

This advertisement is for information purposes only and does not constitute an offer or an invitation or a recommendation to acquire, purchase, subscribe or to hold or sell securities. This is not an announcement for the offer document. All capital to them in the letter of offer dated December 19, 2024 (the "Letter of Offer" or "LOF") filed with the BSE Limited ("BSE"). This Advertisement is not for release, publication or distribution, directly or indirectly, outside India.

ANUPAM FINSERV LIMITED

Our Company was originally incorporated as "Vantage Financial Consultancy Services Private Limited" at Mumbai, on May 16, 1991 as a private limited company, under the Companies Act, 1956 and a Certificate of Incorporation was issued. It was converted into a public limited company consequent to special resolution of the shareholders and the name of our Company was also changed along with the conversion to "Vantage Financial Services Limited" on October 30, 1992 and a fresh Certificate of Incorporation was obtained from the RoC on October 30, 1992 and a fresh Certificate of Incorporation was obtained from the RoC on January 06, 1999. The name of our Company was changed to its current name on September 06, 2018. Our Registered Office has been shifted from 427/429 SVP Road, K.N. Bhatia Trust Bldg., Opp. New H.N. Hospital, Charni Road, Mumbai 400 004, Maharashtra, India to the current address on June 01, 2017. Our Company is a Non-Systemically Important Non-Deposit taking Non-Banking Finance Company (NSI-ND-NBFC). The registration number is B-13.00707 vide Certificate of Registration dated April 20, 1998. For details of changes in the name of our Company, please refer to page 36 of the Letter of Offer.X

Registered Office: 502, Corporate Arena, D.P. Piramal Road, Goregaon (W), Mumbai, Maharashtra, 400104; **Telephone No:** +91 22 46050267; **Fax:** N.A.; **E-mail ID:** info@anupamfinserv.com; **Contact Person:** Ms Sheetal Dedhia; **Company Website:** www.anupamfinserv.com; **Corporate Identification Number:** L74140MH1991PLC06171

ISSUE OF UP TO 115,637,500* FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH OF OUR COMPANY (THE "RIGHTS EQUITY SHARES") FOR CASH AT A PRICE OF ₹ 1.75 PER RIGHTS EQUITY SHARE (INCLUDING UP TO ₹ 202,365,625 ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 (ONE) RIGHTS EQUITY SHARES FOR EVERY 1 (ONE) FULLY PAID-UP EQUITY SHARES HELD BY YOU THAT IS ON FRIDAY, DECEMBER 27, 2024 ("RECORD DATE") (THE "ISSUE"). FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 180 OF THE LETTER OF OFFER.

*Assuming full subscription with respect to Rights Equity Shares

OUR PROMOTER: PRAVIN NANJI GALA

ISSUE PROGRAMME

ISSUE OPENS ON
Monday, January 13, 2025

LAST DATE FOR ON MARKET RENUNCIATION⁽¹⁾
Monday, January 27, 2025

(1) Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is to be completed in such a manner that the Rights Entitlements are credited to the demat accounts of the Renouncees on or prior to the Issue Closing Date.
(2) ** Our Board or the Rights Issue Committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that this Issue will not remain open in excess of 30 (Thirty) days from the Issue Opening Date. *** shall be permitted by any Applicant after the Issue Closing Date.

ASBA*

Simple, Safe, Smart way of
Application- Make use of it!!!

Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simple Application. Investors have to apply through the ASBA process. For further details read section 180 of the Letter of Offer.

In accordance with Regulation 76 of the SEBI ICDR Regulations, the SEBI Rights Issue Circulars and the ASBA Circulars, all Investors desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Applications before making their Application through ASBA. For details, please see "Making of an Application through the ASBA Process" on page 182 of the Letter of Offer.

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only as at Record Date i.e. Friday, December 27, 2024 and desirous of subscribing to Rights Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least two clear Working Days prior to their respective demat accounts at least one day before the Issue Closing Date. They may also communicate with the Registrar with the help of the helpline number (+91 22 4961 4132 / 3199 8810) and their email address (newissue@anupamfinserv.com). Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (ii) a demat suspense account (namely, "Anupam Finserv Ltd- RE Account") opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in the account of the IEPF authority; or (b) the demat accounts of the Eligible Equity Shareholder which are frozen or the Equity Shares which are lying in the unclaimed suspense account (including those pursuant to Regulation 39 of the SEBI Listing Regulations) or details of which are unavailable with our Company or with the Registrar on the Record Date; or (c) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date; or (d) credit of the Rights Entitlements returned/reversed/failed; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings, if any; or (f) non-institutional equity shareholdings in the United States. The Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date and who have not furnished the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, shall be required to furnish the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date. Their Rights Entitlements with respect to the equity shares held in physical form.

