** **-For syndicate ASBA**	UPI ASBA – **Before 9:30 pm on T Day** All SCSBs for Direct ASBA – **Before 07:30 pm on T Day** Syndicate ASBA - **Before 1 pm on T Day**
Finalization of rejections and completion of basis	Before **6 pm on T+1 day.**
Approval of basis by Stock Exchange	Before **9 pm on T+1 day.**
Issuance of fund transfer instructions in separate files for debit and unblock. For Bank ASBA and Online ASBA – To all SCSBs **For UPI ASBA – To Sponsor Bank**	Intimation not later than **9:30 am on T+2 day.** Completion before **2 pm on T+2 day** for fund transfer. Completion before **4 pm on T+2 day** for unblocking.
Corporate action execution for credit of shares	Initiation before **2 pm on T+2 day** Completion before **6 pm on T+2 day**
Filing of Listing Application with Stock Exchanges and issuance of trading notice	Before **7:30 pm on T+2 day**
Publish allotment advertisement	On the website of Issuer, Merchant Banker and RTI - before **9 pm on T+2 day.** In newspapers - on **T+3 day** but not later than **T+4 day**
Trading starts	**T+3 day**

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects of our Company, see *"History and Certain Corporate Matters"* on page 167 of the Red Herring Prospectus. The Memorandum of Association of our Company is a material document for inspection in relation to the Offer. For further details, see the section *"Material Contracts and Documents for Inspection"* on page 353 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The Liability of the members of the Company is Limited.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The authorized share capital of the Company is ₹ 18,00,00,000 divided into 1,80,00,000 Equity Shares of ₹ 10/ each. The issued, subscribed and paid-up share capital of the Company before the Issue is ₹ 12,25,02,000 divided into 1,22,50,200 Equity Shares of ₹ 10/ each. For details of the Capital Structure, see *"Capital Structure"* on the page 75 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM:

ORIGINAL SIGNATORIES			CURRENT PROMOTERS		
Name of Promoters	Face Value (₹)	No. of Shares	Name of Promoters	Face Value (₹)	No. of Shares
Vishal Madan	10.00	9,000	Deepak Tomar	10.00	62,45,200
Sumit Kaushik	10.00	1,000	Sweta Singh	10.00	54,68,987

LISTING: The Equity Shares offered through the Red Herring Prospectus are proposed to be listed on the SME Platform of BSE (**"BSE SME"**). Our Company has received an "In-principle" approval from the BSE for the listing of the Equity Shares pursuant to letter dated February 05, 2026. For the purposes of the Offer, the Designated Stock Exchange shall be BSE. A signed copy of the Red Herring Prospectus has been submitted for registration to the ROC on March 06, 2026 and Prospectus shall be filed with the RoC in accordance with Section 26(4) of the Companies Act, 2013.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the Offer is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire *"Disclaimer Clause of SEBI"* beginning on page 272 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by BSE, nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the *"Disclaimer Clause of BSE"* beginning on page 274 of the Red Herring Prospectus.

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Offer 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 this Offer. For taking an investment decision, investors must rely on their own examination of the Issuer and this Offer, including the risks involved. The Equity Shares 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 the Red Herring Prospectus. Specific attention of the investors is invited to *"Risk Factors"* on page 32 of the Red Herring Prospectus.

BOOK RUNNING LEAD MANAGER TO THE OFFER	REGISTRAR TO THE OFFER	COMPANY SECRETARY AND COMPLIANCE OFFICER
SMART HORIZON CAPITAL ADVISORS PVT. LTD.	KFINTECH	novus Loyalty
SMART HORIZON CAPITAL ADVISORS PRIVATE LIMITED **Address:** B/908, Western Edge II, Kanakia Space, Behind Metro Mall, off Western Express Highway, Magathane, Borivali East, Mumbai – 400066, Maharashtra, India. **Tel. No.:** 022-28706822 **E-mail:** director@shcapl.com **Investors Grievance e-mail:** investor@shcapl.com **Website:** www.shcapl.com **Contact Person:** Ms. Parth Shah **SEBI Registration Number:** INM000013183	**KFIN TECHNOLOGIES LIMITED** **Address:** Selenium Tower B, Plot No.31-32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad-500032, Telangana, India. **Tel. No.:** +91-40-67162222 / 18003094001 **E-mail:** novus.ipo@kfintech.com **Investors Grievance e-mail:** einward.ris@kfintech.com **Website:** www.kfintech.com **Contact Person:** M. Murali Krishna **SEBI Registration No.:** INR000000221	**MUKESH MAKKAR** **Address:** 727, Udyog Vihar Phase V, Industrial Complex Dundahera, Gurgaon 122016, Haryana, India. | **Tel. No.:** +91 9717154514 **Email:** investor@novus-loyalty.com; **Website:** www.novus-loyalty.com Investors can contact the Company Secretary and Compliance Officer or the Registrar to the Offer in case of any pre-offer or post- offer related grievances, grievances including non-receipt of letters of allotment, non-credit of allotted equity shares in the respective beneficiary account, non-receipt of refund orders or non-receipt of funds by electronic mode, etc. For all offer related queries and for redressal of complaints, investors may also write to the BRLM.

Availability of Red Herring Prospectus: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein, before applying in the offer. Full copy of the Red Herring Prospectus will be available at the website of SEBI at www.sebi.gov.in; the website of Stock Exchange at www.bseindia.com, the website of BRLM at www.shcapl.com and website of Company at www.novus-loyalty.com;

Availability of Bid-Cum-Application forms: Bid-Cum-Application forms can be obtained from the Company: Novus Loyalty Limited, Book Running Lead Manager: Smart Horizon Capital Advisors Private Limited. Application Forms can also be obtained from the Stock Exchange and list of SCSBs available on the website of SEBI at www.sebi.gov.in and website of Stock Exchange at www.bseindia.com.

Application Supported by Blocked Amount (ASBA): All investors in this offer have to compulsorily apply through ASBA. The investors are required to fill the ASBA form and submit the same to their banks. The SCSB will block the amount in the account as per the authority contained in ASBA form. On allotment, amount will be unblocked and account will be debited only to the extent required to be paid for allotment of shares. Hence, there will be no need of refund.

For more details on the offer process and how to apply, please refer to the details given in application forms and abridged prospectus and also please refer to the chapter *"Offer Procedure"* on page 297 of the Red Herring Prospectus.

