(1) Our Company in consultation with the Book Running Lead Manager may consider participation by Anchor Investors in accordance with the SEBI ICDR Regulations

(2) The Anchor Investor Bidding Date shall be one Working Day prior to the Bid/ Issuer Opening Date. (3) The UPI mandate end time and date shall be at 5:00 p.m. on Bid/Issuer Closing Day.

THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON EMERGE PLATFORM OF NSE



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

\*Applications Supported by Blocked Amount ("ASBA") is a better way of applying to issues by simply blocking the fund in the bank account. For details, check section on ASBA below.

Mandatory in public issue. No cheque will be accepted.



UPI - Now available in ASBA for Retail Institutional Investor and Non-Institutional Investor applying in public issues where the application amount is up to ₹ 5,00,000/- applying through Registered Brokers, DPs and RTAs. Retail Institutional Investor and Non-Institutional Investor also have an option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account. Investors are required to ensure that the Bank Account used for bidding is linked to their PAN linked with Aadhaar and are in Compliance with CBDT notification dated February 13, 2020 and press release dated June Investors are required to ensure that the Bank Account used for bidding is linked to their PAN linked with Aadhaar and are in Compliance with CBDT notification de 25, 2021 read with press release dated September 17, 2021 and CBDT circular no.7 of 2022, dated March 30, 2022, read with press release dated March 28, 2023.

For details on ASBA and UPI process, please refer to the details given in Application Form, Abridged Prospectus, General Information Document for investing in the public issue and also please refer to Section "Issue Procedure" beginning on page 228 of the Red Herring Prospectus.

The process is also available on the website of Book Running Lead Manager to the Issue, and the website of National Stock Exchange of India Limited ("NSE") and in General Information Document ("GID") for investing in the

Public Issue. ASBA Application Forms can be downloaded from the website of National Stock Exchange of India Limited ("NSE") and can be obtained from the list of banks that is displayed on the website of the Securities and Exchange Board of India ("SEBI") at www.sebi.gov.in.

List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in

IN TERMS OF THE SEBI CIRCULAR NO. CIR/CFD/POLICYCELL/11/2015, DATED NOVEMBER 10, 2015 AND THE ALL-POTENTIAL INVESTORS SHALL PARTICIPATE IN THE ISSUE ONLY THROUGH AN APPLICATION SUPPORTED BY BLOCKED AMOUNT ("ASBA") PROCESS PROVIDING DETAILS ABOUT The bank account which will be blocked by the self-certified syndicate banks ("SCSBS") for the same. Further pursuant to SEB ICIRCULAS BEARING NO. SEBURIO,CFD/TPD1/CIR/P/2023/140, FOR IMPLEMENTATION OF PHASE III FOR UPI FACILITY, WHICH IS FEFECTIVE FROM DECEMBER 01, 2023 ON MANDATORY BASIS, ALL POTENTIAL BIDDERS (EXCEPT ANCHOR INVESTORS) ARE REQUIRED TO MANDATORIUS UNITLETE THE APPLICATION SUPPORTED BY BLOCKED ANOUNIT ("ASSA") PROCESS PROVIDIO DETAILS OF THEIR RESPECTIVE ASSA ACCOUNTS OR UPI ID (IN CASE OF RIIS), IN WHICH THE CORRESPONDING APPLICATION AMOUNTS WILL BE BLOCKED BY THE SCSBS OR UNDER THE UPI MECHANISM, AS APPLICABLE.

PROPOSED LISTING: The Equity Shares of our Company offered through the Red Herring Prospectus are proposed to be listed on the EMERGE Platform of National Stock Exchange of India Limited in terms of the Chapter (X of the SEBI (ICDR) Regulations, 2018 as amended from time to time. Our Company has received an in-Principle approval letter dated Nevember 06, 2024 from National Stock Exchange of India Limited for using its name in the Red Herring Prospectus for listing of our shares on the EMERGE Platform on National Stock Exchange of India Limited. For the purposes of the Issue, the Designated Stock Exchange shall be EMERGE Platform of National Stock Exchange of India Limited.

### DISCLAIMER CLAUSE OF NSE (THE DESIGNATED STOCK EXCHANGE):

This to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The inv advised to refer to the Offer Document for the full text of the "Disclaimer Clause of NSE"."

### DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI"):

UIDCLAIMER CLAUSE OF SECURITIES AND ECLARAGE BUARD OF MUID (SEBT);

Since the Issue is being made in terms of Orbapetr X of the SEBI (IORD) regulations, 2018, the Red Herring Prospectus was filled with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Issue 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 208 of the RHP.

In making an investment decision, potential investors must ely on the Information included in the Red Herring Prospectus and the terms of the Issue, including the risks involved and not rely on any other external sources of information about the Issue available in any manner.

ABSIS OF ISSUE PRICE: The Price Band, Floor Price and Issue Price will be determined by our Company, in constitution with the Book Running Lead Manager, on the basis of assessment of market demand for the Equity Shares Issued through the Book Building Process and on the basis of the quantitative and qualitative Lators. The financial data presented in Chapter "Passis of Issues" Price" on page 82 of the Rel Herring Propectus are based on Company's Restante Consolidated Financial Statements. Investors should also refer to "Our Bussiness", "Risk Factors", "Financial Information" and "Management's Discussion and Analysis of Financial Position and Results of Operations" on pages 123, 27, 182 and 185 respectively, of the Red Herring Prospectus to have an informed view before making an investment decision.

### INFORMATION AS REQUIRED UNDER SECTION 30 OF THE COMPANIES ACT, 2013:

Contents of the Memorandum of Association of the Company as regards its objects: For information on the main objects and other objects of our Company, see "History and Certain Corporate Matters" on page 148 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for inspection" on page 250 of the Red Herring Prospectus.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorised share capital of the Company is ₹ 11,00,00,000 divide into 1,10,00,000 Equity Shares of ₹ 10/- each. The issued, subscribed and paid-up share capital of the Company before the issue is ₹ 7,00,58,000 divided into 70,05,800 Equity Shares of ₹ 10/- each. For details of the Capital Structure, see "Capital Structure" on the page 60 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF CHUTY SHARES SUBSECTION THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF THE UNDER OF CHUTY SHARES SUBSECTION OF THE COMPANY AND THE NUMBER OF CHUTY SHARES SUBSECTION OF THE MEMORANDUM OF THE COMPANY AND THE NUMBER OF CHUTY SHARES SUBSECTION OF THE MEMORANDUM OF THE COMPANY AND THE NUMBER OF CHUTY SHARES SUBSECTION OF THE MEMORANDUM OF THE COMPANY AND THE NUMBER OF CHUTY SHARES SUBSECTION OF THE MEMORANDUM OF THE COMPANY AND THE NUMBER OF THE NUMBER OF

CREDIT RATING: This being the issue of Equity Shares, no credit rating is required.

DEBENTURE TRUSTEES: As this is an issue of Equity Shares, the appointment of Trustees is not required.

IPO GRADING: Since this issue is made in terms of Chapter IX of the SEBI (ICOR) Regulations, there is no requirement of appointing an IPO Grading Agency.

GENERAL RISK. Investments in Equity and Equity related executines involve a degree of risk and investors should not investe any fund in its issue unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Issue. For taking an investment decision in investment related in the Issue. For taking an investment decision investment related in the Issue. For taking an investment decision in westors must rely on their own examination of our Company and the Issue including the risks without a fine Equity Shares Issued in the Issue have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI quarantee the accuracy or adequacy of the Red Herring Prospectus.

SI PARTICULARS

BOOK RUNNING LEAD MANAGER TO THE ISSUE

# EXPERT GLOBAL

EXPERT GLOBAL CONSULTANTS
PRIVATE LIMITED
1511, R6 Trade Tower Netaji Subhash Place,
Pitampura, New Delhi - 110034, India
Telephone: +9111 4509 8234;
Empit Isa (Seportedela) is

Email: ipo@expertglobal.in Website: www.expertglobal.in

Investor grievance email: ompliance@expertglobal.in Contact Person: Mr. Gaurav Jain

SEBI registration number: INM000012874 CIN: U74110DL2010PTC205995

## KFINTECH

REGISTRAR TO THE ISSUE

## KFIN TECHNOLOGIES LIMITED Selenium Tower-B, Plot 31 & 32, Gachibowli, Financial District, Nanakramguda, Serilingampa

Hyderabad - 500 032, Telangana Telephone: +91 40 6716 2222; Email: trom@kfintech.com;