Facility for Application in the Issue

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI ICDR Master Circular and ASBA Circulars, all Investors desiring to make an Application in the Issue are mandatorily required to use the ASBA process. Eligible Equity Shareholders are advised to use the ASBA process. Applications before making their Application through ASBA. For details, please see "Making of an Application through the ASBA Process" beginning on page 182 of the Letter of Offer.

Procedure for Application through ASBA Process

An Investor, wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with SCSBs, prior to making the Application. Investors desiring to make an Application in this Issue through ASBA process are advised to use the ASBA process. Applications before making their Application through ASBA. For details, please see "Making of an Application through the ASBA Process" beginning on page 182 of the Letter of Offer. Investors should ensure that they have correctly submitted the Application Form and have provided an authorisation to the SCSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form. For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, please refer <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmlId=34>.

Application by Eligible Equity Shareholders holding Equity Shares in physical form:

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only as at Record Date and desirous of subscribing to Rights Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least two clear Working Days prior to the Issue Closing Date, and at least one day before the Issue Closing Date.

Prior to the Issue Opening Date, the Rights Entitlements of those Eligible Equity Shareholders, among others, who hold Equity Shares in physical form, and whose demat account details are not available with our Company or the Registrar, shall be required to furnish the details of their demat account to the Registrar or our Company at least two clear Working Days prior to the Issue Closing Date. Eligible Equity Shareholders must check the procedure for Application in "Making of an Application by Eligible Equity Shareholders holding Equity Shares in physical form" beginning on page 185 of the Letter of Offer.

IN ACCORDANCE WITH SEBI CIRCULAR SEBI/HO/CFD/DIL2/CIR/P/2020/78 DATED MAY 6, 2020 READ WITH SEBI CIRCULAR SEBI/HO/CFD/DIL1/CIR/P/2020/136 DATED JULY 24, 2020, THE ELIGIBLE EQUITY SHAREHOLDERS WHO DO NOT FURNISH THE DETAILS OF THEIR DEMAT ACCOUNT TO THE REGISTRAR OR OUR COMPANY AT LEAST TWO WORKING DAYS PRIOR TO THE ISSUE CLOSING DATE, WILL NOT BE ABLE TO PARTICIPATE IN THE ISSUE.

ALLOTMENT OF THE RIGHTS EQUITY SHARES IN DEMATERIALIZED FORM ONLY: Eligible Equity Shareholders may please note that the Rights Equity Shares applied for in the Issue can be allotted only in dematerialized form and not in physical form on the Record Date.

DISPATCH OF THE ABRIDGED LETTER OF OFFER ("ALOF") AND COMPOSITE APPLICATION FORM ("CAF") AND RIGHTS ENTITLEMENT LETTER ("REL'S"); The dispatch of the ALOF and REL's along with CAF for the Issue shall be made to the Eligible Equity Shareholders of the Company, whose name appeared in the Register of Members / Beneficial Owners of the Company as on Record Date i.e. Friday, December 27, 2024; in the electronic form through email on Tuesday, January 13, 2025, and physically through Speed Post / Registered Post on Tuesday, January 7, 2025, to the Eligible Equity Shareholders who have not registered their email ids with the Company or with the Registrar to the Issue.

Eligible Equity Shareholders can access the Letter of Offer, the Abridged Letter of Offer, and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe for the Rights Equity Shares under applicable securities laws) to the Issue at www.purvashare.com; BSE Limited at www.bseindia.com. Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar to the Issue at www.purvashare.com (for Eligible Equity Shareholders holding Equity Shares in physical form) and PAN.

CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS:

In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and a demat suspense account (namely, "Anupam Finserv Ltd- RE Account") opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in the account of the IEPF authority; or (b) the demat accounts of the Eligible Equity Shareholder which are frozen or the Equity Shares which are lying in the unclaimed suspense account (including those pursuant to Regulation 39 of the SEBI Listing Regulations) or details of which are unavailable with our Company or with the Registrar on the Record Date; or (c) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or with the Registrar on the Record Date; or (d) credit of the Rights Entitlements returned/reversed/failed; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings, if any; or (f) non-institutional equity shareholdings in the United States.