BANKER TO THE OFFER: ICICI Bank Limited

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

CORRIGENDUM: NOTICE TO INVESTORS

This is with reference to the Red Herring Prospectus dated March 06, 2026 filed with the Registrar of Companies (ROC), Haryana on March 06, 2026

The attention of investors is drawn to the following:

The *"Balance of QIB Portion for all QIBs including Mutual Funds"* under chapter titles *"The Offer"* on page no. 58 of the Red Herring Prospectus shall stand replaced with below mentioned:

The Offer

Particulars	Net Offer
(2) Balance of QIB Portion for all QIBs including Mutual Funds	Up to 7,70,000 Equity Shares aggregating to ₹[●] Lakhs

The "Maximum Bid Size" under chapter titled "Offer Structure" on page no. 294 of the Red Herring Prospectus shall stand replaced with below mentioned:

OFFER STRUCTURE

Particulars	Market Maker Reservation – Portion	QIBs	Non - Institutional Investors/Bidders	Individual Investors/Bidders (who applies for minimum application size)
Maximum Bid Size	[●] Equity Shares	Such number of Equity Shares in multiples of [●] Equity Shares not exceeding the size of the Net Offer (excluding the Anchor portion), subject to applicable limits.	Such number of Equity Shares in multiples of [●] Equity Shares not exceeding the size of the Net Offer (excluding the QIB portion), subject to limits as applicable to the Bidder.	[●] Equity Shares in multiple of [●] Equity shares such that Bid Amount exceeds ₹ 200,000 and shall be two lots per with application of above ₹ 2,00,000.

The "Particulars of the Offer for Non - Institutional Investors/Bidders and Individual Investors/Bidders" under the respective chapters of the Red Herring Prospectus shall stand replaced with below mentioned:

The revised structure of **Non - Institutional Investors/Bidders** which is Up to 5,85,000 shall be read as Up to 5,86,000 and **Individual Investors/ Bidders** is Up to 13,65,000 shall be read as Up to 13,64,000 in the respective chapters wherever required in the Red Herring Prospectus.

FOR NOVUS LOYALTY LIMITED
Sd/-
Deepak Tomar
Managing Director
DIN: 02484965

Date: March 10, 2026
Place: Haryana

Novus Loyalty Limited is proposing, subject to market conditions and other considerations, public offer of its Equity Shares and has filed the Red Herring Prospectus with the Registrar of Companies, Haryana on March 06, 2026. The Red Herring Prospectus is available on the website of the Book Running Lead Manager at www.shcapl.com, the website of the BSE i.e., www.bseindia.com, and website of our Company at www.novus-loyalty.com.

Investor should note that investment in equity shares involves a high degree of risk. For details, investors should refer to and rely on the Red Herring Prospectus, including the section titled *"Risk Factors"* on page 32 of the Red Herring Prospectus, which has been filed with ROC. The Equity Shares have not been and will not be registered under the U.S. Securities Act ("the Securities Act") or any state securities laws in United States and may not be issued or sold within the United States or to, or for the account or benefit of, "U.S, persons" (as defined in Regulations under the securities Act), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act of 1933.

AdBaaz

DUNCAN ENGINEERING LIMITED

CIN: L28991PN1961PLC139151
Regd Office: F-33 Ranjangaon MIDC Karegaon, Tal Shirur, Pune-412 209
Tel: + 91-2138-660066, Fax: + 91-2138-660067
Website: www.duncanengg.com, E-mail: complianceofficer@duncanengg.com

NOTICE TO SHAREHOLDERS

SPECIAL WINDOW FOR RE-LODGEMENT OF TRANSFER REQUEST OF PHYSICAL SHARES

Pursuant to SEBI Circular No. HO/38/13/11(2)2026-MIRSD-POD/ I/3750/2026, dated January 30, 2026, the Company is offering a special window for physical shareholders to submit re-lodgment requests for the transfer of shares. The special window is open from 5 February 2026 to 4 February 2027 and is applicable to cases where original share transfer requests were lodged prior to April 01, 2019 and were returned/unattended or rejected due to deficiencies in documentation, process or any other reason. The shares re-lodged for transfer will be processed only in dematerialized form during this window. Eligible shareholders may submit their transfer requests along with the requisite documents to the Company's Registrar & Share Transfer Agent (RTA) at the following address:

MUFG Intime India Private Limited
(Formerly Link Intime India Private Limited)
Block-202, 2nd Floor, Akshay Complex, Near Ganesh Temple,
Off Dhole Patil Road, Pune – 411 001
Email : rnt.helpdesk@in.mpms.mufg.com
Phone: +91-020-26160084/+91-020-26161629

The shareholders holding shares in physical form are requested to update their KYC and convert their physical share certificates to dematerialized (electronic) form. The shareholders are also requested to claim their unclaimed dividends, if any. If not claimed within seven years, both unclaimed dividend and corresponding shares will be transferred to the Investor Education and Protection Fund Authority (IEPFA) as per regulatory norms.

By the Order of the Board of Directors
For **Duncan Engineering Limited**
Sd/-
Shanu Gupta
Company Secretary

Place : Noida
Date : 09.03.2026

ELITECON INTERNATIONAL LIMITED

CIN : L46305DL1987PLC396234
Regd Office: AltF 101, TR-442, Okhla - 4th Floor, 101, NH-19, CRRI, Ishwar Nagar, Okhla, Tugalkabad, South Delhi, Delhi, 110044
Phone: +91 9871761020, Email ID: admin@eliteconinternational.com, Website: www.eliteconinternational.com
EXTRACT OF UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND NINE MONTHS ENDED 31ST DECEMBER, 2025

Figures in Lakhs (Rs.)