Investor Grievance Email: einward.ris@kfintech.com; Contact Person: M Murali Krishna Website: www.kfintech.com

SEBI Registration Number: INR000000221 CIN: L72400TG2017PLC11764

PURPLE UNITED

Vishnu Kumar Tower B, Ground Floor, Smartworks Corpora Park, Plot 1 & 2, Amity Road, Sector 125, N Gautam Buddha Nagar, Ultar Pradesh, India

orders, etc.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company; Purple United
Sales Limited, Telephone: +91 9667792635 / 36; BRLM: Expert Global Consultants Private Limited, Telephone: +91 11 4509 8234 and the Syndicate
Member: Prabhat Financial Services Limited; Telephone: +91 40 6716 2222 and at the selected locations of the Sub-Syndicate Members, Registered
Member: Prabhat Financial Services Limited; Telephone: +91 40 6716 2222 and at the selected locations of the Sub-Syndicate Members, Registered
Member: Prabhat Financial Services Limited; Telephone: +91 40 6716 2222 and at the selected locations of the Sub-Syndicate Members, Registered
Member: Prabhat Financial Services In the Selected locations of the Sub-Syndicate Members, Registered
SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

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 lace. Full copy of the Red Herring Prospectus is available on the website of the SEBI at <a href="https://www.spid.govin.website">www.spid.govin.website of the Company at <a href="https://www.spid.govin.website.orm/respectively/">www.spid.govin.website of the Company at <a href="https://www.spid.govin.website.orm/respectively/">www.spid.govin.website.orm/respectively/</a>.

ESCROW COLLECTION BANK/ REFUND BANK/ PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK: Axis Bank Limited, UPI: Retail Individual Bidders car

investor should read the Red Herring Prospectus carefully, including the "Risk Factors" beginning on page 27 of the Red Herring Prospectus before

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Red Herring Prospectus

On behalf of Board of Director For, PURPLE UNITED SALES LIMITED

Place: Delhi

**Jatinder Dev Seth** 

Disclaimer: Pupir United Sales Limited Limited is proposing, subject to applicable statutory and regulatory requirements, recipit of requisite approvals, market conditions and other considerations, to make an initial public issue of his Equity Shares and has filed the RIPH with Registrar of Comparies, Delin in November 30, 2024 and thereafter with SEBI and the Stock Exchange. The RIPH is available on the websites of SEBI at <a href="https://www.sebi.gov/in.website">www.sebi.gov/in.website of the Compariny at <a href="https://www.sebi.gov/in.website">www.gov/in.gov/in.website</a> of the Compariny at <a href="https://www.gov/in.gov/in.new/in.gov/i

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any static securities laws in the United States, and unless so registered, and may not be issued or sold within the United States, except pursues and an exemption mon, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S takes excurites Laws. The Equity Shares are being Offered and sold outside the United States in offshore transactions in reliance on Regulation S under the Securities Act and the applicable laws of each given stated in the Visit of States are the Visit of States and the Visit of States and the Visit of States and Visit of Vi

## AMBIT Finivest AMBIT FINVEST PRIVATE LIMITED Corporate Off: Kanakia Wal Steer, 5th floor, A 506-510, Angher-Kurta Road, Andhen East, Murnbai-400093

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FORM B
PUBLIC ANNOUNCEMENT
(Regulation 12 of the Insolvency and Bankruptcy Board of India
(Liquidation Process) Regulations, 2016) FOR THE ATTENTION OF THE STAKEHOLDERS OF DSK MILKOTRONICS PRIVATE LIMITED

1.	Name of corporate debtor	DSK Milkotronics Private Limited		
2.	Date of incorporation of corporate debtor	09.05.2012		
	Authority under which corporate debtor is incorporated / registered	Act, 1956		
4.	Corporate Identity No. / Limited Liability Identification No. of the corporate debtor	U29300PN2012PTC143326		
5.	Address of the registered office and principal office (if any) of corporate debtor	Registered Office: DSK Sunderba S.No.173, 174, 175, Sadestranal Hadpsar, Pune, Maharashtra, India 411028		
6.	Date of closure of Insolvency Resolution Process	28.11.2024		
7.	Liquidation commencement date of corporate debtor	28.11.2024 (Order received to Liquidator on 29.11.2024)		
8.	Name and registration number of the insolvency professional acting as liquidator			

Address and e-mail of the Registered Address 602, Rajen liquidator, as registered with Ratna, Mahesh Nagar, S.V. Rothe Board
 Goregaon (W), Mumbai Ci Maharashtra-400104

Last date for submission of claims 28.12.2024

11 Last date for submission of dams or scale.

Notice is harely given that the National Company Law Tribunal, Mambal has ordered the commencement of liquidation of DSK MILKOTRONICS PRIVATE LIMITED on 28.11.20.4.