MAKING OF AN APPLICATION BY ELIGIBLE EQUITY SHAREHOLDERS ON PLAIN PAPER UNDER ASBA PROCESS

An Eligible Equity Shareholder in India who is eligible to apply under the ASBA process may make an application to subscribe to this Issue on plain paper in case of non-receipt of Application Form. In such cases of non-receipt of the Application Form, the Eligible Equity Shareholder should not be in a position to obtain it from any other source may make an application to subscribe to this Issue on plain paper with the same details as per the Application Form that is available on the website of the Registrar or our Company. Applications on plain paper will not be accepted from any Eligible Equity Shareholder who has already made an Application to the Designated Branch of the SCSB for authorising such SCSB to block Application Money in the said bank account maintained with the same SCSB. Applications on plain paper will not be accepted from any Eligible Equity Shareholder who has already made an Application both in an Application Form as well as on plain paper, both applications are liable to be rejected. Please note that in terms of Regulation 78 of the SEBI ICDR Regulations, the Eligible Equity Shareholders who are mandatorily required to use the ASBA process and should not utilise the Application Form for any purpose including renunciation even if it is received subsequently.

The Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his/her bank, must reach the office of the Designated Branch of the SCSB before the Issue Closing Date.

- Name of our Company, being Anupam Finserv Limited;
- Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository);
- Folio number (in case of Eligible Equity Shareholders who hold Equity Shares in physical form as at Record Date)/DP and Client ID;
- Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint name to this Issue;
- Number of Equity Shares held as at Record Date;
- Allotment option - only dematerialised form;
- Number of Rights Equity Shares entitled to;
- Number of Rights Equity Shares applied for within the Rights Entitlements;

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ANUPAM FINSERV

Our Company was originally incorporated as "Vantage Financial Consultancy Services Private Limited" at Mumbai, on May 16, 1991 as a private limited company, under the Companies Act, 1956 and was converted into a public limited company consequent to special resolution of the shareholders and the name of our Company was also changed along with the conversion to "Vantage Financial Services Private Limited" on January 6, 1999 and again changed to "Vantage Corporate Services Limited" on January 6, 1999 and a fresh Certificate of Incorporation was obtained from the RoC on January 06, 1999. The name of our Company was again changed to "Anupam Finserv Limited" on October 10, 2018. Our Registered Office has been shifted from 427/429 SVP Road, K.N. Bhatia Trust Bldg., Opp. New H.N. Hospital, Charni Road, Mumbai 400 004, Maharashtra, India to "RBI" as Non-Systemically Important Non-Deposit taking Non-Banking Finance Company (NSI-ND-NBFC). The registration number is B-13.00707 wide Certificate of Registration dated 10/10/2018. For further details, see page 36 of the Letter of Offer.X

Registered Office: 502, Corporate Arena, D.P. Piramal Road, Goregaon (W), Mumbai, Maharashtra, 400104; **Telephone No:** +91 22 46050267; **Fax:** N.A.; **E-mail ID:** info@anupamfinserv.com
Website: www.anupamfinserv.com; **Corporate Identification Number:** L74140MH1991PLC06171

ISSUE OF UP TO 115,637,500* FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH OF OUR COMPANY (THE "RIGHTS EQUITY SHARES") FOR CASH AT A PREMIUM OF ₹ 202,365,625 ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 (ONE) RIGHTS EQUITY SHARES FOR EVERY EQUITY SHARE OF OUR COMPANY THAT IS ON FRIDAY, DECEMBER 27, 2024 ("RECORD DATE") (THE "ISSUE"). FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 180 OF THE LETTER OF OFFER. *Assuming full subscription with respect to Rights Equity Shares

OUR PROMOTER: PRAVIN NAIK

ISSUE PROGRAMME

ISSUE OPENS ON
Monday, January 13, 2025

LAST DATE FOR ON MARKET RE
Monday, January 27, 2025

- (1) Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is to be completed in such a manner that the Rights Entitlements are credited to their demat accounts at least one day before the Issue Closing Date.
 (2) ** Our Board or the Rights Issue Committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that this Issue will not remain open for more than 30 days from the Issue Closing Date.

ASBA*

Simple, Safe, Smart way of Application- Make use of it!!!

Application Supported by Blocked Amount (ASBA) is a facility where the ASBA process is accepted. Investors have to apply through the ASBA process.