Particulars	Consolidated Figures						Standalone Figures					
	Quarter ended (Unaudited) 31-12-2025	Quarter ended (Unaudited) 30-09-2025	Quarter ended (Unaudited) 31-12-2024	Nine months ended (Unaudited) 31-12-2025	Nine months ended (Unaudited) 31-12-2024	Year Ended (Audited) 31-03-2025	Quarter ended (Unaudited) 31-12-2025	Quarter ended (Unaudited) 30-09-2025	Quarter ended (Unaudited) 31-12-2024	Nine months ended (Unaudited) 31-12-2025	Nine months ended (Unaudited) 31-12-2024	Year Ended (Audited) 31-03-2025
Total income from operations (net)	1,74,898.00	2,19,586.42	9,489.29	5,48,885.14	23,747.49	55,136.28	50,312.67	50,568.75	4,899.45	1,20,810.77	17,879.80	30,002.08
Net Profit / (Loss) for the period (before Tax, Exceptional and/or Extraordinary Items)	12,099.89	13,825.73	1,335.60	35,417.67	2,661.72	6,957.12	1,460.09	2,243.44	663.48	5,742.06	1,994.01	3,213.17
Net Profit / (Loss) for the period before Tax,(after Exceptional and/or Extraordinary Items)	12,099.89	13,825.73	1,335.60	35,417.67	2,661.72	6,957.12	1,460.09	2,243.44	663.48	5,742.06	1,994.01	3,213.17
Net Profit / (Loss) for the period after Tax,(after Exceptional and/or Extraordinary Items)	10,357.36	11,719.79	1,334.17	31,116.69	2,667.60	6,964.89	953.88	2,019.60	662.05	5,012.02	1,999.89	3,220.99
Total Comprehensive Income for the period (Comprising Profit/(Loss) for the period(after tax) and Other Comprehensive Income (after tax))	10,355.89	11,719.79	1,334.17	31,115.22	2,667.60	6,965.36	952.41	2,019.60	662.05	5,010.55	1,999.89	3,221.46
Equity Share Capital	15,985.00	15,985.00	121.00	15,985.00	121.00	15,985.00	15,985.00	15,985.00	121.00	15,985.00	121.00	15,985.00
Reserves (excluding Revaluation Reserve)	37.72	37.72	-7060.56		-7060.56	37.72	-3839.1	-3839.1	-7060.56	-3839.1	-7060.56	-3839.1
Earnings Per equity Share(of Re.1/-each) (for continuing and discontinuing operations)												
(a)Basic:	0.65	0.64	11.03	1.77	22.05	1.75	0.06	0.13	5.47	0.31	16.53	0.81
(b)Diluted:	0.65	0.64	0.10	1.77	0.19	1.75	0.06	0.13	0.05	0.31	0.15	0.81

Note :
1. Above results were reviewed by Audit Committee and taken on record by the Board of Directors in their meeting held on Saturday, 07 March, 2026.
2. The above is an extract of the detailed format of Quarter ended Consolidated and Standalone Financial Results filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the Quarterly and nine months ended Unaudited Standalone and Consolidated Financial Results are available on the Stock Exchange website (www.bseindia.com) and Company's website www.eliteconinternational.com.
3. The above results have been prepared in accordance with Companies (Indian Accounting Standards) Rules, 2015 ('Ind AS') prescribed under Section 133 of the Companies Act, 2013 read together with Rule 3 of the Companies (Indian Accounting Standards) Rules, 2015 and Companies (Indian Accounting Standards) Rules, 2016 as amended.
4. The Company has moved an application for the Voluntary delisting of its Securities from CSE on January 16, 2024.

For ELITECON INTERNATIONAL LIMITED
Sd/-
(VIPIN SHARMA)
Managing Director
DIN: 01739519

Date : March 07, 2026
Place : New Delhi

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

Scan this QR to view the RHP

NOVUS LOYALTY LIMITED

CIN: U72900HR2011PLC127344

Our Company was incorporated under the name *"Clavax Technologies Private Limited"*, a private limited company under the Companies Act, 1956 pursuant to a certificate of incorporation dated June 24, 2011 issued by Registrar of Companies, National Capital Territory of Delhi and Haryana. Further, the name of the Company was changed to "Novus Loyalty Private Limited" vide Certificate of Incorporation dated September 06, 2024 by Assistant Registrar of Companies/Deputy Registrar of Companies/ Registrar of Companies, Central Processing Centre. Subsequently, the status of the Company was changed to public limited and the name of our Company was changed to *"Novus Loyalty Limited"* vide Special Resolution passed by the Shareholders at the Extra Ordinary General Meeting of our Company held on June 16, 2025. The fresh certificate of incorporation consequent to conversion was issued on August 08, 2025 issued by Assistant Registrar of Companies/Deputy Registrar of Companies/ Registrar of Companies, Central Processing Centre. The corporate identification number of our Company is U72900HR2011PLC127344. For further details on Incorporation and Registered Office of our Company, see *"History and Certain Corporate Matters"* beginning on page 167 of the Red Herring Prospectus.

Registered Office: 727, Udyog Vihar Phase V, Industrial Complex Dundahera, Gurgaon 122016, Haryana, India;
Telephone: +91 9717154514 | **Email:** investor@novus-loyalty.com | **Website:** www.novus-loyalty.com
Contact Person: Mukesh Makkar, Company Secretary and Compliance Officer

THE PROMOTERS OF OUR COMPANY ARE DEEPAK TOMAR AND SWETA SINGH

"THE OFFER IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF BSE (BSE SME)."

THE OFFER

INITIAL PUBLIC OFFER OF UP TO 41,20,000* EQUITY SHARES OF FACE VALUE OF ₹10/- EACH (THE "EQUITY SHARES") OF NOVUS LOYALTY LIMITED ("OUR COMPANY" OR "NOVUS" OR "NLL" OR "THE ISSUER") AT AN OFFER PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ [●] LAKHS COMPRISING OF FRESH OFFER OF UP TO 33,00,000 EQUITY SHARES AGGREGATING TO ₹ [●] LAKHS ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 8,20,000 EQUITY SHARES BY MR. DEEPAK TOMAR AND MS. SWETA SINGH ("SELLING SHAREHOLDERS") AGGREGATING TO ₹ [●] LAKHS ("OFFER FOR SALE") ("PUBLIC OFFER"). THE OFFER INCLUDES A RESERVATION OF UP TO 2,30,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH, AT AN OFFER PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING ₹ [●] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC OFFER LESS MARKET MAKER RESERVATION PORTION I.E. NET OFFER OF UP TO 38,90,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH, AT AN OFFER PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ [●] LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET OFFER". THE PUBLIC OFFER AND NET OFFER WILL CONSTITUTE 26.49% AND 25.02% RESPECTIVELY OF THE POST- OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

***Subject to finalisation of Basis of Allotment**

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

Name	Type	No of Shares offered/ Amount in ₹	WACA in ₹ per Equity*
Deepak Tomar	Promoter Selling Shareholder	4,10,000 Equity Shares	NIL
Sweta Singh	Promoter Selling Shareholder	4,10,000 Equity Shares	NIL