The stakeholders of DSK Milkotronics Private Limited are hereby called upon to submit their claims with proof or before 28.1.2024 to the liquidator after laddress mentioned against term No. 10.

The stakeholders of DSK Milkotronics Private Limited are hereby called up to submit their claims with proof on or before 28.12.2024 to the liquidator at the address mentioned against farm No. The financial creditors shall submit their claims with proof by electronic mean only. All other creditors may submit the claims with the proof in person, by pco or by electronic means.

bmission of false or misleading proof of claims shall attract penalties.

financialexp.epapr.in



ART HOUSING FINANCE (INDIA) LIMITED
Repd. Office: 107. Beet Sky Tower, Netaji Subhash Přace,
Přampura, New Delhi - 110034
CII: U65999DL2019PLC255432 | www.arthfc.com

The general public is hereby informed that ART Housing Finance will be closing its branch at Prabhakar Plaza, Wing A, Upper Ground Floor, Shop No. 7 (B), Station Road, Kolhap 416001, effective from 22.02.2025. napur Maharashtra

Existing customers are requested to avail of art services at our branch located at HIRABAG BUSINESS CENTRE, Plot No. 47A, 2" Floor Office No. 221 HBC, Shukrawar Peth, Nr. Subhash Nagar, Pune Maharashtra - 411002.

We greatly value your trust and confidence and look forward to continuing to serve you at our alternate branch, where we remain committed to providing you with the best home loan solutions and outstanding customer service.

Authorized signators Date: - 03/12/2024

GRIHUM HOUSING FINANCE LIMITED

Registered Giller, 64% of the Proc. 18 of the Brain or Brain was be professed in Sub-dection (8) of section 13 of the Act, in respect of manualities, between the second arises. Detail of the Act, in respect of the adjust to the section of section 15 of the Act, in respect of the adjust to the other section are the Act of the Act o Name of

Description of Parameters are purcein general are nerecy costroned not to deal with the property and any dealings with too. The borrower's attention is invited to provisions of sub-section (8) of section 13 of the Act, in respect of time evaluation, to Name of

Description of Parameters are Parameters. Sdl- Authorised Officer, Grihum Housing Finance Limited, (Formerly known as Poonawalla Housing Finance Limited

SBI State Bank of India, (SARB) Stressed Assets Recovery Branch, Vardhaman Building, 2nd Floor, 321/A/3, M
Peth, Seven Loves Chowk, Shankarsheth Road, Pune-411042. Tel: (020) 26446044, 26446043, Email: sbi.1016

Publication of Notice regarding possession of property u/s 13(4) of SARFAESI Act, 2002

entioned against each account.
In particular and the public in general is hereby cautioned not to deal with the property and any dealings with the property in particular and the public in general is hereby cautioned not to deal with the property and any dealings with the property of TATE BANK OF INDIA for an amount and interest thereon.
The attention is invited to provisions of sub-accition (8) of section 13 of the Act, in respect of time available to rere-

assets.							
Sr. No.	Name(s) of the Borrower	Description of immovable property	Date of Demand Notice	Date of Symbolic Possession	Outstanding Amount (Rs.)		
1)	Mr. Yogesh Jijabrao Deokar Ms. Varsha Girish Deshmukh Wife of Yogesh Deokar	No. 'B' an carpet area admeasuring area 42.77 sq. mtrs. adjoining Terrace area 6.17 sq. mtrs. Total area 48.94 sq. mtrs. on the Tenth	03.08.2024	30.11.2024	Rs. 22,59,827.00 (Rupee Twenty Two Lakh Fifty Nin Thousand Eight Hundre and Twenty Seven Only) a on 02.08.2024 plus furthe interest with incident expenses, charges, cost et incurred/to be incurred.		