In accordance with Regulation 76 of the SEBI ICDR Regulations, the SEBI Rights Issue Circulars and the ASBA Circulars, all Investors desiring to make an Application in the Issue are mandated to apply through ASBA. For details, please see "Making of an Application through the ASBA Process" on page 182 of the Letter of Offer.

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made to the demat accounts of the Eligible Equity Shareholders as at Record Date i.e. Friday, December 27, 2024 and desirous of subscribing to Rights Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least one day before the Issue Closing Date. They may also communicate with the Registrar with the help of the helpline number (+91 22 4961 4133).

Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; (ii) the demat accounts of the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in the account of the IEPF authority; or (b) the demat accounts of the Eligible Equity Shareholders (as per the SEBI Listing Regulations) or details of which are unavailable with our Company or with the Registrar on the Record Date; or (c) Equity Shares held by Eligible Equity Shareholders to our Company or Registrar; or (d) credit of the Rights Entitlements returned/reversed/failed; or (e) the ownership of the Equity Shares currently under dispute, including unclaimed suspense account (including the ownership of the Equity Shares currently under dispute, including any court proceedings, if any; or (f) non-institutional equity shareholders in the United States). The Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date and who have not furnished the details of their demat account to the Registrar or our Company, shall be deemed to have opted for the rights equity shares held in physical form.

Facility for Application in the Issue

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI ICDR Master Circular and ASBA Circulars, all Investors desiring to make an Application in the Issue are mandated to apply through ASBA. For details, please see "Making of an Application through the ASBA Process" beginning on page 182 of the Letter of Offer.

Procedure for Application through ASBA Process

An Investor, wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with SCSBs, prior to making the Application. Investors desiring to apply through ASBA are advised to apply through the ASBA process by visiting the Branches of the SCSB or online/electronic Application through the website of the SCSBs (if made available by such SCSB) for authorising such SCSB to block Application Money payable by the Investor. Investors should ensure that they have correctly submitted the Application Form and have provided an authorisation to the SCSB, via the electronic mode, for blocking funds in the ASBA process. For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, please refer <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecordAction.do>.

Application by Eligible Equity Shareholders holding Equity Shares in physical form:

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made to the demat accounts of the Eligible Equity Shareholders as at Record Date and desirous of subscribing to Rights Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least two working days prior to the Issue Closing Date.

Prior to the Issue Opening Date, the Rights Entitlements of those Eligible Equity Shareholders, among others, who hold Equity Shares in physical form, and whose demat account details are not available with our Company or with the Registrar on the Record Date, shall be deemed to have opted for the rights equity shares held in physical form.

IN ACCORDANCE WITH SEBI CIRCULAR SEBI/HO/CFD/DIL2/CIR/P/2020/78 DATED MAY 6, 2020 READ WITH SEBI CIRCULAR SEBI/HO/CFD/DIL1/CIR/P/2020/136 DATED MAY 6, 2020, ALL INVESTORS DESIRING TO APPLY THROUGH ASBA PROCESS ARE ADVISED TO FURNISH THE DETAILS OF THEIR DEMAT ACCOUNT TO THE REGISTRAR OR OUR COMPANY AT LEAST TWO WORKING DAYS PRIOR TO THE RECORD DATE.

ALLOTMENT OF THE RIGHTS EQUITY SHARES IN DEMATERIALIZED FORM ONLY: Eligible Equity Shareholders may please note that the Rights Equity Shares applied for in the Issue shall be allotted to the demat accounts of the Eligible Equity Shareholders as at the Record Date.

DISPATCH OF THE ABRIDGED LETTER OF OFFER ("ALOF") AND COMPOSITE APPLICATION FORM ("CAF") AND RIGHTS ENTITLEMENT LETTER ("REL'S"): The dispatch of the Abridged Letter of Offer, the Composite Application Form and the Rights Entitlement Letter shall be made to the Eligible Equity Shareholders of the Company, whose name appeared in the Register of Members / Beneficial Owners of the Company as on Record Date i.e. Friday, December 27, 2024, by Speed Post / Registered Post on Tuesday, January 7, 2025, to the Eligible Equity Shareholders who have not registered their email ids with the Company. Eligible Equity Shareholders can access the Letter of Offer, the Abridged Letter of Offer, and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe to the Issue at www.purvashare.com; BSE Limited at www.bseindia.com). Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar or our Company. Eligible Equity Shareholders holding Equity Shares in physical form) and PAN.

CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS:

In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made to the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; (ii) a demat suspense account (namely, "Anupam Finserv Ltd- RE Account") opened by our Company with the Registrar or our Company; or (b) the demat accounts of the Eligible Equity Shareholder which are frozen or the Equity Shares which are lying in the unclaimed suspense account (including the ownership of the Equity Shares currently under dispute, including any court proceedings, if any; or (f) non-institutional equity shareholders in the United States).

MAKING OF AN APPLICATION BY ELIGIBLE EQUITY SHAREHOLDERS ON PLAIN PAPER UNDER ASBA PROCESS

An Eligible Equity Shareholder in India who is eligible to apply under the ASBA process may make an application to subscribe to this Issue on plain paper in case of non-receipt of the Rights Entitlement Letter or in a position to obtain it from any other source may make an application to subscribe to this Issue on plain paper with the same details as per the Application Form. The Application on plain paper shall be submitted to the Designated Branch of the SCSB for authorising such SCSB to block Application Money in the said bank account maintained with the same SCSB. Applications on plain paper shall be accepted only if the Eligible Equity Shareholder makes an Application both in an Application Form as well as on plain paper, both applications are liable to be rejected. Please note that in terms of Regulation 78 of the SEBI ICDR Regulations, the Application Form and should not utilise the Application Form for any purpose including renunciation even if it is received subsequently.

The Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his/her bank, must reach the Registrar or our Company at least two working days prior to the Issue Closing Date.

- Name of our Company, being Anupam Finserv Limited;
- Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository);
- Folio number (in case of Eligible Equity Shareholders who hold Equity Shares in physical form as at Record Date)/DP and Client ID;
- Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity Shareholder and folio number of the demat account to which the Rights Equity Shares are to be allotted to this Issue;
- Number of Equity Shares held as at Record Date;
- Allotment option - only dematerialised form;
- Number of Rights Equity Shares entitled to;
- Number of Rights Equity Shares applied for within the Rights Entitlements;

Companies,
 Insight Out

जाहीर सूचना

येथे अधोस्वाक्षरीकृत्यनि जनतेला सूचना दिली आहे की, माझे अशिल स्टेट बँक ऑफ इंडिया, होम लोन सेंटर, व्होटास हाऊस, ए-१ला मजला, जयहिंद सिनेमाजवळ डॉ. भीमराव रामजी आंबेडकर रोड, चिंचपोकळी, ४०००३३, खालीलप्रमाणे जाहीर सूचना जारी करत आहे: श्री. शैलेंद्र जनादेन वाघमारे व विद्या शैलेंद्र वाघमारे यांनी माझ्या अशिलांकडून गृहनिर्माण कर्ज घेतले आहे परंतु क्र.: ४०६, चौथा मजला, ए विंग, शिवाग्रार अपार्टमेंट, इमारत क्र.: ५१, टिळक नगर, चेंबूर मुंबई ४०००८९ खरेदी करण्यासाठी आणि ०१.०३.२००५ रोजी विक्रीकरिताचा मूळ करार जमा केला जो शिवाग्रार डेव्हलपर्स आणि श्री. शैलेंद्र जनादेन वाघमारे व विद्या शैलेंद्र वाघमारे दरम्यान अंमलात आणला गेला, दि.२०.०४.२००५ रोजी अनुक्रमांक: केएलआर-३/३२४१/२००५ अंतर्गत नोंदणीकृत, कुर्ला-३ येथे एसआरओ सह सदर सदनिका तारण ठेवण्याच्या उद्देशाने मूळ नोंदणी पावतीसह.