** As certified by M/s. L N Nangalya & Co, Chartered Accountants, Statutory Auditor of our Company, by way of their certificate dated March 05, 2026.*

PRICE BAND: ₹ 139/- to ₹ 146/- PER EQUITY SHARE OF FACE VALUE OF ₹ 10/- EACH

**THE FLOOR PRICE IS 13.90 TIMES THE FACE VALUE OF THE EQUITY SHARES AND CAP PRICE IS 14.60 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.
THE PRICE TO EARNING RATIO BASED ON DILUTED EPS FOR FY 2024-25 AT THE FLOOR PRICE IS 47.44 TIMES AND AT THE CAP PRICE IS 49.83 TIMES.
BIDS CAN BE MADE FOR A MINIMUM OF 1,000 EQUITY SHARES AND IN MULTIPLES OF 1,000 EQUITY SHARES THEREAFTER.**

OFFER PROGRAM	ANCHOR BID OPENS ON: MONDAY, MARCH 16, 2026
	OPENS ON: TUESDAY, MARCH 17, 2026
	CLOSES ON: FRIDAY, MARCH 20, 2026

Our company is a technology-driven company offering loyalty and rewards solutions tailored for industries such as Fintech, E-commerce, software, Finance, Banking, FMCG and Real Estate. Focused on enhancing customer engagement, retention, and acquisition, our company has developed a modern, scalable loyalty platform using the latest technology stack. This platform delivers comprehensive, data-driven solutions that help enterprises build meaningful relationships with their customers. The company provides both customizable and ready-to-use program models, including point-based rewards, event-triggered campaigns, cashback systems, purchase-linked promotions, and digital vouchers. For more details, please refer chapter titled "Our Business" beginning on page 132 of the Red Herring Prospectus.

ALLOCATION OF THE OFFER

QIB PORTION	NOT MORE THAN 50.00% OF THE NET OFFER
INDIVIDUAL INVESTOR PORTION	NOT LESS THAN 35.00% OF THE NET OFFER
NON-INSTITUTIONAL PORTION	NOT LESS THAN 15.00% OF THE NET OFFER
MARKET MAKER PORTION	UPTO 2,30,000 EQUITY SHARES OR 5.58% OF THE OFFER

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE OFFER, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE OFFER AVAILABLE IN ANY MANNER.

The price band is justified based on the qualitative factors, quantitative factors and KPIs disclosed in the chapter title *"Basis for Offer Price"* beginning on page 102 of the Red Herring Prospectus.

RISKS TO INVESTORS

1. **Risk to Investors: Summary description of key risk factors based on materiality:**

a) We are highly dependent on certain key customers for a substantial portion of our revenues. Loss of relationship with any of the customers may have a material adverse effect on our profitability and results of operations.

b) Our success is dependent on our ability to develop and innovate our platform, products and solutions in a cost efficient and timely manner. Any failure to do so or inability of our products/ solutions to satisfy our customers or perform as desired could adversely impact our business, results of operations, cash flows and financial condition.

c) Our Company has not entered into any long-term contracts with our customers. Inability to maintain regular order flow would adversely impact our revenues and profitability.

d) The success of our business hinges on our ability to continually innovate in response to shifting customer needs, adopt and develop new technologies, and adapt to evolving industry standards. Operating in an industry by rapid technological advancements, dynamic industry standards, frequent service introductions, and changing customer demands, we recognize the necessity to stay ahead.

e) Significant disruptions in our information technology systems or breaches of data security could affect our business and reputation.

2. **Details of suitable ratios of the company and its peer group for the latest full financial year:**

Particulars	CMP	Face Value (₹)	Basic & Diluted EPS	PE Ratio (times)	RoNW (%)	NAV per Share (₹)
Novus Loyalty Limited	[●]	10	2.93	[●]	27.39%	10.68
Peer Group						
Pelatro Limited	303.00	10	5.64	53.72	6.31%	77.64

Source: www.bseindia.com , www.nseindia.com

Notes:

1. *The figures for our company are based on Restated Financial Statements for the year ended March 31, 2025, after considering the bonus issue.*
2. *P/E Ratio has been computed based on their respective closing market price on March 05, 2026, as divided by the Basic EPS as on March 31, 2025.*
3. *RoNW is calculated as Restated Profit for the year attributable to equity shareholders divided by the Net Worth of our Company.*
4. *Net asset value per equity share is calculated as net worth as of the end of the relevant year divided by the weighted average number of equity shares outstanding at the end of the year.*
5. *Price Earning (P/E) Ratio in relation to the Offer Price of ₹[●] per share.*
6. *The face value of our share is ₹10/- per share and the Offer Price is of ₹[●] per share are [●] times of the face value.*

3. **Weighted Average Return on Net worth for the last 3 financial years (RoNW):**
As per Restated Financial Statements

Period	RONW (%)	Weights
March 31, 2025	27.39%	3
March 31, 2024	31.18%	2
March 31, 2023	8.36%	1
Weighted Average	**25.48%**	
As on September 30, 2025 (Not annualized)	30.73%	

Note: *Return on Net Worth (%) = Profit for the period/ year / Net Worth at the end of the period/year.*

4. **Disclosures as per clause (9)(K)(4) of Part A to Schedule VI:**

a) **The price per share of our Company based on the primary/ new issue of shares (equity / convertible securities), excluding shares issued under ESOP/ESOS and issuance of bonus shares:** There has been no issuance of Equity Shares (excluding shares issued under ESOP/ESOS and issuance of bonus shares), during the 18 months preceding the date of the Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre-offer capital before such transaction(s) and excluding Bonus Issue of Shares, employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of 30 days.

b) **The price per share of our Company based on the secondary sale / acquisition of shares (equity shares):** There have been no secondary sale / acquisitions of Equity Shares, where the promoters, members of the promoter group or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts), during the 18 months preceding the date of the Red Herring Prospectus, where either acquisition or sale is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre- offer share capital before such transaction/s and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

c) **Since there is no eligible transaction of our Company reported in (a) and (b) above in accordance with paragraph (9)(K)(4)(a) of the SEBI ICDR Regulations, therefore, the price per Equity Share of our Company based on the last five primary or secondary transactions in Equity Shares (secondary transactions where the Promoters/Promoter Group entities or Shareholder(s) having the right to nominate director(s) on the Board are a party to the transaction) not older than three years prior to the date of the Red Herring Prospectus, irrespective of the size of transactions, has not been computed.**

(Continued next page...)

(Continued from previous page...)

d) **Weighted average cost of acquisition, Offer Price:** Based on the disclosures in (a), (b) and (c) above, the weighted average cost of acquisition of Equity Shares as compared with the Price Band is set forth below:

Type of Transactions	Weighted average cost of acquisition (₹ per Equity Share)*	Floor price (₹ 139.00)	Cap price (₹ 146.00)
Weighted average cost of acquisition of primary issuances as per paragraph (a) above	Nil	NA	NA
Weighted average cost of acquisition for secondary transactions as per paragraph (b) above	Nil	NA	NA
Weighted average cost of acquisition for secondary transactions as per paragraph (c) above	Nil	Negligible	Negligible
Weighted average cost of acquisition for secondary transactions as per paragraph (c) above	1,32,353	Negligible	Negligible

** As certified by Statutory Auditor of our Company, by way of their certificate dated March 05, 2026*

ADDITIONAL INFORMATION FOR INVESTORS:

1. **Details of proposed /undertaken pre-offer placements from the DRHP filing date -** Our Company has not undertaken any Pre-IPO Placements from the DRHP filing date.
2. **Transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company by promoter(s) and promoter group(s) from the DRHP filing date –** None of our promoter(s) and promoter group(s) have undertaken any transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company from the DRHP filing date.
3. **Pre-Offer Shareholding of Promoter / Promoter Group and Additional Top 10 Public Shareholders of the Company:**

Sr. No.	Shareholders	Pre-Offer shareholding as at the date of Advertisement		Post-Offer shareholding as at Allotment [(1)]			
				At the lower end of the price band (₹ 139.00)		At the upper end of the price band (₹ 146.00)	
		Number of Equity Shares	Share holding (in %)	Number of Equity Shares	Shareholding (in %)	Number of Equity Shares	Shareholding (in %)
Promoters and selling shareholders							
1.	Deepak Tomar	6,245,200	50.98%	58,35,200	37.52%	58,35,200	37.52%
2.	Sweta Singh	54,68,987	44.64%	50,58,987	32.53%	50,58,987	32.53%
Promoter Group - NA							
Top 10 Shareholders [(2)]							
3.	Balveer Singh Sankhla	27623	0.23%	27623	0.18%	27623	0.18%
4.	Vaishali Basra	9,608	0.08%	9,608	0.06%	9,608	0.06%
5.	Vipin Kumar Vindal	9,608	0.08%	9,608	0.06%	9,608	0.06%
6.	Gaurav Dipak Hatalkar on behalf of Shreeji Ventures	18,015	0.15%	18,015	0.12%	18,015	0.12%
7.	Finavenue Growth Fund	1,35,713	1.11%	1,35,713	0.87%	1,35,713	0.87%
8.	Vantage Point Finovation Private Limited	22,819	0.19%	22,819	0.15%	22,819	0.15%
9.	CCV Emerging Opportunities Fund – I	2,72,627	2.23%	2,72,627	1.75%	2,72,627	1.75%
10.	Jay Vipul Shah	40,000	0.33%	40,000	0.26%	40,000	0.26%
	Total	**1,22,50,200**	**100%**	**1,22,50,200**	**73.70%**	**1,22,50,200**	**73.70%**

Notes:
1) *Based on the Offer Price of ₹[●] and subject to finalization of the basis of allotment.*
2) *As on the date of the Red Herring Prospectus, we have total 10 (Ten) shareholders, out of which 8 are Public Shareholders.*

BASIS OF OFFER PRICE

The *"Basis for Offer Price"* on page 102 of the offer document has been updated with the above price band. Please refer to the website of the BRLM for the *"Basis for Offer Price"* updated with the above price band. You can scan the QR code given on the first page of this Advertisement for the chapter titled *"Basis for Offer Price"* on page 102 of the Red Herring Prospectus.

INDICATIVE TIMELINES FOR THE OFFER

Sequence of Activities	Listing within T+3 days (T is Issue Closing Date)
Application Submission by Investors	Electronic Applications (Online ASBA through 3-in-1 accounts) – **Upto 5 pm on T Day**. Electronic Applications (Bank ASBA through Online channels like Internet Banking, Mobile Banking and Syndicate UPI ASBA etc.) – **Upto 4 pm on T Day.** Electronic Applications (Syndicate Non-Individual, Non-Individual Applications) – **Upto 3 pm on T Day.** Physical Applications (Bank ASBA) – **Upto 1 pm on T Day.** Physical Applications (Syndicate Non-Individual, Non- Individual Applications of QIBs and NIIs) – **Upto 12 pm on T Day** and Syndicate members shall transfer such applications to banks **before 1 pm on T Day.**
Bid Modification	From Issue Opening date up to **5 pm of T Day**
Validation of bid details with depositories	From Issue Opening date up to **5 pm of T Day**
Reconciliation of UPI mandate transactions (Based on the guidelines issued by NPCI from time to time): Among Stock Exchanges – Sponsor Banks – NPCI and NPCI – PSPs/TPAPs** – Issuer Banks. Reporting formats of bid information, UPI analysis report and compliance timelines.	On Daily basis Merchant Bakers to submit to SEBI, sought as and when
UPI Mandate acceptance time	**Upto 5 pm T Day**
Issue Closure	**T day – 4 pm** for QIB and NII categories **T day – 5 pm** for Individual Investor and other reserved categories
Third party check on UPI applications	On daily basis and to be completed before **9:30 AM on T+1 day.**
Third party check on Non-UPI applications	On daily basis and to be completed before **1 pm on T+1 day.**
Submission of final certificates: **-For UPI from Sponsor Bank** **-For Bank ASBA, from all SCSBs** **-For syndicate ASBA**	UPI ASBA – **Before 9:30 pm on T Day** All SCSBs for Direct ASBA – **Before 07:30 pm on T Day** Syndicate ASBA - **Before 1 pm on T Day**
Finalization of rejections and completion of basis	Before **6 pm on T+1 day.**
Approval of basis by Stock Exchange	Before **9 pm on T+1 day.**
Issuance of fund transfer instructions in separate files for debit and unblock. For Bank ASBA and Online ASBA – To all SCSBs **For UPI ASBA – To Sponsor Bank**	Intimation not later than **9:30 am on T+2 day.** Completion before **2 pm on T+2 day** for fund transfer. Completion before **4 pm on T+2 day** for unblocking.
Corporate action execution for credit of shares	Initiation before **2 pm on T+2 day** Completion before **6 pm on T+2 day**
Filing of Listing Application with Stock Exchanges and issuance of trading notice	Before **7:30 pm on T+2 day**
Publish allotment advertisement	On the website of Issuer, Merchant Banker and RTI - before **9 pm on T+2 day.** In newspapers - on **T+3 day** but not later than **T+4 day**
Trading starts	**T+3 day**

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects of our Company, see *"History and Certain Corporate Matters"* on page 167 of the Red Herring Prospectus. The Memorandum of Association of our Company is a material document for inspection in relation to the Offer. For further details, see the section *"Material Contracts and Documents for Inspection"* on page 353 of the Red Herring Prospectus.