सदर दस्तऐवज माझ्या अशिलांच्या आरएसीपीसी मध्ये संग्रहित करण्यासाठी नोंदवला गेला आणि ०१.०३.२००५ च्या विक्रीसाठीचा मूळ करार २०.०४.२००५ च्या मूळ नोंदणी पावतीसह हरवला किंवा गहाळ झाला आणि परिश्रमपूर्वक शोध घेतल्यानंतरही ते सापडत नाही. जर कोणतीही व्यक्ती, संस्था, व्यक्ती, बँक किंवा कोणतीही वित्तीय संस्था सदर मालमतेच्या संदर्भात किंवा विक्रम किंवा संबंधित किंवा स्पर्श करण्यासंदर्भात विक्री, भाडेपट्टी, धारणाधिकार, गहाणखत, शुल्क, भार, भेटवस्तू, आराम, देखभाल, वारसा, मृत्युपत्र किंवा अन्यथा किंवा त्यांच्या ताब्यात कोणतेही शीर्षक असणे, सदर मालमतेची संबंधित कागदपत्रे किंवा शीर्षक करार याद्वारे कोणताही दावा आणि / किंवा आक्षेप असल्यास त्यांनी ही सूचना प्रकाशित झाल्यापासून १४ दिवसांच्या आत माझ्या पत्त्यावर अधोस्वाक्षरी करण्याच्या किंवा स्टेट बँक ऑफ इंडियाला, चिंचपोकळी त्यांच्या ई-मेल आयडी वर sbi.17889@sbi.co.in ती माहिती कागदोपत्री पुराव्यासह पाठवावी, असे न केल्यास, अशा व्यक्तीचे सर्व दावे माफ केले गेले आहेत किंवा सोडले गेले आहेत असे मानले जाईल आणि माझ्या अशिलांला उक्त मालमतेवरील गृह कर्जाच्या अनुषंगाने विशेष तारण हक्क असेल.

दिनांक: ०९.०१.२०२५

सही /
राजन व्ही पिळ्ळई
वकिल

कार्यालय क्र. १०१, पहिला मजला, साई सदन,
७६/७८ मोदी स्ट्रीट, हॉटेल मॉडर्न समोर,
फोर्ट, मुंबई - ४०० ००१.
rajan.adv@gmail.com
०२२-४७७७९७९१, ०२२-४०१३५७२२
०९८१९४७४८३८, ०९८७७९४८३८

सूचना

दावा मागविणे

सर्वसामान्य जनतेस येथे सूचना देण्यात येत आहे की, श्रीमती पुरीबेन वल्लभभाई बरवालिया यांचे २० ऑक्टोबर, २००८ रोजी अचानक निधन झाल्याने त्यांच्या पश्चात कायदेशीर वारसदार १) श्रीमती कांतुबेन कानजीभाई देसाई (मुलगी), २) त्यांच्या स्वर्गीय मुलगा श्री. घोहा वल्लभभाई बरवालिया यांची पत्नी व मुले नामे- भानुबेन घोहाभाई बरवालिया (सूर), रेखा अशोक वडदोरिया (नात), दिव्याबेन सुरेशभाई भदानी (नात), अनुजबेन सुरेशभाई पोकिया (नात), नयना सुर्यकान्त थुमार (नात), हिंसे घोहाभाई बरवालिया (नात), रमेश घोहाभाई बरवालिया (नात), ३) स्वर्गीय मुलगी श्रीमती शांताबेन मधुभाई वधासिया ऊर्फ पटेल यांचे मुले नामे- श्री. मन्सुख मधुभाई वधासिया ऊर्फ पटेल (पुतण्या), श्री. वज्रभाई मधुभाई वधासिया (पुतण्या), श्री. भक्त मधुभाई पटेल (पुतण्या), श्रीमती लिलाबेन नागजीभाई भदानी (भाची), ४) त्यांची स्वर्गीय मुलगी श्रीमती संतोक्बेन तुलसीभाई रमानी ऊर्फ पटेल यांची मुले नामे- श्रीमती किर्तिन किशोर पटेल (भाची), श्रीमती रेखाबेन मुकेशभाई फिनाविया (भाची), श्रीमती सुनिताबेन तनसुभाई भदानी (भाची), श्री. मुकेशभाई तुलसीभाई रमानी ऊर्फ पटेल (पुतण्या), श्रीमती विलासबेन वितेशभाई सबलपारा (भाची) हे

This advertisement is for information purposes only and does not constitute an offer or an invitation or a recommendation to acquire, purchase, subscribe or to hold or sell securities. This advertisement is subject to the terms and conditions set out in the letter of offer dated December 19, 2024 (the "Letter of Offer" or "LOF") filed with the BSE Limited ("BSE"). This Advertisement is not for release, publication or distribution.