LIABILITY OF MEMBERS AS PER MOA: The Liability of the members of the Company is Limited.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The authorized share capital of the Company is ₹ 18,00,00,000 divided into 1,80,00,000 Equity Shares of ₹ 10/ each. The issued, subscribed and paid-up share capital of the Company before the Issue is ₹ 12,25,02,000 divided into 1,22,50,200 Equity Shares of ₹ 10/ each. For details of the Capital Structure, see *"Capital Structure"* on the page 75 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM:

ORIGINAL SIGNATORIES			CURRENT PROMOTERS		
Name of Promoters	Face Value (₹)	No. of Shares	Name of Promoters	Face Value (₹)	No. of Shares
Vishal Madan	10.00	9,000	Deepak Tomar	10.00	62,45,200
Sumit Kaushik	10.00	1,000	Sweta Singh	10.00	54,68,987

LISTING: The Equity Shares offered through the Red Herring Prospectus are proposed to be listed on the SME Platform of BSE (**"BSE SME"**). Our Company has received an "In-principle" approval from the BSE for the listing of the Equity Shares pursuant to letter dated February 05, 2026. For the purposes of the Offer, the Designated Stock Exchange shall be BSE. A signed copy of the Red Herring Prospectus has been submitted for registration to the ROC on March 06, 2026 and Prospectus shall be filed with the RoC in accordance with Section 26(4) of the Companies Act, 2013.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the Offer is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Red Herring Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire *"Disclaimer Clause of SEBI"* beginning on page 272 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by BSE, nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the *"Disclaimer Clause of BSE"* beginning on page 274 of the Red Herring Prospectus.

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Offer 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 this Offer. For taking an investment decision, investors must rely on their own examination of the Issuer and this Offer, including the risks involved. The Equity Shares 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 the Red Herring Prospectus. Specific attention of the investors is invited to *"Risk Factors"* on page 32 of the Red Herring Prospectus.

BOOK RUNNING LEAD MANAGER TO THE OFFER	REGISTRAR TO THE OFFER	COMPANY SECRETARY AND COMPLIANCE OFFICER
SMART HORIZON CAPITAL ADVISORS PRIVATE LIMITED **Address:** B/908, Western Edge II, Kanakia Space, Behind Metro Mall, off Western Express Highway, Magathane, Borivali East, Mumbai – 400066, Maharashtra, India. **Tel. No.:** 022-28706822 **E-mail:** director@shcapl.com **Investors Grievance e-mail:** investor@shcapl.com **Website:** www.shcapl.com **Contact Person:** Ms. Parth Shah **SEBI Registration Number:** INM000013183	**KFIN TECHNOLOGIES LIMITED** **Address:** Selenium Tower B, Plot No.31-32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad-500032, Telangana, India. **Tel. No.:** +91-40-67162222 / 18003094001 **E-mail:** novus.ipo@kfintech.com **Investors Grievance e-mail:** einward.ris@kfintech.com **Website:** www.kfintech.com **Contact Person:** M. Murali Krishna **SEBI Registration No.:** INR000000221	**MUKESH MAKKAR** **Address:** 727, Udyog Vihar Phase V, Industrial Complex Dundahera, Gurgaon 122016, Haryana, India. | **Tel. No.:** +91 9717154514 **Email:** investor@novus-loyalty.com; **Website:** www.novus-loyalty.com Investors can contact the Company Secretary and Compliance Officer or the Registrar to the Offer in case of any pre-offer or post- offer related grievances, grievances including non-receipt of letters of allotment, non-credit of allotted equity shares in the respective beneficiary account, non-receipt of refund orders or non-receipt of funds by electronic mode, etc. For all offer related queries and for redressal of complaints, investors may also write to the BRLM.

Availability of Red Herring Prospectus: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein, before applying in the offer. Full copy of the Red Herring Prospectus will be available at the website of SEBI at www.sebi.gov.in; the website of Stock Exchange at www.bseindia.com, the website of BRLM at www.shcapl.com and website of Company at www.novus-loyalty.com;

Availability of Bid-Cum-Application forms: Bid-Cum-Application forms can be obtained from the Company: Novus Loyalty Limited, Book Running Lead Manager: Smart Horizon Capital Advisors Private Limited. Application Forms can also be obtained from the Stock Exchange and list of SCSBs available on the website of SEBI at www.sebi.gov.in and website of Stock Exchange at www.bseindia.com.

Application Supported by Blocked Amount (ASBA): All investors in this offer have to compulsorily apply through ASBA. The investors are required to fill the ASBA form and submit the same to their banks. The SCSB will block the amount in the account as per the authority contained in ASBA form. On allotment, amount will be unblocked and account will be debited only to the extent required to be paid for allotment of shares. Hence, there will be no need of refund.

For more details on the offer process and how to apply, please refer to the details given in application forms and abridged prospectus and also please refer to the chapter *"Offer Procedure"* on page 297 of the Red Herring Prospectus.