ANUPAM FINSERV

Our Company was originally incorporated as "Vantage Financial Consultancy Services Private Limited" at Mumbai, on May 16, 1991 as a private limited company, under the Companies Act, 1956 and was converted into a public limited company consequent to special resolution of the shareholders and the name of our Company was also changed along with the conversion to "Vantage Corporate Services Limited" on January 6, 1999 and a fresh Certificate of Incorporation was obtained from the RoC on January 06, 1999. The name of our Company was again changed to "Vantage Corporate Services Limited" on October 10, 2018. Our Registered Office has been shifted from 427/429 SVP Road, K.N. Bhatia Trust Bldg., Opp. New H.N. Hospital, Chami Road, Mumbai 400 004, Maharashtra to 502, Corporate Arena, D.P. Piramal Road, Goregaon (W), Mumbai, Maharashtra, 400104. The registration number is B-13.00707 vide Certificate of Registration of our Company with the Registrar of Companies, Mumbai ("RBI") as Non-Systemically Important Non-Deposit taking Non-Banking Finance Company (NSI-ND-NBFC). The registration number is B-13.00707 vide Certificate of Registration of our Company with the Registrar of Companies, Mumbai. For further details, please refer to page 36 of the Letter of Offer X.

Registered Office: 502, Corporate Arena, D.P. Piramal Road, Goregaon (W), Mumbai, Maharashtra, 400104; Telephone No: +91 22 46050267; Fax: N.A.; E-mail id: info@anupamfinserv.com
Website: www.anupamfinserv.com; Corporate Identification Number: L74140MH1991PLC06171

ISSUE OF UP TO 115,637,500* FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH OF OUR COMPANY (THE "RIGHTS EQUITY SHARES") FOR CASH AT A PREMIUM OF ₹ 202,365,625 ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 (ONE) RIGHTS EQUITY SHARES FOR EVERY 10 (TEN) EQUITY SHARES OF OUR COMPANY THAT IS ON FRIDAY, DECEMBER 27, 2024 ("RECORD DATE") (THE "ISSUE"). FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 180 OF THE LETTER OF OFFER. *Assuming full subscription with respect to Rights Equity Shares

OUR PROMOTER: PRAVIN NA

ISSUE PROGRAMME

ISSUE OPENS ON
Monday, January 13, 2025

LAST DATE FOR ON MARKET R
Monday, January 27

- (1) Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is to be completed in such a manner that the Rights Entitlements are credited to the demat account of the Eligible Equity Shareholders on or before the Issue Closing Date.
- (2) ** Our Board or the Rights Issue Committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that this Issue will not remain open for more than 30 (thirty) days from the Issue Closing Date.

ASBA*

Simple, Safe, Smart way of Application- Make use of it!!!

Application Supported by Blocked Amount (ASBA) is accepted. Investors have to apply through the ASBA facility.

In accordance with Regulation 76 of the SEBI ICDR Regulations, the SEBI Rights Issue Circulars and the ASBA Circulars, all Investors desiring to make an Application in the Issue should apply through the ASBA facility. For details, please see "Making of an Application through the ASBA Process" on page 182 of the Letter of Offer.

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares to the demat account of the Eligible Equity Shareholders shall be completed in such a manner that the Rights Entitlements are credited to the demat account of the Eligible Equity Shareholders on or before the Issue Closing Date. They may also communicate with the Registrar with the help of the helpline number +91 22 4961 4300.

Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialized form; (ii) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in physical form; (iii) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in physical form who have not furnished the details of their demat account to the Registrar or our Company at least one day before the Issue Closing Date; or (iv) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in physical form who have not furnished the details of their demat account to the Registrar or our Company at least one day before the Issue Closing Date.

Facility for Application in the Issue

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI ICDR Master Circular and ASBA Circulars, all Investors desiring to make an Application in the Issue are mandated to make their Application through ASBA. For details, please see "Making of an Application through the ASBA Process" beginning on page 182 of the Letter of Offer.

Procedure for Application through ASBA Process

An Investor, wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with SCSBs, prior to making the Application. Investors should ensure that they have correctly submitted the Application Form and have provided an authorisation to the SCSB, via the electronic mode, for blocking funds in the demat account of the Eligible Equity Shareholders. For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, please refer <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?do=Action>.

Application by Eligible Equity Shareholders holding Equity Shares in physical form:

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares to the demat account of the Eligible Equity Shareholders shall be completed in such a manner that the Rights Entitlements are credited to the demat account of the Eligible Equity Shareholders on or before the Issue Closing Date. They may also communicate with the Registrar with the help of the helpline number +91 22 4961 4300.