BANKER TO THE OFFER: ICICI Bank Limited

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

CORRIGENDUM: NOTICE TO INVESTORS

This is with reference to the Red Herring Prospectus dated March 06, 2026 filed with the Registrar of Companies (ROC), Haryana on March 06, 2026

The attention of investors is drawn to the following:

The *"Balance of QIB Portion for all QIBs including Mutual Funds"* under chapter titles *"The Offer"* on page no. 58 of the Red Herring Prospectus shall stand replaced with below mentioned:

The Offer

Particulars	Net Offer
(2) Balance of QIB Portion for all QIBs including Mutual Funds	Up to 7,70,000 Equity Shares aggregating to ₹[●] Lakhs

The "Maximum Bid Size" under chapter titled "Offer Structure" on page no. 294 of the Red Herring Prospectus shall stand replaced with below mentioned:

OFFER STRUCTURE

Particulars	Market Maker Reservation – Portion	QIBs	Non - Institutional Investors/Bidders	Individual Investors/Bidders (who applies for minimum application size)
Maximum Bid Size	[●] Equity Shares	Such number of Equity Shares in multiples of [●] Equity Shares not exceeding the size of the Net Offer (excluding the Anchor portion), subject to applicable limits.	Such number of Equity Shares in multiples of [●] Equity Shares not exceeding the size of the Net Offer (excluding the QIB portion), subject to limits as applicable to the Bidder.	[●] Equity Shares in multiple of [●] Equity shares such that Bid Amount exceeds ₹ 200,000 and shall be two lots per with application of above ₹ 2,00,000.

The "Particulars of the Offer for Non - Institutional Investors/Bidders and Individual Investors/Bidders" under the respective chapters of the Red Herring Prospectus shall stand replaced with below mentioned:

The revised structure of **Non - Institutional Investors/Bidders** which is Up to 5,85,000 shall be read as Up to 5,86,000 and **Individual Investors/Bidders** is Up to 13,65,000 shall be read as Up to 13,64,000 in the respective chapters wherever required in the Red Herring Prospectus.

FOR NOVUS LOYALTY LIMITED
Sd/-
Deepak Tomar
Managing Director
DIN: 02484965

Date: March 10, 2026
Place: Haryana

Novus Loyalty Limited is proposing, subject to market conditions and other considerations, public offer of its Equity Shares and has filed the Red Herring Prospectus with the Registrar of Companies, Haryana on March 06, 2026. The Red Herring Prospectus is available on the website of the Book Running Lead Manager at www.shcapl.com, the website of the BSE i.e., www.bseindia.com, and website of our Company at www.novus-loyalty.com.

Investor should note that investment in equity shares involves a high degree of risk. For details, investors should refer to and rely on the Red Herring Prospectus, including the section titled *"Risk Factors"* on page 32 of the Red Herring Prospectus, which has been filed with ROC. The Equity Shares have not been and will not be registered under the U.S. Securities Act ("the Securities Act") or any state securities laws in United States and may not be issued or sold within the United States or to, or for the account or benefit of, "U.S, persons" (as defined in Regulations under the securities Act), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act of 1933.

AdBaaz

इंडिया शेल्टर फाइनैंस कार्पोरेशन लिमिटेड

पंजी. कार्यालय : प्लॉट – 15, छठा तल, सेक्टर–44, इंस्टीट्यूशनल एरिया, गुरूग्राम, हरियाणा–122002

अचल सम्पत्ति की बिक्री के लिए बिक्री सूचना

वित्तीय आस्तियों का प्रतिभूतिकरण और पुनर्निर्माण तथा प्रतिभूति हित प्रवर्तन अधिनियम, 2002 (इसमें आगे "अधिनियम" कहा गया है) के साथ पठित प्रतिभूति हित (प्रवर्तन) नियमावली, 2002 (इसमें आगे "नियमावली" कही गयी है) के नियम 8(5) एवं 9(1) के तहत अचल आस्तियों की बिक्री हेतु नीलामी बिक्री सूचना।

एतद्द्वारा सर्व साधारण को और विशेष रूप से कर्जदार(रों), सह–कर्जदार(रों) तथा गारंटर(रों) अथवा उनके कानूनी वारिस/सों प्रतिनिधियों को सूचना दी जाती है कि इंडिया शेल्टर फाइनैंस कार्पोरेशन लिमिटेड (इसमें आगे प्रत्याभूत लेनदार कही गई है) के पास बंधक/प्रभारित निम्नवर्णित अचल सम्पत्ति/यां, जिनका कब्जा प्रतिभूत लेनदार, पंजीकृत कार्यालय पता : छठा तल, प्लॉट नंबर 15, इंस्टीट्यूशनल एरिया, सेक्टर–44, गुरूग्राम–122002, ब्छरू **U65922HR1998PL042782** फोन नंबर +91–124–4131800 के प्राधिकृत अधिकारी द्वारा लिया जा चुका है, नीचे वर्णित कर्जदारों, सह–कर्जदारों अथवा गारंटरों से बकाया राशि की वसूली के लिए नीचे वर्णित तिथि को **"जैसी है जहां है", जैसी है जो है" तथा "जो भी है वहां है"** आधार पर बेची जाएंगी। यह बिक्री प्राधिकृत अधिकारी द्वारा नीचे वर्णित स्थान पर की जाएगी।

ऋण खाता नंबर/ एपी नंबर और कर्जदार(रों) /सह– कर्जदार(रों)/ गारंटर(रों) का नाम	धारा 13(2) के तहत मांग सूचना की तिथि और राशि	कब्जा की तिथि और प्रकार	सुरक्षित मूल्य	सम्पत्ति के निरीक्षण की तिथि एवं समय
श्री/श्रीमती विमला गमेती पत्नी किशन लाल और श्री/श्रीमती किशन लाल पुत्र जेवर लाल ऋण खाता नंबर : HLBHCHLONS000005091519/ AP-10217629	11–04–2025 और रु. 11,11,339/– (रुपये ग्यारह लाख ग्यारह हजार तीन सौ उन्तालीस मात्र) 10–04–2025 तक देय बोली वृद्धि राशि 10,000/–	भौतिक कब्जा 30–12–2025 कुल बकाया 11–04–2025 तक रु. 11,11,339/– (रुपये ग्यारह लाख ग्यारह हजार तीन सौ उन्तालीस मात्र) 10–04–2025 तक देय, + भुगतान की तिथि तक अन्य शुल्क	रु. 06,50,000/– (रूपये छह लाख पचास हजार मात्र)। धरोहर राशि जमा (ईएमडी) रु. 65,000/– (रूपये पैंसठ हजार मात्र)	समय 24–03–2026 (निरीक्षण का समय : पूर्वा. 10.00 बजे से अप. 05.00 बजे तक ईएमडी जमा की अंतिम तिथि 25–03–2026 नीलामी की तिथि एवं समय 26–03–2026 (नीलामी समय : पूर्वा. 10.00 बजे से अप. 05.00 बजे तक)

अचल सम्पत्ति/प्रतिभूत आस्ति का वर्णन : सम्पत्ति के सभी अंश एवं खंड : आराजी नंबर 1053 बही नंबर 06 ग्राम और जीपी नेडच पीएस देलवाड़ा जिला राजसमंद राजस्थान 313011 राजसमंद सीमाः– पूर्व–जय शंकर श्रीमाली – वाड़ा, पश्चिम–रास्ता, उत्तर–परता/सावा – मकान और वाड़ा, दक्षिण–भावर लाल/सावा जी – वाड़ा

ईएमडी जमा करने का स्थान तथा नीलामी का स्थान : प्रथम तल, एसबीएम प्लाजा, दिल्ली गेट, उदयपुर–313001
भुगतान की विधि :– सभी भुगतान इंडिया शेल्टर फाइनेंस कॉर्पोरेशन लिमिटेड के पक्ष में डिमांड ड्राफ्ट/आरटीजीएस/एनईएफटी द्वारा किया जाएगा।

विस्तृत विवरण और पूछताछ के लिए संलग्न नीलामी बिक्री सूचना या हमारी वेबसाइट www.indiashelter.in देखें अथवा प्राधिकृत अधिकारी से सम्पर्क करें श्री नमन बापना (8386825222)

तिथि : 10–03–2026 स्थान : राजस्थान **वास्ते इंडिया शेल्टर फाइनैंस कार्पोरेशन लिमिटेड**

इंडिया शेल्टर फाइनैंस कार्पोरेशन लिमिटेड

पंजी. कार्यालय : प्लॉट – 15, छठा तल, सेक्टर–44, इंस्टीट्यूशनल एरिया, गुरूग्राम, हरियाणा–122002

अचल सम्पत्ति की बिक्री के लिए बिक्री सूचना

वित्तीय आस्तियों का प्रतिभूतिकरण और पुनर्निर्माण तथा प्रतिभूति हित प्रवर्तन अधिनियम, 2002 (इसमें आगे "अधिनियम" कहा गया है) के साथ पठित प्रतिभूति हित (प्रवर्तन) नियमावली, 2002 (इसमें आगे "नियमावली" कही गयी है) के नियम 8(5) एवं 8(6) के तहत अचल आस्तियों की बिक्री हेतु नीलामी बिक्री सूचना।

एतद्द्वारा सर्व साधारण को और विशेष रूप से कर्जदार(रों), सह–कर्जदार(रों) तथा गारंटर(रों) अथवा उनके कानूनी वारिस/सों प्रतिनिधियों को सूचना दी जाती है कि इंडिया शेल्टर फाइनैंस कार्पोरेशन लिमिटेड (इसमें आगे प्रत्याभूत लेनदार कही गई है) के पास बंधक/प्रभारित निम्नवर्णित अचल सम्पत्ति/यां, जिनका कब्जा प्रतिभूत लेनदार, पंजीकृत कार्यालय पता : छठा तल, प्लॉट नंबर 15, इंस्टीट्यूशनल एरिया, सेक्टर–44, गुरूग्राम–122002, **CIN: U65922HR1998PL042782** फोन नंबर +91–124–4131800 के प्राधिकृत अधिकारी द्वारा लिया जा चुका है, नीचे वर्णित कर्जदारों, सह–कर्जदारों अथवा गारंटरों से बकाया राशि की वसूली के लिए नीचे वर्णित तिथि को **"जैसी है जहां है", जैसी है जो है" तथा "जो भी है वहां है"** आधार पर बेची जाएंगी। यह बिक्री प्राधिकृत अधिकारी द्वारा नीचे वर्णित स्थान पर की जाएगी।

ऋण खाता नंबर/एपी नंबर और कर्जदार(रों) /सह– कर्जदार(रों)/ गारंटर(रों) का नाम	धारा 13(2) के तहत मांग सूचना की तिथि और राशि	कब्जा की तिथि और प्रकार	सुरक्षित मूल्य	सम्पत्ति के निरीक्षण की तिथि एवं समय
सीता देवी गवारिया पत्नी भेरू लाल, विक्रम कुमार गवारिया पुत्र भेरू लाल ऋण खाता संख्या LABHVLLONS00OOO5O74948 & HLBHRNLONSOOOO05O85642 AP-10183148/ AP-10183993	11–04–2025 रू. 10,95,913.24/– (रूपये दस लाख पिच्यानवे हजार नौ सौ तेरह तथा पैसे चौबीस मात्र) 110–04–2025 बोली वृद्धि राशि रू. 10,000/– (रू. दस हजार मात्र)	सांकेतिक कब्जा 07–07–2025 कुल बकाया 09–03–2026 तक रू. 11,37,504/– (रूपये ग्यारह लाख सैंतीस हजार पांच सौ चार मात्र)	रु. 10,50,000/– धरोहर राशि जमा (ईएमडी) रु. 1,05,000/–	समय 07–04–2026 (निरीक्षण का समय : पूर्वा. 10.00 बजे से अप. 05.00 बजे तक ईएमडी जमा की अंतिम तिथि 08–04–2026 नीलामी की तिथि एवं समय 09–04–2026 (नीलामी समय : पूर्वा. 10.00 बजे से अप. 05.00 बजे तक)

अचल सम्पत्ति/प्रतिभूत आस्ति का वर्णन : सम्पत्ति के सभी अंश एवं खंड : पट्टा संख्या 24 गांव और जीपी अकोला पीएस भोपाल सागर जिला चित्तौड़गढ़ राजस्थान 312205, सीमाः – पूर्व–आम रास्ता, पश्चिम– आम रास्ता, उत्तर एच / ओ पन्ना लाल गवारिया, दक्षिण– आम रास्ता

ईएमडी जमा करने का स्थान /नीलामी का स्थान : प्रथम तल, एसएमबी प्लाजा, दिल्ली गेट, उदयपुर–313001
भुगतान की विधि :– सभी भुगतान इंडिया शेल्टर फाइनेंस कॉर्पोरेशन लिमिटेड के पक्ष में डिमांड ड्राफ्ट/आरटीजीएस/एनईएफटी द्वारा किया जाएगा।

विस्तृत विवरण और पूछताछ के लिए संलग्न नीलामी बिक्री सूचना या हमारी वेबसाइट www.indiashelter.in देखें अथवा प्राधिकृत अधिकारी से सम्पर्क करें श्री नमन बापना (8386825222)

तिथि : 10–03–2026 स्थान : राजस्थान **वास्ते इंडिया शेल्टर फाइनैंस कार्पोरेशन लिमिटेड**