Prior to the Issue Opening Date, the Rights Entitlements of those Eligible Equity Shareholders, among others, who hold Equity Shares in physical form, and whose demat account of the Eligible Equity Shareholders must check the procedure for Application in "Making of an Application by Eligible Equity Shareholders holding Equity Shares in physical form" beginning on page 182 of the Letter of Offer.

IN ACCORDANCE WITH SEBI CIRCULAR SEBI/HO/CFD/DIL/2/CIR/P/2020/78 DATED MAY 6, 2020 READ WITH SEBI CIRCULAR SEBI/HO/CFD/DIL/1/CIR/P/2020/136 DATED 27/08/2020 AND WHO HAVE NOT FURNISHED THE DETAILS OF THEIR DEMAT ACCOUNT TO THE REGISTRAR OR OUR COMPANY AT LEAST TWO WORKING DAYS PRIOR TO THE RECORD DATE.

ALLOTMENT OF THE RIGHTS EQUITY SHARES IN DEMATERIALIZED FORM ONLY: Eligible Equity Shareholders may please note that the Rights Equity Shares applied for in the Issue will be allotted to the demat account of the Eligible Equity Shareholders on the Record Date.

DISPATCH OF THE ABRIDGED LETTER OF OFFER ("ALOF") AND COMPOSITE APPLICATION FORM ("CAF") AND RIGHTS ENTITLEMENT LETTER ("REL's"): The details of the Eligible Equity Shareholders of the Company, whose name appeared in the Register of Members / Beneficial Owners of the Company as on Record Date i.e. Friday, December 27, 2024, shall be dispatched to the Eligible Equity Shareholders by electronic mode and physically through Speed Post / Registered Post on Tuesday, January 7, 2025, to the Eligible Equity Shareholders who have not registered their email ids with the Company. Eligible Equity Shareholders can access the Letter of Offer, the Abridged Letter of Offer, and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe to the Issue at www.purvashare.com; BSE Limited at www.bseindia.com). Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the demat account of the Eligible Equity Shareholders holding Equity Shares in physical form) and PAN.

CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS:

In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be completed in such a manner that the Rights Entitlements are credited to the demat account of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and a demat suspense account (namely, "Anupam Finserv Ltd- RE Account") opened by our Company with the IEPF authority; or (b) the demat accounts of the Eligible Equity Shareholder which are frozen or the Equity Shares which are lying in the unclaimed suspense account (including the Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date where details of demat accounts are not provided to the Registrar or our Company at least one day before the Issue Closing Date; or (c) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as at Record Date where details of demat accounts are not provided to the Registrar or our Company at least one day before the Issue Closing Date; or (d) credit of the Rights Entitlements returned/reversed/failed; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings, if any; or (f) non-institutional equity shareholders in the United States.

MAKING OF AN APPLICATION BY ELIGIBLE EQUITY SHAREHOLDERS ON PLAIN PAPER UNDER ASBA PROCESS

An Eligible Equity Shareholder in India who is eligible to apply under the ASBA process may make an application to subscribe to this Issue on plain paper in case of non-receipt of the Rights Entitlements and Allotment of Equity Shares to the demat account of the Eligible Equity Shareholder not being in a position to obtain it from any other source may make an application to subscribe to this Issue on plain paper with the same details as per the Application Form. The Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his/her bank, must reach the Designated Branch of the SCSB for authorising such SCSB to block Application Money in the said bank account maintained with the same SCSB. Applications on plain paper makes an Application both in an Application Form as well as on plain paper, both applications are liable to be rejected. Please note that in terms of Regulation 78 of the SEBI ICDR Regulations, the Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his/her bank, must reach the Designated Branch of the SCSB for authorising such SCSB to block Application Money in the said bank account maintained with the same SCSB. Applications on plain paper makes an Application both in an Application Form as well as on plain paper, both applications are liable to be rejected. Please note that in terms of Regulation 78 of the SEBI ICDR Regulations, the Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his/her bank, must reach the Designated Branch of the SCSB for authorising such SCSB to block Application Money in the said bank account maintained with the same SCSB.

1. Name of our Company, being Anupam Finserv Limited;
2. Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository);
3. Folio number (in case of Eligible Equity Shareholders who hold Equity Shares in physical form as at Record Date)/DP and Client ID;
4. Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity Shareholder and his/her spouse (if any) to this Issue;
5. Number of Equity Shares held as at Record Date;
6. Allotment option - only dematerialised form;
7. Number of Rights Equity Shares applied for;
8. Name of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository);