

ENCASH ENTERTAINMENT LIMITED

Our Company was originally incorporated in Kolkata as “Brindavan Suppliers Private Limited” on 28th March, 2008, under the Companies Act, 1956 vide certificate of incorporation issued by the Registrar of Companies, West Bengal. Subsequently on 21st March, 2011 the name of our company was changed to “Encash Entertainment Private Limited”. Our Company was converted in to a public limited company and consequently the name was changed to “Encash Entertainment Limited” vide fresh certificate of incorporation dated 29th July, 2013 issued by the Registrar of Companies, Kolkata, West Bengal. For further details in relation to the changes to the name of our Company, please refer to the section titled “Our History and Corporate Structure” beginning on page 78 of this Prospectus.

Registered Office: 9, Lal Bazar Street, 3rd Floor, Mercantile Building, Kolkata-700001;

Tel: 91-33-40053913; **E-Mail:** office.rmpl@gmail.com; **Website:** www.encashentertainment.com

Contact Person & Compliance Officer: Ms. Hardika Pancholi, Company Secretary & Compliance Officer;

PROMOTERS OF THE COMPANY: MR. SACHET SARAF, MS. RASHMI SARAF & M/S. ENCASH SECURITIES LIMITED

PUBLIC ISSUE OF 10,98,000 EQUITY SHARES OF RS.10/- EACH (“EQUITY SHARES”) OF ENCASH ENTERTAINMENT LIMITED (“EEL” OR THE “COMPANY” OR THE “ISSUER”) FOR CASH AT A PRICE OF RS.40/- PER SHARE (THE “ISSUE PRICE”), AGGREGATING TO RS. 439.20 LACS (“THE ISSUE”), OF WHICH, 60,000 EQUITY SHARES OF RS.10/- EACH WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKERS TO THE ISSUE (THE “MARKET MAKER RESERVATION PORTION”). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION i.e. ISSUE OF 10,38,000 EQUITY SHARES OF RS.10/- EACH IS HEREINAFTER REFERRED TO AS THE “NET ISSUE”. THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 28.18% AND 26.64%, RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF THE COMPANY.

THIS ISSUE IS BEING IN TERMS OF CHAPTER X-B OF THE SEBI (ICDR) REGULATIONS, 2009 AS AMENDED FROM TIME TO TIME.

For Further Details See “Issue Related Information” Beginning On Page139 of this Prospectus.

All potential investors may participate in the Issue 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. For details in this regard, specific attention is invited to “Issue Procedure” on page 145 of this Prospectus. In case of delay, if any in refund, our Company shall pay interest on the application money at the rate of 15% per annum for the period of delay.

THE FACE VALUE OF THE EQUITY SHARES IS RS. 10/- EACH AND THE ISSUE PRICE IS FOUR (4.00) TIMES OF THE FACE VALUE.

RISK IN RELATION TO THE FIRST ISSUE TO THE PUBLIC

This being the first issue of our Company, there has been no formal market for the securities of the Company. The face value of the Equity Shares is Rs. 10/- and the issue price is at Four (4.00) times of face value. The issue price (as determined by our Company in consultation with the Lead Manager and as stated in the chapter titled on “Basis For Issue Price” beginning on page 54 of this Prospectus should not be taken to be indicative of the market price of the Equity Shares after the Equity Shares are listed. No assurance can be given regarding an active or sustained trading in the shares of the Company or regarding the price at which the equity shares will be traded after listing.

GENERAL RISKS

Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue including the risks involved. The Equity Shares offered in the Issue have not been recommended or approved by the BSE SME Platform nor does BSE SME Platform guarantee the accuracy or adequacy of this Prospectus. Specific attention of the investors is invited to the section titled “Risk Factors” beginning on page 9 of this Prospectus.

ISSUER’S ABSOLUTE RESPONSIBILITY

The Company having made all reasonable inquiries, accepts responsibility for and confirms that this Prospectus contains all information with regard to our Company and the Issue, which is material in the context of the Issue, that the information contained in this Prospectus is true and correct in all material aspects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes this Prospectus as a whole or any of such information or the expression of any such opinions or intentions misleading in any material respect.

LISTING

The Equity Shares offered through Prospectus are proposed to be listed on the BSE SME Platform In terms of the Chapter XB of the SEBI (ICDR) Regulations, 2009, as amended from time to time, we are not required to obtain an in-principal listing approval for the shares being offered in this issue. However, our company has received an approval letter dated 14th July, 2014 from BSE for using its name in this offer document for listing of our shares on the SME Platform of BSE. For the purpose of this Issue, the designated Stock Exchange will be the BSE Limited (“BSE”).

LEAD MANAGER



GUINNESS CORPORATE ADVISORS PVT. LTD.
18, Deshapriya Park Road,
Kolkata-700 026
Tel : +91-33-3001 5555
Fax: +91-33-3001 5531
Email: gmbpl@guinnessonline.net
Website: www.16anna.com
Contact Person: Ms. Alka Mishra
SEBI Regn. No: INM 000011930

REGISTRAR TO THE ISSUE



CB MANAGEMENT SERVICES PRIVATE LIMITED
P-22, Bondel Road,
Kolkata - 700019
Tel: +91 33 40116700, 2280 6692/93/94/2486
Fax: +91 33 2287 0263
Email: rta@cbmsl.com
Website: www.cbmsl.com
Contact Person: Mr. P Basu
SEBI Registration No.: INR000003324

ISSUE PROGRAMME

ISSUE OPENS ON: 9TH SEPTEMBER, 2014

ISSUE CLOSES ON: 15TH SEPTEMBER, 2014

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SECTION I: GENERAL

DEFINITIONS AND ABBREVIATIONS

DEFINITIONS

TERMS	DESCRIPTION
"our Company", "the Company", "EEL", "we", "us" or "the Issuer"	Encash Entertainment Limited, a public limited company incorporated under the Companies Act, 1956

CONVENTIONAL/GENERAL TERMS

TERMS	DESCRIPTION
AOA/Articles/ Articles of Association	Articles of Association of Encash Entertainment Limited
Banker to the Issue	HDFC Bank Limited
Board of Directors / Board/Director(s)	The Board of Directors of Encash Entertainment Limited
BSE	BSE Limited (the designated stock exchange)
Companies Act	Unless specified otherwise, this would imply to the provisions of the Companies Act, 2013 (to the extent notified) and /or Provisions of Companies Act, 1956 w.r.t. the sections which have not yet been replaced by the Companies Act, 2013 through any official notification.
Depositories Act	The Depositories Act, 1996 as amended from time to time
CIN	Company Identification Number
DIN	Directors Identification Number
Depositories	NSDL and CDSL
FIPB	Foreign Investment Promotion Board
FVCI	Foreign Venture Capital Investor registered under the Securities and Exchange Board of India (Foreign Venture Capital Investors) Regulations, 2000, as amended from time to time.
Director(s)	Director(s) of Encash Entertainment Limited, unless otherwise specified
Equity Shares / Shares	Equity Shares of our Company of face value of Rs. 10 each unless otherwise specified in the context thereof
EPS	Earnings Per Share
GIR Number	General Index Registry Number
Gol/ Government	Government of India
Statutory Auditor / Auditors	M/s. Jyoti K Agarwal & Associates, Chartered Accountants, the statutory / tax auditors of our Company
Peer Review Auditors	M/s. Ramanand & Associates, Chartered Accountants, the Peer Review auditors of our Company
Promoters	Promoters of the Company being Mr. Sachet Saraf, Rashmi Saraf & M/s Encash Securities Ltd.
Promoter Group Companies /Group Companies / Group Enterprises	Unless the context otherwise specifies, refers to those entities mentioned in the section titled "Our Promoter Group / Group Companies / Entities" on page 93 of this Prospectus.
HUF	Hindu Undivided Family
Indian GAAP	Generally Accepted Accounting Principles in India
IPO	Initial Public Offering
Key Managerial Personnel / Key Managerial Employees	The officers vested with executive powers and the officers at the level immediately below the Board of Directors as described in the section titled "Our Management" on page 80 of this Prospectus.
MOA/ Memorandum/ Memorandum of Association	Memorandum of Association of Encash Entertainment Limited
Non Resident	A person resident outside India, as defined under FEMA
Non-Resident Indian/ NRI	A person resident outside India, who is a citizen of India or a Person of Indian Origin as defined under FEMA Regulations
Overseas Corporate Body / OCB	A company, partnership, society or other corporate body owned directly or indirectly to the extent of at least 60% by NRIs, including overseas trusts in which

TERMS	DESCRIPTION
	not less than 60% of beneficial interest is irrevocably held by NRIs directly or indirectly as defined under the Foreign Exchange Management (Deposit) Regulations, 2000. OCBs are not allowed to invest in this Issue.
Person or Persons	Any individual, sole proprietorship, unincorporated association, unincorporated organization, body corporate, corporation, company, partnership, limited liability partnership, limited liability company, joint venture, or trust or any other entity or organization validly constituted and/or incorporated in the jurisdiction in which it exists and operates, as the context requires
Registered office of our Company	9, Lal Bazar Street, 3 rd Floor, Mercantile Building, Kolkata-700001
SEBI	The Securities and Exchange Board of India constituted under the SEBI Act.
SEBI Act	Securities and Exchange Board of India Act, 1992
SEBI Regulation/ SEBI (ICDR) Regulations	The SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009 as amended
SEBI Takeover Regulations	Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeover) Regulations, 2011, as amended
SICA	Sick Industrial Companies (Special Provisions) Act, 1985
SME Platform of BSE/Stock Exchange	The SME platform of BSE for listing of equity shares offered under Chapter X-B of the SEBI (ICDR) Regulations
SWOT	Analysis of strengths, weaknesses, opportunities and threats
RoC	Registrar of Companies, Kolkata, West Bengal

ISSUE RELATED TERMS

TERMS	DESCRIPTION
Allotment/Allot	Issue of Equity Shares pursuant to the Issue to the successful applicants as the context requires.
Allottee	The successful applicant to whom the Equity Shares are being / have been issued
Applicant	Any prospective investor who makes an application for Equity Shares in terms of this Prospectus
Application Form	The Form in terms of which the applicant shall apply for the Equity Shares of the Company
Application Supported by Blocked Amount (ASBA)	Means an application for subscribing to an issue containing an authorization to block the application money in a bank account
ASBA Account	Account maintained with SCSBs which will be blocked by such SCSBs to the extent of the appropriate application Amount of the ASBA applicant, as specified in the ASBA Application Form
ASBA Applicant(s)	Prospective investors in this Issue who apply through the ASBA process. Pursuant to SEBI circular no. CIR/CFD/DIL/1/2011 dated April 29, 2011, non- retail Investors i.e. QIBs and Non-Institutional Investors participating in this Issue are required to mandatorily use the ASBA facility to submit their Applications.
ASBA Location(s)/Specified Cities	Location(s) at which ASBA Application can be uploaded by the Brokers, namely Mumbai, Chennai, Kolkata, Delhi, Ahmedabad, Rajkot, Jaipur, Bangalore, Hyderabad, Pune, Baroda and Surat
ASBA Public Issue Account	An Account of the Company under Section 40 of the Companies Act, 2013, where the funds shall be transferred by the SCSBs from the bank accounts of the ASBA Investors
Basis of Allotment	The basis on which Equity Shares will be allotted to the Investors under the Issue and which is described in "Issue Procedure-Basis of Allotment" on page 151 of the Prospectus
Designated Market Maker	Guinness Securities Limited having registered office at 216, 2 nd Floor, P.J. Towers, Dalal Street, Mumbai- 400 001 and correspondence office at Guinness House, 18, Deshapriya Park Road, Kolkata-700 026
Eligible NRI	NRIs from jurisdictions outside India where it is not unlawful to make an issue or invitation under the Issue and in relation to whom the Prospectus constitutes an invitation to subscribe to the Equity Shares Allotted herein.
Issue/Issue size/ initial public	Public issue of 10,98,000 Equity Shares of Rs. 10/- each ("Equity Shares") of Encash

TERMS	DESCRIPTION
issue/Initial Public Offer/Initial Public Offering	Entertainment Limited (“EEL” or the “Company” or the “Issuer”) for cash at a price of Rs. 40/- per share (the “Issue Price”), aggregating to Rs. 439.20 Lacs (“the Issue”)
Issue Opening date	The date on which the Issue opens for subscription
Issue Closing date	The date on which the Issue closes for subscription
Issue Period	The period between the Issue Opening Date and the Issue Closing Date inclusive of both days and during which prospective Applicants may submit their application
Lead Manager/LM	Lead Manager to the Issue being Guinness Corporate Advisors Private Limited
Listing Agreement	Unless the context specifies otherwise, this means the Equity Listing Agreement to be signed between our Company and the SME Platform of BSE.
Market Maker Reservation Portion	The Reserved portion of 60,000 Equity shares of Rs. 10/- each at Rs. 40/- per Equity Share aggregating to Rs. 24.00 Lacs for Designated Market Maker in the Initial Public Issue of Encash Entertainment Limited
Net Issue	The Issue (excluding the Market Maker Reservation Portion) of 10,38,000 Equity Shares of Rs.10/- each at Rs. 40/- per Equity Share aggregating to Rs. 415.20 Lacs by Encash Entertainment Limited.
Business Day	Any day on which commercial banks in Mumbai are open for the business
Depository Act	The Depositories Act, 1996
Depository	A depository registered with SEBI under the SEBI (Depositories and Participant) Regulations, 1996
Depository Participant	A depository participant as defined under the Depositories Act, 1956
Designated Market Maker	Guinness Securities Limited having registered office at 216, 2 nd Floor, P.J. Towers, Dalal Street, Mumbai- 400 001 and correspondence office at Guinness House, 18, Deshapriya Park Road, Kolkata-700 026
Escrow Account	Account opened/to be opened with the Escrow Collection Bank(s) and in whose favor the Applicant (excluding the ASBA Applicant) will issue cheques or drafts in respect of the Application Amount when submitting an Application
Escrow Agreement	Agreement entered / to be entered into amongst the Company, Lead Manager, the Registrar, the Escrow Collection Bank(s) for collection of the Application Amounts and for remitting refunds (if any) of the amounts collected to the Applicants (excluding the ASBA Applicants) on the terms and condition thereof
Escrow Bankers to the Issue / Escrow Collection Bank (s)	HDFC Bank Limited
Escrow Collection Bank(s)	The banks, which are clearing members and registered with SEBI as Bankers to the Issue at which bank the Escrow Account of our Company, will be opened
Issue Price	The price at which the Equity Shares are being issued by our Company under this Prospectus being Rs. 40/-
Mutual Funds	A mutual Fund registered with SEBI under SEBI (Mutual Funds) Regulations, 1996
Memorandum of Understanding	The arrangement entered into on 15 th May, 2014 between our Company, and Lead Manager pursuant to which certain arrangements are agreed in relation to the Issue
Non - resident	A person resident outside India, as defined under FEMA including eligible NRIs and FIIs
Prospectus	The Prospectus, filed with the RoC containing, inter alia, the Issue opening and closing dates and other information.
Issue Account / Public Issue Account	Account opened with Bankers to the Issue for the purpose of transfer of monies from the Escrow Account on or after the Issue Opening Date
Qualified Institutional Buyers or QIBs	The term “Qualified Institutional Buyers” or “QIBs” shall have the meaning ascribed to such term under the SEBI ICDR Regulations and shall mean and include (i) a Mutual Fund, VCF and FVCI registered with SEBI; (ii) an FI and sub-account (other than a sub-account which is a foreign corporate or foreign individual), registered with SEBI; (iii) a public financial institution as defined in Section 4A of the Companies Act; (iv) a scheduled commercial bank; (v) a multilateral and bilateral development financial institution; (vi) a state industrial development corporation; (vii) an insurance company registered with the Insurance Regulatory and Development Authority; (viii) a provident fund with minimum corpus of Rs. 250 million; (ix) a pension fund with minimum corpus of Rs. 250 million; (x) National Investment Fund set up by resolution no. F. No. 2/3/2005-DDII dated November 23, 2005 of the Government of

TERMS	DESCRIPTION
	India published in the Gazette of India; (xi) insurance funds set up and managed by army, navy or air force of the Union of India; and (xii) insurance funds set up and managed by the Department of Posts, India eligible for applying in this Issue.
Registrar/Registrar to the Issue	Registrar to the Issue being CB Management Services Pvt. Ltd., P-22 Bondel Road, Kolkata 700019
Retail Individual Investor(s)	Individual investors (including HUFs, in the name of Karta and Eligible NRIs) who apply for the Equity Shares of a value of not more than Rs. 2,00,000
Refund Account	The account opened / to be opened with Escrow Collection Bank(s), from which refunds, if any, of the whole or part of application Amount (excluding to the ASBA Applicants) shall be made.
Refund bank	HDFC Bank Limited
Refunds through electronic transfer of funds	Refunds through ECS, Direct Credit, RTGS or the ASBA process, as applicable
Self-Certified Syndicate Banks or SCSBs	The banks which are registered with SEBI under the Securities and Exchange Board of India (Bankers to an Issue) Regulations, 1994 and offer services in relation to ASBA, including blocking of an ASBA Account in accordance with the SEBI Regulations and a list of which is available on www.sebi.gov.in/pmd/scsb.pdf or at such other website as may be prescribed by SEBI from time to time.
SEBI	The Securities and Exchange Board of India constituted under the SEBI Act
SEBI Act	Securities and Exchange Board of India Act, 1992
SEBI Regulation/ SEBI (ICDR) Regulations	The SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009 as amended
Underwriter	Guiness Corporate Advisors Private Limited
Underwriting Agreement	The Agreement among the Underwriter and our Company
Working Days	All days on which banks in Mumbai are open for business except Sunday and public holiday, provided however during the Application period a working day means all days on which banks in Mumbai are open for business and shall not include a Saturday, Sunday or a public holiday
Market Maker	A market maker is a company, or an individual, that quotes both a buy and a sell price in a financial instrument or commodity held in inventory, hoping to make a profit on the bid-offer spread, or turn. Market makers are net sellers of an option to be adversely selected at a premium proportional to the trading range at which they are willing to provide liquidity.

COMPANY/INDUSTRY RELATED TERMS/TECHNICAL TERMS

TERMS	DESCRIPTION
2D	Two Dimensional
3D	Three Dimensional
Aggregation Rights	Titles over which we have limited ownership rights
Box Office	The aggregate of collections recorded by a film in all Territories
Circuit /Territory	The territory for which a distributor buys the distribution rights of a Film for exhibition in theaters in that particular territory
Content	Content is the software, matter or the film that is exhibited on screen before the viewer
C&S	Cable and Satellite
CD	Compact Disc
Content Library	Titles where we have Perpetual Rights or Aggregation Rights
DTH	Direct to Home
DVD	Digital Versatile Disc
GEC	General Entertainment Channels
HD	High Definition
M&E	Indian Media and Entertainment
Perpetual Rights	Titles over which we have complete ownership rights
PPV	Pay Per View

TERMS	DESCRIPTION
Project	Production of films, strengthening distribution operations
SD	Standard Definition
STB	Set Top Box
TV	Television
Tollywood	Tollywood refers to the Tollygunge-based Bengali film industry in the city of Kolkata, West Bengal, India

ABBREVIATIONS

TERMS	DESCRIPTION
AGM	Annual General Meeting
AMBI	Association of Merchant Bankers of India
AS	Accounting Standards issued by the Institute of Chartered Accountants of India
A.Y.	Assessment Year
B.A	Bachelor of Arts
B.Com	Bachelor of Commerce
BG/LC	Bank Guarantee / Letter of Credit
CAGR	Compounded Annual Growth Rate
C. A.	Chartered Accountant
CAIIB	Certified Associate of the Indian Institute of Bankers
CC	Cubic Centimeter
CDSL	Central Depository Services (India) Limited
CEO	Chief Executive Officer
C.S.	Company Secretary
Cum	Cubic meter
DP	Depository Participant
ECS	Electronic Clearing System
EGM / EOGM	Extra Ordinary General Meeting of the shareholders
EPS	Earnings per Equity Share
ESOP	Employee Stock Option Plan
EMD	Earnest Money Deposit
FCNR Account	Foreign Currency Non Resident Account
FEMA	Foreign Exchange Management Act, 1999, as amended from time to time and the regulations issued there under.
FII	Foreign Institutional Investor (as defined under SEBI (Foreign Institutional Investors) Regulations, 1995, as amended from time to time) registered with SEBI under applicable laws in India.
FIs	Financial Institutions.
FIPB	Foreign Investment Promotion Board, Department of Economic Affairs, Ministry of Finance, Government of India.
FY / Fiscal	Financial Year
FVCI	Foreign Venture Capital Investors registered with SEBI under the SEBI (Foreign Venture Capital Investor) Regulations, 2000.
GDP	Gross Domestic Product
GIR Number	General Index Registry Number
GOI/ Government	Government of India
HUF	Hindu Undivided Family
INR / Rs./ Rupees	Indian Rupees, the legal currency of the Republic of India
M. A.	Master of Arts
M.B.A.	Master of Business Administration
SME	Small And Medium Enterprises
M. Com.	Master of Commerce
NAV	Net Asset Value
No.	Number
NR	Non Resident
NSDL	National Securities Depository Limited

TERMS	DESCRIPTION
P/E Ratio	Price/Earnings Ratio
PAN	Permanent Account Number
RBI	The Reserve Bank of India
RBI Act	The Reserve Bank of India Act, 1934, as amended from time to time
ROC/Registrar of Companies	The Registrar of Companies, , Kolkata, West Bengal
RONW	Return on Net Worth
USD/ \$/ US\$	The United States Dollar, the legal currency of the United States of America

PRESENTATION OF FINANCIAL, INDUSTRY AND MARKET DATA

FINANCIAL DATA

Unless stated otherwise, the financial data in this Prospectus is extracted from the financial statements of our Company for the fiscal years 2014, 2013, 2012, 2011, 2010 and the restated financial statements of our Company for Fiscal Years 2014, 2013, 2012, 2011, and 2010 prepared in accordance with the applicable provisions of the Companies Act and Indian GAAP and restated in accordance with SEBI (ICDR) Regulations, 2009, as stated in the report of our Auditors and the SEBI Regulations and set out in the section titled – Financial Information on page 106. Our restated financial statements are derived from our audited financial statements prepared in accordance with Indian GAAP and the Companies Act, and have been restated in accordance with the SEBI Regulations. Our fiscal years commence on April 1 and end on March 31. In this Prospectus, any discrepancies in any table between the total and the sums of the amounts listed are due to rounding off. All decimals have been rounded off to two decimal points.

There are significant differences between Indian GAAP, US GAAP and IFRS. Our Company has not attempted to explain those differences or quantify their impact on the financial data included herein and we urge you to consult your own advisors regarding such differences and their impact on our financial data. Accordingly, the degree to which the Indian GAAP financial statements included in this Prospectus will provide meaningful information is entirely dependent on the reader's level of familiarity with Indian accounting practices. Any reliance by persons not familiar with Indian accounting practices on the financial disclosures presented in this Prospectus should accordingly be limited.

CURRENCY OF PRESENTATION

All references to "Rupees" or "Rs." or "INR" are to Indian Rupees, the official currency of the Republic of India. All references to "\$", "US\$", "USD", "U.S.\$" or "U.S. Dollar(s)" are to United States Dollars, if any, the official currency of the United States of America. This Prospectus contains translations of certain U.S. Dollar and other currency amounts into Indian Rupees (and certain Indian Rupee amounts into U.S. Dollars and other currency amounts). These have been presented solely to comply with the requirements of the SEBI Regulations. These translations should not be construed as a representation that such Indian Rupee or U.S. Dollar or other amounts could have been, or could be, converted into Indian Rupees, at any particular rate, or at all.

In this Prospectus, throughout all figures have been expressed in Lacs, except as otherwise stated. The word "Lacs", "Lac", "Lakhs" or "Lakh" means "One hundred thousand".

Any percentage amounts, as set forth in "Risk Factors", "Our Business", "Management's Discussion and Analysis of Financial Conditions and Results of Operation" and elsewhere in this Prospectus, unless otherwise indicated, have been calculated based on our restated financial statement prepared in accordance with Indian GAAP.

INDUSTRY & MARKET DATA

Unless otherwise stated, Industry & Market data used throughout this Prospectus has been obtained from internal Company reports and Industry publications and the information contained in those publications has been obtained from sources believed to be reliable but their accuracy and completeness are not guaranteed and their reliability cannot be assured. Although we believe that industry data used in this Prospectus is reliable, it has not been independently verified. Similarly, internal Company reports, while believed by us to be reliable, have not been verified by any independent sources.

The extent to which the market and industry data used in this Prospectus is meaningful depends on the reader's familiarity with and understanding of the methodologies used in compiling such data.

For additional definitions, please refer the section titled "Definitions and Abbreviations" on page 1 of this Prospectus.

FORWARD LOOKING STATEMENTS

Our Company has included statements in this Prospectus, that contain words or phrases such as "will", "aim", "will likely result", "believe", "expect", "will continue", "anticipate", "estimate", "intend", "plan", "shall", "contemplate", "seek to", "future", "objective", "goal", "project", "should", "will continue", "will pursue" and similar expressions or variations of such expressions that are "forward-looking statements". However, these words are not the exclusive means of identifying forward-looking statements. All statements regarding our Company objectives, plans or goals, expected financial condition and results of operations, business, plans and prospects are also forward-looking statements.

These forward-looking statements include statements as to business strategy, revenue and profitability, planned projects and other matters discussed in this Prospectus regarding matters that are not historical fact. These forward-looking statements contained in this Prospectus (whether made by us or any third party) involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.

All forward-looking statements are subject to risks, uncertainties and assumptions that could cause actual results to differ materially from those contemplated by the relevant forward-looking statement. Important factors that could cause actual results to differ materially from expectations include, among others General economic conditions, political conditions, regulatory changes pertaining to the entertainment industry in India, technological changes, our exposure to market risks which have an impact on our business activities or investments, the monetary and fiscal policies of India, inflation, etc.

- Our ability to successfully implement our strategy, our growth and expansion, technological changes.
- Our exposure to market risks that have an impact on our business activities or investments.
- The monetary and fiscal policies of India, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices, the performance of the financial markets in India and Globally.
- Changes in foreign exchange rates or other rates or prices;
- Our failure to keep pace with rapid changes in entertainment sector;
- Our ability to protect our intellectual property rights and not infringing intellectual property rights of other parties;
- Changes in domestic and foreign laws, regulations and taxes and changes in competition in our industry.
- Changes in the value of the Rupee and other currencies.
- The occurrence of natural disasters or calamities.
- Changes in political condition in India.
- The outcome of legal or regulatory proceedings that we are or might become involved in;
- Government approvals;
- Our ability to compete effectively, particularly in new markets and businesses;
- Our dependence on our Key Management Personnel and Promoter;
- Conflicts of interest with affiliated companies, the Group Entities and other related parties;
- Other factors beyond our control; and
- Our ability to manage risks that arise from these factors.

For further discussion of factors that could cause Company's actual results to differ, see the section titled "Risk Factors" on page 9 of this Prospectus. By their nature, certain risk disclosures are only estimates and could be materially different from what actually occurs in the future. As a result, actual future gains or losses could materially differ from those that have been estimated. Our Company, the Lead Manager, and their respective affiliates do not have any obligation to, and do not intend to, update or otherwise revise any statements reflecting circumstances arising after the date hereof or to reflect the occurrence of underlying events, even if the underlying assumptions do not come to fruition. In accordance with SEBI requirements, our Company and the Lead Manager will ensure that investors in India are informed of material developments until such time as the grant of listing and trading permission by the Stock Exchange.

SECTION II

RISK FACTORS

An Investment in equity involves higher degree of risks. Prospective investors should carefully consider the risks described below, in addition to the other information contained in this Prospectus before making any investment decision relating to the Equity Shares. The occurrence of any of the following events could have a material adverse effect on the business, results of operation, financial condition and prospects and cause the market price of the Equity Shares to decline and you may lose all or part of your investment.

Prior to making an investment decision, prospective investors should carefully consider all of the information contained in this Prospectus, including the sections titled "Our Business", "Management's Discussion and Analysis of Financial Condition and Results of Operations" and the "Financial Information" included in this Prospectus beginning on pages 68, 121 & 106 respectively. The occurrence of any of the following events could have a material adverse effect on our business, results of operation, financial condition and prospects and cause the market price of the Equity Shares to fall significantly.

Unless otherwise stated in the relevant risk factors set forth below, we are not in a position to specify or quantify the financial or other implications of any of the risks mentioned herein.

Materiality

The risk factors have been determined on the basis of their materiality. The following factors have been considered for determining the materiality:

- *Some events may not be material individually, but may be found material collectively.*
- *Some events may have material impact qualitatively instead of quantitatively.*
- *Some events may not be material at present but may have material impact in the future.*

The risk factors are as envisaged by the management. Wherever possible, the financial impact of the risk factors has been quantified.

INTERNAL RISK FACTORS

1. **We have filed a civil suit in Hon'ble High Court at Kolkata, for protection of copyright in respect of Bengali feature film "Ichhe, which if determined adversely, could affect our business and financial operations:**

We have vide an agreement dated 8th June, 2011 acquired entire copyright in respect of Bengali feature film "Ichhe". The Film was released on 15th July, 2011 at several cinema halls in and around Kolkata, infringing our copyrights and violating the terms of captioned agreement. We have filed a civil suit at Hon'ble High Court at Calcutta, against Mr. Rakesh Singh & Others for protection of our copyright in respect of Bengali feature film "Ichhe". We have sought relief by restraining respondents to infringe copyrights, injunction to keep custody of negative etc., transfer the of negative etc. in our favor, injunction to render accounts from exploitation of such movie and its audio rights, injunction to restraining respondent to receive any benefit from that movie, handing over the distributor's share to our favour, Court receiver to be appointed for collection etc.

Hon'ble High Court at Calcutta vide its order dated 8th September, 2011 granted an order of injunction restraining the first and second defendants from realizing or appropriating any part of the proceeds arising out of the exhibition of the cinematograph film "Ichche". The third defendant is enjoined from dealing with or disposing of or encumbering or exploiting the satellite and television rights relating to the film in any manner without the previous leave of Court.

Hon'ble High Court at Calcutta vide its order dated 8th September, 2011 appointed Mr. Arindam Sinha, Advocate as Receiver for the purpose of collecting all proceeds arising out of the exhibition of the cinematograph film 'Ichche' from all the exhibitors (cinema halls).

If civil suit is determined adversely then it adversely affect our business, financial condition and results of operations.

2. **Our Company has limited operating history in the business of film production & distribution sector and therefore investors may not be able to assess our company's prospects based on past results.**

We have produced our first film in Bengali language namely "Shada Kaalo Aabchaa" in the year 2013. The revenue of the same has commenced to generate from January, 2014 and entire operational revenue till 31st December, 2013 comprises from our fashion designing and merchandising of dress material operations. Hence we have limited operating history in this business, there will be only limited information with which to evaluate our current or future prospects on which to base the investment decision.

3. **The Registered Office of Our Company is not owned by us.**

We operate from our registered office situated at 9, Lal Bazar Street, 3rd Floor, Mercantile Building, Kolkata-700001, which is a rented premise. Any discontinuance of rent facility will lead us to locate any other premises. Our inability to identify the new premises may adversely affect the operations, finances and profitability of our Company.

4. **We are dependent on our management team for success whose loss could seriously impair the ability to continue to manage and expand business efficiently.**

Our success largely depends on the continued services and performance of our management and other key personnel. The loss of service of the Promoters and other senior management could seriously impair the ability to continue to manage and expand the business efficiently. Further, the loss of any of the senior management or other key personnel may adversely affect the operations, finances and profitability of our Company. Any failure or inability of our Company to efficiently retain and manage its human resources would adversely affect our ability to implement new projects and expand our business.

5. **In the 12 months prior to the date of filing the Prospectus, the Company had issued Equity Shares at a price, which is lower than the Issue Price.**

In the 12 months prior to the date of filing of the Prospectus, the Company had issued Equity Shares at a price, which is lower than the Issue Price, as set forth below:

Subscriber	Date of Allotment	Number of Equity Shares	Issue Price (Rs.)	Consideration	Reasons for Allotment
Various allottees as per list disclosed on page 35 of this Prospectus	05/07/2013	11,950	470	Cash	Allotment to infuse funds
Various allottees as per list disclosed on page 35-36 of this Prospectus	20/11/2013	4,13,750	20	Cash	---do---
Various allottees as per list disclosed on page 36-37 of this Prospectus	14/12/2013	2,89,250	20	Cash	---do---
Various allottees as per list disclosed on page 38 of this Prospectus	31/01/2014	1,38,000	20	Cash	---do---
Various allottees as per list disclosed on page 38-39 of this Prospectus	01/03/2014	2,08,000	20	Cash	---do---
Various allottees as per list disclosed on page 40 of this Prospectus	05/03/2014	2,50,000	20	Cash	---do---
Various allottees as per list disclosed on page 41 of this Prospectus	19/03/2014	2,01,000	20	Cash	---do---

In addition to that, We have allotted 12,44,392 Equity Shares as bonus in the ratio of 23:1 to our existing Equity shareholders pursuant to a Board resolution dated 27th September, 2013 by capitalization of free reserves.

6. We have incurred losses in previous financial years.

We have incurred losses in fiscal 2010, fiscal 2011 and fiscal 2014 as tabled below. We cannot guarantee that we will not make losses in the future.

(Rs. in Lacs)			
Particulars	31.03.14	31.03.11	31.03.10
Profit/(Loss) after Tax	(11.23)	(0.10)	(0.08)

7. Some of our Group Companies has posted negative profits in last three (3) financial years.

Some of our Promoter Group Companies as tabled below have incurred losses in the last three financial years. The details of profit/loss are as under:

(Rs. in Lacs)				
Name of Group Company	Particulars	31.03.13	31.03.12	31.03.11
Encash Securities Limited	Profit/(Loss) after Tax	0.71	0.85	(1.57)
Admire Tradelink Private Limited	Profit/(Loss) after Tax	(0.04)	(0.12)	(0.03)
Vignesh Films Private Limited	Profit/(Loss) after Tax	(0.13)	(0.12)	-
Vanshika Securities Limited	Profit/(Loss) after Tax	(0.09)	(0.02)	(0.11)
Zombie Suppliers Private Limited	Profit/(Loss) after Tax	(0.06)	-	-
Hriju Dealcom Private Limited	Profit/(Loss) after Tax	(0.06)	-	-
Trinity Distributors Private Limited	Profit/(Loss) after Tax	(0.06)	(0.01)	(0.07)
Miketan Barter Private Limited	Profit/(Loss) after Tax	(0.05)	(0.02)	(0.10)
Priority Tradelink Private Limited	Profit/(Loss) after Tax	(0.02)	(0.04)	(0.09)
Virtual Vinimay Private Limited	Profit/(Loss) after Tax	(0.05)	(0.01)	(0.01)
Marigold Vanijya Private Limited	Profit/(Loss) after Tax	(4.35)	(0.58)	(0.11)
Daga Pictures Limited	Profit/(Loss) after Tax	(0.14)	(0.16)	(0.03)
Ramdoot Management Private Limited	Profit/(Loss) after Tax	(0.36)	(0.16)	0.09

8. We have entered into certain related party transactions and may continue to do so.

We have entered into related party transactions with our Promoters and Directors. While we believe that all such transactions have been conducted on the arms length basis, however it is difficult to ascertain whether more favorable terms would have been achieved had such transactions been entered with unrelated parties. Furthermore, it is likely that we will enter into related party transactions in the future. For details of these transactions, please refer to section titled "Related Party Transactions" at page 104 of this Prospectus.

9. We have reported negative cash flows.

The detailed break up of cash flows is summarized in below mentioned table and our Company has reported negative cash flow in certain financial years and which could affect our business and growth:

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
Net Cash flow from Operative activities	(222.10)	(22.10)	(150.57)	0.47	57.95
Net Cash Flow from investing activities	(122.42)	(27.02)	67.81	4.26	(58.00)
Net Cash Flow from Financing activities	403.38	48.84	80.28	-	-
TOTAL	58.86	0.28	(2.48)	4.73	(0.05)

10. There is no monitoring agency appointed by our Company and the deployment of funds are at the discretion of our Management and our Board of Directors, though it shall be monitored by the Audit Committee.

As per SEBI (ICDR) Regulations, 2009 appointment of monitoring agency is required only for Issue size above Rs. 50,000 Lacs. Hence, we have not appointed a monitoring agency to monitor the utilization of Issue proceeds. However, the audit committee of our Board will monitor the utilization of Issue proceeds. Further, our Company shall inform about material deviations in the utilization of Issue proceeds to the BSE Limited and shall also simultaneously make the material deviations / adverse comments of the audit committee public.

11. We may face risks of delays/non-receipt of the requisite regulatory approvals for our objects arising out of the Issue. Any delay in receipt or non-receipt of such approval could result in cost and time overrun.

We would be applying for various licenses, approvals, registrations at various stages of implementation for the Project. Any delay in receipt or non-receipt of licenses or approvals that may be required for the Project could result in cost and time overrun, and accordingly adversely affecting our operations and profitability. For details, please refer to section titled "Government & other Approvals" on page 127 of this Prospectus.

12. Delay in raising funds from the IPO could adversely impact the implementation schedule.

The proposed expansion, as detailed in the section titled "*Objects of the Issue*" is to be largely funded from the proceeds of this IPO. We have not identified any alternate source of funding and hence any failure or delay on our part to mobilize the required resources or any shortfall in the Issue proceeds may delay the implementation schedule. We therefore, cannot assure that we would be able to execute the expansion process within the given timeframe, or within the costs as originally estimated by us. Any time overrun or cost overrun may adversely affect our growth plans and profitability.

13. The Company has not appointed any independent agency for the appraisal of the proposed Project.

The Project, for which we intend to use our Issue proceeds as mentioned in the objects of the Issue, has not been appraised by any bank or financial institution. The total cost of Project is our own estimates based on current conditions and are subject to changes in external circumstances or costs. Our estimates for total cost of Project has been based on various quotations received by us from different suppliers and our internal estimates and which may exceed which may require us to reschedule our Project expenditure and may have an adverse impact on our business, financial condition and results of operations.

14. If we could not do any substantial business we may not assure that we would accomplish expected results in business.

We are engaged in the business of production and distribution of low budget films, and there is a possibility of no market and non-acceptance for such films, and can hinder our accomplishment of productive platform in business.

15. We depend on our relationships with creative talent and other industry participants to exploit our film content.

We generate revenues from exploitation of film content which we produce and distribute through various distribution channels. Acquisition and production of content is an integral part of our business. Our ability to successfully acquire and produce the content depends on our ability to maintain relationships with creative talent and other industry participants. The pool of creative talent in India is limited and as a result, there is significant competition to secure the services of actors, directors among others. This in turn can cause the cost of contracting such creative talent, and hence the cost of film content. We believe maintaining existing relationships is key to enabling us to continue to secure content and to exploit such content in the future. While we have benefited from long-standing relationships with certain industry participants in the past, there can be no assurance that we will be able to successfully maintain these relationships and continue to have access to content through such means, and it could have a material adverse effect on our business, prospects, financial condition and results of operations.

16. Piracy of our content may adversely impact our revenues and business.

We are highly dependent on maintenance of intellectual property rights in the entertainment products and services we create. Piracy of media products, including digital and internet piracy and the sale of counterfeit consumer products, may decrease revenue from the exploitation of our products.

17. A variety of approvals, licenses, registrations and permits are required for our business, and the failure to obtain or renew such licenses in a timely manner or at all, may adversely affect our operations.

We require certain licenses in respect to the operation of certain parts of our business, including permits in relation to film shooting. In case of our failure to obtain or retain any of these licenses in timely manner or at all, our business may be adversely affected.

18. Our film content may be objectionable to some viewers or society.

In India or abroad, it is possible that some viewers may object to film content produced or distributed by us based on religious, political, ideological or any other view held by such viewers, any of which could have material adverse affect on our business, financial condition and results of our operations.

19. High competition may result in content cost escalation which may restrict our ability to access content at favorable terms or at all. Any escalation in the content acquisition cost as a result of such competition could result in us losing out on opportunities to acquire content, or, could impact the profitability of the content so acquired, which would adversely affect our growth and profitability.

Our Company faces competition from both existing as well as emerging players in the films and television media segments. Intensified competition from these players in recent years has increased demand for the limited content pool, which has in turn contributed to an increase in costs for content acquisition. There can be no assurance that the costs of content acquisition will not continue to increase in the future, making it more difficult for us to access content cost-effectively. Further, the prices of commercially compelling content could rise disproportionately due to scarce supply of such content. This could reduce our ability to sustain profit margins, which could have a material adverse effect on our business prospects, financial condition and results of operations.

20. We may confront tough competition due rapid advancement in technology and may be unable to adapt to such changes.

Digitization continues to be a key growth driver for the Indian media & entertainment industry and this trend was even more pronounced since 2010. Film studios saw greater adoption of digital prints over physical. We may not be successful in adapting such changes and advancement in digital distribution technology to expected extent and may have a material adverse effect on our business prospects, financial condition and results of operations.

21. Our operating results may be materially and adversely affected by the seasonality of our business.

Our revenue and operating results are seasonal in nature due to variation in factors such as advertising spend, acquisition activities of television broadcasters and overall entertainment consumption patterns of consumers. Entertainment consumption patterns and advertising spends have traditionally been higher during vacations, national holidays and the festivals. They are also affected by competing leisure and entertainment activities such as cricket among others. As a result, quarterly results can vary from one year to the next and the results of one quarter are not necessarily indicative of results for the next or any future quarter.

22. There are potential conflicts of interest with our Group Companies. Such conflicts of interest may have an adverse effect on our business, financial condition, results of operations and prospects.

Two of our Promoter Group Companies i.e. M/s. Vignesh Films Private Limited and M/s Daga Pictures Limited, whose Main object enables them to conduct similar business to that of our Company's business. For further details, see the section "Our Promoter Group / Group Companies / Entities" on page 93 of this Prospectus. As a result, a conflict of interest may occur between our business and the businesses of our Group Company which could have an adverse effect on our business, financial condition, results of operations and prospects.

23. Our success depends on our ability to retain and attract key qualified personnel and, if we are not able to retain them or recruit additional qualified personnel, we may be unable to successfully develop and grow our business.

We have, over time, built a team of experienced professionals on whom we depend to oversee the operations and growth of our business. We believe that our success in the future is substantially dependent on the experience and expertise of, and the longstanding relationships with key talent and other industry participants built by our senior management and key personnel. Any loss of any of our senior management or key personnel or any conflict of interest that may arise for such management or key personnel or the inability to recruit further senior managers or other key personnel could impede our growth by impairing our day-to-day operations and hindering our development of our business and our ability to develop, maintain and expand client relationships, which would have a material adverse effect on our business, results of operations, financial condition and prospects.

24. We may not be successful in implementing our business strategies.

The success of our business depends substantially on our ability to implement our business strategies effectively or at all. Even though we have successfully executed our business strategies in the past, there is no guarantee that we can implement the same on time and within the estimated budget going forward, or that we will be able to meet the expectations of our targeted customers. Changes in regulations applicable to us may also make it difficult to implement our business strategies. Failure to implement our business strategies would have a material adverse effect on our business and results of operations.

25. We have not protected our assets through insurance coverage and our assets are certain operating risks and this may have a material adverse impact on our business.

We have not maintained any insurance policy to provide adequate coverage to our assets. Any damage or loss of our assets would have a material and adverse impact on our business operations and profitability.

26. Our trademark is not registered under the Trade Marks Act our ability to use the trademark may be impaired.

Our company's business may be affected due to our inability to protect our existing and future intellectual property rights. Currently, we do not have a registered trademark over our name and logo under the Trade Marks Act and consequently do not enjoy the statutory protections accorded to a trademark registered in India and cannot prohibit the use of such logo by anybody by means of statutory protection. Our Company has made application for registration of logo. We cannot guarantee that all the pending application will be decided in the favor of the Company. If our trademarks are not registered it

can allow any person to use a deceptively similar mark and market its product which could be similar to the products offered by us. Such infringement will hamper our business as prospective clients may go to such user of mark and our revenues may decrease.

EXTERNAL RISK FACTORS

27. Political, economic and social changes in India could adversely affect our business.

Our business, and the market price and liquidity of our Company's shares, may be affected by changes in Government policies, including taxation, social, political, economic or other developments in or affecting India could also adversely affect our business. Since 1991, successive governments have pursued policies of economic liberalization and financial sector reforms including significantly relaxing restrictions on the private sector. In addition, any political instability in India may adversely affect the Indian economy and the Indian securities markets in general, which could also affect the trading price of our Equity Shares.

28. Our business is subject to a significant number of tax regimes and changes in legislation governing the rules implementing them or the regulator enforcing them in any one of those jurisdictions could negatively and adversely affect our results of operations.

The revenues recorded and income earned is taxed on differing bases, including net income actually earned, net income deemed earned and revenue-based tax withholding. The final determination of the tax liabilities involves the interpretation of local tax laws as well as the significant use of estimates and assumptions regarding the scope of future operations and results achieved and the timing and nature of income earned and expenditures incurred. Changes in the operating environment, including changes in tax laws, could impact the determination of the tax liabilities of our Company for any year.

29. Natural calamities and force majeure events may have an adverse impact on our business.

Natural disasters may cause significant interruption to our operations, and damage to the environment that could have a material adverse impact on us. The extent and severity of these natural disasters determines their impact on the Indian economy. Prolonged spells of deficient or abnormal rainfall and other natural calamities could have an adverse impact on the Indian economy, which could adversely affect our business and results of operations.

30. Our transition to IFRS reporting could have a material adverse effect on our reported results of operations or financial condition.

Our Company may be required to prepare annual and interim financial statements under IFRS in accordance with the roadmap for the adoption of, and convergence with, the IFRS announced by the Ministry of Corporate Affairs, Government of India through a press note dated January 22, 2010 ("IFRS Convergence Note"). The Ministry of Corporate Affairs by a press release dated February 25, 2011 has notified that 32 Indian Accounting Standards are to be converged with IFRS. The date of implementation of such converged Indian accounting standards has not yet been determined and will be notified by the Ministry of Corporate Affairs after various tax related issues are resolved. We have not yet determined with certainty what impact the adoption of IFRS will have on our financial reporting. Our financial condition, results of operations, cash flows or changes in shareholders' equity may appear materially different under IFRS than under Indian GAAP or our adoption of IFRS may adversely affect our reported results of operations or financial condition. This may have a material adverse effect on the amount of income recognized during that period.

31. Restrictions on foreign investment limit our ability to raise debt or capital outside India.

Indian laws constrain our ability to raise capital outside India through the issuance of equity or convertible debt securities and restrict the ability of non-Indian companies to invest in us. Foreign investment in, or an acquisition of, an Indian company requires approval from the relevant government authorities in India, including the Reserve Board of India and the Foreign Investment Promotion Board.

32. Any downgrading of India's debt rating by a domestic or international rating agency could negatively impact our business.

Any adverse revisions to India's credit ratings for domestic and international debt by domestic or international rating agencies may adversely impact our ability to raise additional financing, and the interest rates and other commercial terms at which such additional financing is available. This could have an adverse effect on our financial results and business prospects, ability to obtain financing for capital expenditures and the price of our Equity Shares.

33. Hostilities, terrorist attacks, civil unrest and other acts of violence could adversely affect the financial markets and our business.

Terrorist attacks and other acts of violence or war may adversely affect the Indian markets on which our Equity Shares will trade. These acts may result in a loss of business confidence, make travel and other services more difficult and have other consequences that could have an adverse effect on our business. In addition, any deterioration in international relations, especially between India and its neighboring countries, may result in investor concern regarding regional stability which could adversely affect the price of our Equity Shares. In addition, India has witnessed local civil disturbances in recent years and it is possible that future civil unrest as well as other adverse social, economic or political events in India could have an adverse impact on our business. Such incidents could also create a greater perception that investment in Indian companies involves a higher degree of risk and could have an adverse impact on our business and the market price of our Equity Shares.

34. Third party statistical and financial data in this Prospectus may be incomplete or unreliable.

We have not independently verified any of the data from industry publications and other sources referenced in this Prospectus and therefore cannot assure you that they are complete or reliable. Discussions of matters relating to India, its economies or the industries in which we operate in this Prospectus are subject to the caveat that the statistical and other data upon which such discussions are based may be incomplete or unreliable.

35. The new Companies Act, 2013 is recently being implemented and any developments in the near future may be material with respect to the disclosures to be made in this Letter of Offer as well as other rules and formalities for completing the Issue.

The Companies Act, 2013 has been published on August 29, 2013. Section 1 of the said Act was notified on August 30, 2013, while 98 more sections were notified as on September 12, 2013, section 135 and rules thereunder on 27/02/2014. The Ministry of Company Affairs has further notified 183 sections of the Act and Rules thereunder to be made effective from 01.04.2014. Though we have incorporated the relevant details pertaining to the new Companies Act, 2013 (to the extent notified) in this Letter of Offer, any further notifications by the MCA after our filing of this Prospectus may be material with respect to the disclosures to be made in the Prospectus as well as other rules and formalities for completing the Issue. The Companies Act, 2013 provides for, among other things, changes to the regulatory framework governing the issue of capital by companies, corporate governance, audit procedures, corporate social responsibility, and the requirements for independent directors, director's liability, class action suits, and the inclusion of women directors on the boards of companies. The Companies Act, 2013 is expected to be complemented by a set of rules that shall set out the procedure for compliance with the substantive provisions of the Companies Act, 2013. In the absence of such rules, it is difficult to predict with any degree of certainty the impact, adverse or otherwise, of the Companies Act, 2013 on the Rights Issue, and on the business, prospects and results of operations of the Company.

RISKS RELATING TO THE EQUITY SHARES

36. Any future issue of Equity Shares may dilute your shareholding and sales of our Equity Shares by our Promoters or other major shareholders may adversely affect the trading price of the Equity Shares.

Any future equity issues by us, including in a primary offering, may lead to the dilution of investors' shareholdings in us. Any future equity issuances by us or sales of its Equity Shares by the Promoters may

adversely affect the trading price of the Equity Shares. In addition, any perception by investors that such issuances or sales might occur could also affect the trading price of our Equity Shares.

37. Our ability to pay any dividends in the future will depend upon future earnings, financial condition, cash flows, working capital requirements and capital expenditures.

The amount of our future dividend payments, if any, will depend upon our Company's future earnings, financial condition, cash flows, working capital requirements, capital expenditures, applicable Indian legal restrictions and other factors. There can be no assurance that our Company will be able to pay dividends.

38. The price of our Equity Shares may be volatile, and you may be unable to resell your Equity Shares at or above the Issue Price, or at all.

Prior to the offer, there has been no public market for our Equity Shares, and an active trading market on the SME Platform of BSE. The Issue Price of the Equity Shares may bear no relationship to the market price of the Equity Shares after the Issue. The market price of the Equity Shares after the Issue may be subject to significant fluctuations in response to, among other factors, variations in our operating results, market conditions specific to the entertainment and Media industry, film production & exhibition industry, developments relating to India and volatility in the Exchange and securities markets elsewhere in the world. However, the LM will arrange for compulsory market making for a period of 3 years from the date of listing as per the regulations applicable to the SME Platforms under SEBI (ICDR) Regulations, 2009.

39. There is no guarantee that the Equity Shares issued pursuant to the Issue will be listed on the SME Platform of BSE in a timely manner, or at all.

In terms of Chapter XB of the SEBI (ICDR) Regulations, 2009, as amended from time to time, we are not required to obtain any in-principle approval for listing of shares issued. We have only applied to BSE Limited to use its name as the Stock Exchange in this offer document for listing our shares on the SME Platform of BSE. In accordance with Indian law and practice, permission for listing and trading of the Equity Shares issued pursuant to the Issue will not be granted until after the Equity Shares have been issued and allotted. Approval for listing and trading will require all relevant documents authorizing the issuing of Equity Shares to be submitted. There could be a failure or delay in listing the Equity Shares on the SME Platform of BSE. Any failure or delay in obtaining the approval would restrict your ability to dispose of your Equity Shares.

40. The price of our Equity Shares may be volatile, or an active trading market for our Equity Shares may not develop.

Prior to this Issue, there has been no public market for our Equity Shares. Guinness Securities Limited is acting as Designated Market Maker for the Equity Shares of our Company. However, the trading price of our Equity Shares may fluctuate after this Issue due to a variety of factors, including our results of operations and the performance of our business, competitive conditions, general economic, political and social factors, the performance of the Indian and global economy and significant developments in India's fiscal regime, volatility in the Indian and global securities market, performance of our competitors, the Indian Capital Markets, changes in the estimates of our performance or recommendations by financial analysts and announcements by us or others regarding contracts, acquisitions, strategic partnerships, joint ventures, or capital commitments. In addition, if the stock markets experience a loss of investor confidence, the trading price of our Equity Shares could decline for reasons unrelated to our business, financial condition or operating results. The trading price of our Equity Shares might also decline in reaction to events that affect other companies in our industry even if these events do not directly affect us. Each of these factors, among others, could materially affect the price of our Equity Shares. There can be no assurance that an active trading market for our Equity Shares will develop or be sustained after this Issue, or that the price at which our Equity Shares are initially offered will correspond to the prices at which they will trade in the market subsequent to this Issue. For further details of the obligations and limitations of Market Makers please refer to the section titled "*General Information - Details of the Market Making Arrangement for this Issue*" on page 30 of this Prospectus.

41. There are restrictions on daily movements in the price of the Equity Shares, which may adversely affect a shareholder's ability to sell, or the price at which it can sell, Equity Shares at a particular point in time.

Following the Issue, we will be subject to a daily "circuit breaker" imposed by BSE, which does not allow transactions beyond specified increases or decreases in the price of the Equity Shares. This circuit breaker operates independently of the index-based, market-wide circuit breakers generally imposed by SEBI on Indian stock exchanges. The percentage limit on our circuit breakers will be set by the stock exchanges based on the historical volatility in the price and trading volume of the Equity Shares. The BSE may not inform us of the percentage limit of the circuit breaker in effect from time to time and may change it without our knowledge. This circuit breaker will limit the upward and downward movements in the price of the Equity Shares. As a result of this circuit breaker, no assurance can be given regarding your ability to sell your Equity Shares or the price at which you may be able to sell your Equity Shares at any particular time.

PROMINENT NOTES:

1) **SIZE OF THE ISSUE:**

Public Issue of 10,98,000 Equity Shares of Rs. 10/- each (the "Equity Shares") for cash at a price of Rs. 40/- per Equity Share aggregating to Rs. 439.20 Lacs ("the Issue") by Encash Entertainment Limited ("EEL" or the "Company" or the "Issuer"). Out of the Issue, 60,000 Equity Shares of Rs. 10 each at a price of Rs. 40 each per Equity Share aggregating to Rs. 24.00 Lacs, which will be reserved for subscription by Market Makers to the issue (the "market maker reservation portion") and Net Issue to the Public of 10,38,000 Equity Shares of Rs. 10 each at a price of Rs. 40/- each per Equity Share aggregating to Rs. 415.20 Lacs (hereinafter referred to as the "Net Issue"). The Issue and the Net Issue will constitute 28.18% and 26.64%, respectively, of the post issue paid up Equity Share capital of the Company.

2) The average cost of acquisition of Equity Shares by the Promoters:

Name of the Promoter	No. of Shares held	Average cost of Acquisition (in Rs.)
Mr. Sachet Saraf	2,50,800	2.23
Ms. Rashmi Saraf	4,800	21.04
M/s. Encash Securities Ltd.	10,00,896	23.54

**The average cost of acquisition of our Equity Shares by our Promoters has been calculated by taking into account the amount paid by them to acquire, by way of fresh issuance or transfer, the Equity Shares, including the issue of bonus shares to them. The average cost of acquisition of our Equity Shares by our Promoters has been reduced due to the issuance of bonus shares to them, if any. For more information, please refer to the section titled "Capital Structure" on page 33.*

- 3) Our Net worth as on 31st March, 2014 is Rs. 542.00 Lacs as per Restated Financial Statements.
- 4) The Book -Value per share as on 31st March, 2014 is Rs. 33.59 as per Restated Financial Statements.
- 5) The name of the Company was changed during the last three years from Brindavan Suppliers Pvt. Ltd. to Encash Entertainment Pvt. Ltd. on 21st March, 2011 and thereafter the status of the Company has been changed from Private Limited to Public Limited Company on 29th July, 2013 and consequently name was changed to "Encash Entertainment Limited".
- 6) Investors may please note that in the event of over subscription, allotment shall be made on proportionate basis in consultation with the BSE Limited, the Designated Stock Exchange. For more information, please refer to "Basis of Allotment" on page 151 of the Prospectus. The Registrar to the Issue shall be responsible to ensure that the basis of allotment is finalized in a fair and proper manner as set out therein.

- 7) Investors are advised to refer to the paragraph on "*Basis for Issue Price*" on page 54 of this Prospectus before making an investment in this Issue.
- 8) No part of the Issue proceeds will be paid as consideration to Promoters, Promoter Group, Directors, key management employee, associate companies, or Group Companies.
- 9) Investors may contact the Lead Manager or the Compliance Officer for any complaint/clarifications/information pertaining to the Issue. For contact details of the Lead Manager and the Compliance Officer, refer the front cover page.
- 10) Other than as stated in the section titled "*Capital Structure*" beginning on page 33 of this Prospectus, our Company has not issued any Equity Shares for consideration other than cash.
- 11) Except as mentioned in the sections titled "*Capital Structure*" beginning on page 33 of this Prospectus, we have not issued any Equity Shares in the last twelve months.
- 12) Except as disclosed in the sections titled "*Our Promoters*" or "*Our Management*" beginning on pages 89 and 80 respectively of this Prospectus, none of our Promoters, our Directors and our Key Managerial Employees have any interest in our Company except to the extent of remuneration and reimbursement of expenses and to the extent of the Equity Shares held by them or their relatives and associates or held by the companies, firms and trusts in which they are interested as directors, member, partner and/or trustee and to the extent of the benefits arising out of such shareholding.
- 13) Any clarification or information relating to the Issue shall be made available by the LM and our Company to the investors at large and no selective or additional information would be available for a section of investors in any manner whatsoever. Investors may contact the LM for any complaints pertaining to the Issue. Investors are free to contact the LM for any clarification or information relating to the Issue who will be obliged to provide the same to the investor.
- 14) For transactions in Equity Shares of our Company by the Promoter Group and Directors of our Company in the last six (6) months, please refer to paragraph under the section titled "*Capital Structure*" on page 33 of this Prospectus.
- 15) There are no contingent liabilities as on 31st March, 2014.
- 16) For details of any hypothecation, mortgage or other encumbrances on the movable and immovable properties of our Company please refer to the section titled "*Financial Information*" on page 106 of this Prospectus.
- 17) Except as disclosed in the section titled "*Our Promoter Group / Group Companies / Entities*" on page 93, none of our Group Companies have business interest in our Company.
- 18) For interest of Promoters/Directors, please refer to the section titled "*Our Promoters*" beginning on page 89 of this Prospectus.
- 19) The details of transactions with the Group Companies/ Group Enterprises and other related party transactions are disclosed as Annexure 14 of restated financial statement under the section titled "*Financial Information*" on page 120 of the Prospectus.

SECTION III: INTRODUCTION

SUMMARY

This is only the summary and does not contain all information that you shall consider before investing in Equity Shares. You should read the entire Prospectus, including the information on "Risk Factors" and related notes on page 9 of this Prospectus before deciding to invest in Equity Shares.

INDUSTRY OVERVIEW

THE INDIAN ECONOMY

The economy of India is the tenth-largest in the world by nominal GDP and the third-largest by purchasing power parity (PPP), with an estimated Gross Domestic Product ("GDP") (purchasing power parity) of U.S.\$ 4.661 trillion in 2012 (Source: CIA World Factbook 2012). On a per-capita-income basis, India ranked 141st by nominal GDP and 130th by GDP (PPP) in 2012, according to the IMF. India is the 19th-largest exporter and the 10th-largest importer in the world. Economic indicators suggest that the slowdown facing the Indian economy extended into 2013-14 with growth in Q1 falling to a 17-quarter low. The growth slowdown was broad-based reflecting moderation in the services and agriculture sectors. Various surveys indicate further drop in business confidence. The Reserve Bank's Industrial Outlook Survey shows weakening of business sentiments in Q1 of 2013-14 to a three year low, though expectations showed improvement for Q2. The Indian economy continued to remain sluggish in Q4 of 2012-13. Modest improvement in growth is likely in H2 of 2013-14 on the back of a good monsoon and some improvements in industrial growth. A fuller recovery is likely to start taking shape towards the end of the fiscal year when current steps to clear the logjams constraining economic activity seep through the various inter-sectoral linkages in the economy. Source: RBI, Macroeconomic and Monetary Developments, Second Quarter Review, 2013-14).

INDIAN MEDIA & ENTERTAINMENT INDUSTRY:

Industry size and projections

The Indian M&E industry grew from INR 728 billion in 2011 to INR 820 billion in 2012, registering an overall growth of 12.6 percent. While 2012 was challenging Backed by strong consumption in Tier 2 and 3 cities, continued growth of regional media and fast increasing new media businesses, the industry is estimated to achieve a growth of 13 percent in 2012 to touch INR 823 billion. Going forward, the sector is projected to grow at a healthy CAGR of 14.9 percent to reach INR 1,457 billion by 2016.

Television continues to be the dominant segment however the report records growth posted by new media sectors, animation /VFX, and a comeback in the **Films and Music** sectors on the back of strong content and the benefits of digitization. **Radio** is anticipated to see a spurt in growth at a CAGR of 16.6 percent over the period 2012-2017, post the rollout of Phase 3 licensing.

Total advertising spend across media was INR 327.4 billion in 2012. In light of continued economic slowdown advertising revenues saw a growth of 9 percent in 2012 as against 13 percent in 2011 and 17 percent in 2010. Print continues to be the largest beneficiary, accounting for 46 percent of the advertising pie at INR 150 billion.

Overall Industry Size and Projections:

Overall industry size (INR Billion) (For Calendar Years)	2007	2008	2009	2010	2011	2012	Growth in 2012 over 2011	2013P	2014P	2015P	2016P	2017P	CAGR (2012-2017)
TV	211.0	241.0	257.0	297.0	329.0	370.1	12.5%	419.9	501.4	607.4	725.0	847.6	18.0%
Print	160.0	172.0	175.2	192.9	208.8	224.1	7.3%	241.1	261.4	285.6	311.2	340.2	8.7%
Films	92.7	104.4	89.3	83.3	92.9	112.4	21.0%	122.4	138.3	153.6	171.7	193.3	11.5%
Radio	7.4	8.4	8.3	10.0	11.5	12.7	10.4%	14.0	15.4	18.7	22.7	27.4	16.6%
Music	7.4	7.4	7.8	8.6	9.0	10.6	18.1%	11.6	13.1	15.3	18.3	22.5	16.2%
OOH	14.0	16.1	13.7	16.5	17.8	18.2	2.4%	19.3	21.1	23.0	25.0	27.3	8.4%
Animation and VFX	14.0	17.5	20.1	23.6	31.0	35.3	13.9%	40.6	46.9	54.2	63.1	73.5	15.8%
Gaming	4.0	7.0	8.0	10.0	13.0	15.3	17.7%	20.1	23.8	30.9	36.2	42.1	22.4%
Digital Advertising	4.0	6.0	8.0	10.0	15.4	21.7	40.9%	28.3	37.1	48.9	65.1	87.2	32.1%
Total	514.5	579.8	587.4	651.9	728.4	820.5	12.6%	917.4	1058.5	1237.5	1438.4	1661.1	15.2%

Source: FICCI- KPMG Report

Key Trends and Themes for Growth

Digitisation - Taking the next step

The phased progress in digitisation has been the stepping stone for the industry's growth and success, thereby bringing about a paradigm shift in key indicators, particularly within the domains of TV and film sectors. The Ministry of Information and Broadcasting (MIB) introduced several initiatives with a view to harness the power of technology and create a framework to drive growth in the existing broadcasting landscape in India. With phases one (top four cities in the country) and two (the next 38 cities) nearly complete, the industry is now committed to complete phase three (all remaining urban areas) of digitisation of TV signals' transmission by the end of this year. Successful completion of the digitisation process will result in the complete closure of analogue transmission and could act as an enabler to add value and to increase profits at each level in the value chain. It is estimated to bring about a further drop in the carriage fees, and drive growth in ARPU's, thereby increasing profitability and allowing content producers to focus on better content.

In the film sector as well, digitisation has enabled better monetisation for the industry, as a single film can be distributed across thousands of screens and locations in a short period of time. We are moving quickly to an all digital world where most films are shot on digital format, distributed across various geographies in digital format, marketed through various social media platforms, and film tickets are sold through online booking platforms and also made available on websites providing 'Video-on-Demand' (VOD) services. While monetisation of content on digital platforms remains a concern in the short term, the industry is buoyant about its long term potential. With about 95 per cent of India's cinema screens already digitised, a nationwide digital release like 'Dhoom 3' is increasingly going to be the norm. In addition, the growth of multiplexes helped drive box office collections. In India, approximately 95 per cent of commercially viable screens have been digitised till date.

Continued Growth in Regional Media

Regional media in India has demonstrated strong growth over last few years, and continues to have a positive outlook. Given the size and diversity of the Indian market, media owners and advertisers are increasingly adding a regional element to their strategies. As a result, regional markets have grown in size and importance. The key drivers of growth in the regional media space continue to be a better cultural fit for regional content, focus on socio political issues related to particular regions and stronger engagement with customers in contrast to national Hindi programming. Apart from films in South Indian languages, films in Marathi, Punjabi, Bengali, Gujarati as well, had a good year where films like 'Duniyadari' (Marathi, INR 280 million) 'Jatt' and 'Juliet 2' (Punjabi, INR 200 million+) were declared commercial blockbusters. The Marathi industry, in particular, grew almost by 50 per cent over the last year and continues to grow stronger. 'Timepass', a Marathi film released on 3rd January 2014 has already overtaken 'Duniyadari' and has collected over INR 300 million on box office making it the biggest grossing Marathi film ever.

India goes more mobile

Globally, the number of mobile phone users is expected to reach 4.55 billion and mobile phone internet user base is estimated to reach 2.23 billion by the end of 2014. Smartphone adoption is also expected to continue its rapid growth and its user base is likely to reach 1.75 billion by the end of 2014. The growth is primarily being led by the developing regions of Asia Pacific, notably India and China. India, by the end of 2013, is estimated to have gained a mobile phone user base of more than 900 million. While the worldwide smartphone shipments would have surpassed 1 billion units in 2013, India became the third largest smartphone market in the world with shipments of 44 million units.

Growing contribution of live events in M&E industry

In this year's report, we have also covered live events as a sector. As India builds larger venues to accommodate world class events and the appetite for live events grows, this sector will increasingly grow in size and impact. Still extremely fragmented, the sector has shown signs of maturity and scale has been achieved by a few players in the industry. Coming on the back of the slowing economy from 2008 to 2012, 2013 was sluggish in terms of live events and recorded a growth of less than 10 per cent over the previous year. Rupee depreciation, general economic stagnation, rising artist and talent costs, and a lack of high-quality infrastructure were the key reasons. In spite of being a fairly unorganised and fragmented sub-sector within the M&E market, 'live events' is set to experience fresh initiatives in brand and community building through experimental creations works, and niche

event management.

Based on KPMG in India analysis, 2014 is expected to be positive in terms of live events - especially intellectual property events (IP-Events) and outbound Meetings, Incentives, Conferences and Exhibitions. Companies operating in this space are positively investing in creating the necessary infrastructure and are spending significant amounts in 'Below-the-Line' advertising. In 2014, the top 20 event firms are expected to see growth in profits from 13 per cent to 20 per cent. Events such as Filmfare awards, Sunburn, Jaipur Litfest, Lakme Fashion Week, IIFA, NH7 are now established properties in the live events sector.

BUSINESS OVERVIEW

Our Company was originally incorporated in Kolkata as "Brindavan Suppliers Private Limited" on 28th March, 2008, under the Companies Act, 1956 vide certificate of incorporation issued by the Registrar of Companies, West Bengal. Subsequently on 21st March, 2011 the name of our company was changed to "Encash Entertainment Private Limited". Our Company was converted into a public limited company and consequently the name was changed to "Encash Entertainment Limited" vide fresh certificate of incorporation dated 29th July, 2013 issued by the Registrar of Companies, Kolkata, West Bengal.

We are engaged in the business of production of films, corporate films, feature films and have plans of coming up with serials on television. We are outsourcing the processing services like content development, multi-media, editing and sound recording from specialized professionals of the media fields, based at Kolkata. Further we are also engaged in the business of fashion designing, wherein we design niche segment of dress materials, suits etc and supply them to retailers.

We have produced film in Bengali language namely "Shada Kaalo Aabchaa", which was released in December, 2013. Our company purchased the entire copyright of a Bengali color feature film "Ichhe", which was released in the year 2011. After success of both the films, our Company with a vision to grow and spread our operation in different spheres, which would include production and distribution of feature films in Hindi as well as in other Regional languages, foray into Television Serials.

Further, we have also plans to venture into TV channels. We aim in getting real concept to the audience rather than producing copies of hit movies. Our strategy is designed to address predictability, scalability and sustainability, ultimately resulting in profitability.

SWOT

Strengths

- Integrated Business Model
- Experienced Management Team

Weakness

- Revenue and profitability is directly linked to the exploitation and growth of our content.
- Rapid Technological changes
- No prediction or forecast of audience taste about the success of films/ TV shows etc.

Opportunities

- Growing awareness among viewers/customers about new technologies.
- New phase of low budget movies/TV Shows etc.
- Increase in no. of channels and Multiplexes.

Threats

- There are no entry barriers in our industry which puts us to the threat of competition from new entrants.
- Any change or shift of focus of Government policies may adversely impact our financials

SUMMARY OF FINANCIAL DATA

STATEMENT OF ASSETS AND LIABILITIES, AS RESTATED

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
Equity & Liabilities					
Shareholders' Funds					
Share Capital	279.85	4.22	4.22	3.41	3.41
Reserve & Surplus	262.22	198.72	197.66	117.85	117.95
Total (A)	542.07	202.94	201.88	121.26	121.36
Non-Current Liabilities					
Long Term Borrowings	0.75	2.78	-	-	-
Deferred Tax Liabilities / (Assets)	0.22	0.30	-	-	-
Total (B)	0.97	3.08	-	-	-
Current Liabilities					
Short Term Borrowings	101.10	46.06	-	-	-
Trade Payables	42.41	78.80	8.57	-	-
Current Liabilities for Expenses	-	-	0.25	0.03	0.02
Other Current Liabilities	4.67	1.89	-	58.40	61.00
Short Term Provisions	-	0.22	0.05	-	-
Total (C)	148.18	126.97	8.87	58.43	61.02
Total (D=A+B+C)	691.22	332.99	210.75	179.69	182.38
Assets					
Fixed Assets:					
Tangible Assets	13.48	15.68	-	-	-
Non-Current Investments	233.98	112.78	104.43	172.24	176.50
Preliminary Expenses (To the extent not written off)	0.07	0.13	0.20	0.04	0.05
Total (E)	247.53	128.59	104.63	172.28	176.55
Current Assets					
Trade Receivables	191.89	45.04	17.72	-	-
Inventories / Films in Process	184.37	155.98	84.75	1.86	-
Cash & Bank Balances	61.66	2.81	3.08	5.55	0.83
Short Term Loans & Advances	5.77	0.57	0.57	-	5.00
Total (F)	443.69	204.40	106.12	7.41	5.83
Total (G=E+F)	691.22	332.99	210.75	179.69	182.38

STATEMENT OF PROFIT AND LOSS, AS RESTATED

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
Income					
Income from Media & Entertainment Activities	109.15	-	-	-	-
Sales of Dress material / Fashion Designing	101.59	98.10	75.05		
Other Income	-	-	5.71	0.48	-
Total	210.74	98.10	80.76	0.48	-
Expenditure					
Purchases / Operative Cost	185.28	66.95	73.55	-	-
Employees Benefit Expenses	22.78	20.59	4.55	-	-
Administrative, Selling & Other Expenses	7.67	5.58	2.44	0.56	0.06
Total	215.73	93.12	80.54	0.56	0.06
Profit before Depreciation, Interest and Tax	(4.99)	4.98	0.22	(0.08)	(0.06)
Depreciation & Amortisation Expenses	3.48	3.05	0.06	0.02	0.02
Profit before Interest & Tax	(8.47)	1.93	0.16	(0.10)	(0.08)
Finance Cost	2.59	0.40	-	-	-
Net Profit before Tax	(11.06)	1.53	0.16	(0.10)	(0.08)
Less: Provision for Taxes:					
Current Tax	0.25	0.17	0.05	-	-
Deferred Tax	(0.08)	0.30	-	-	-
Net Profit After Tax & Before Extraordinary Items	(11.23)	1.06	0.11	(0.10)	(0.08)
Extra Ordinary Items (Net of Tax)	-	-	-	-	-
Net Profit	(11.23)	1.06	0.11	(0.10)	(0.08)

STATEMENT OF CASH FLOW, AS RESTATED

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
CASH FLOW FROM OPERATING ACTIVITIES					
Net profit before taxes	(11.06)	1.53	0.16	(0.10)	(0.08)
Adjustment for:					
Add: Depreciation & Amortisation Expenses	3.48	3.05	0.06	0.02	0.02
Operating Profit before Working capital changes	(7.58)	4.58	0.22	(0.08)	(0.06)
Adjustments for:					
Decrease (Increase) in Trade Receivables	(146.85)	(27.32)	(17.72)	-	-
Decrease (Increase) in Inventories	(28.39)	(71.23)	(82.89)	(1.86)	-
Decrease (Increase) in Short Term Loans & Advances	(5.20)	-	(0.57)	5.00	(3.00)
Increase (Decrease) in Trade Payables	(36.39)	70.23	8.57	-	-
Increase (Decrease) in Current Liabilities for Expenses	-	(0.25)	0.22	0.01	0.02
Increase (Decrease) in Other Current Liabilities	2.78	1.89	(58.40)	(2.60)	60.99
Income Tax Refund / (Paid)	(0.47)				
Net Changes in Working Capital	(214.52)	(26.68)	(150.79)	0.55	58.01
Net Cash Flow from Operating Activities (A)	(222.10)	(22.10)	(150.57)	0.47	57.95
CASH FLOW FROM INVESTING ACTIVITIES					
Sale /(Purchase) of Fixed Assets	(1.22)	(18.67)	-	-	-
Sale /(Purchase) of Non Current Investments	(121.20)	(8.35)	67.81	4.26	(58.00)
Net Cash Flow from Investing Activities (B)	(122.42)	(27.02)	67.81	4.26	(58.00)
CASH FLOW FROM FINANCING ACTIVITIES					
Issue of share capital	356.17	-	80.50	-	-
Preliminary Expenses Incurred	(5.80)	-	(0.22)	-	-
Increase (Decrease) in Short Term Borrowings	55.04	46.06	-	-	-
Increase / (Repayment) of Long Term Borrowings	(2.03)	2.78	-	-	-
Net Cash Flow from Financing Activities (C)	403.38	48.84	80.28	-	-
Net Increase / (Decrease) in Cash & Cash Equivalents	58.86	(0.28)	(2.48)	4.73	(0.05)
Cash and cash equivalents at the beginning of the year / Period	2.80	3.08	5.56	0.83	0.88
Cash and cash equivalents at the end of the year/ Period	61.66	2.80	3.08	5.56	0.83

ISSUE DETAILS IN BRIEF

PRESENT ISSUE IN TERMS OF THIS PROSPECTUS

Equity Shares Offered: Fresh Issue of Equity Shares by our Company	Issue of 10,98,000 Equity Shares of Rs. 10 each at a price of Rs. 40 per Equity Share aggregating Rs. 439.20 Lacs
Of Which:	
Issue Reserved for the Market Makers	60,000 Equity Shares of Rs. 10/- each at a price of Rs. 40 per Equity Share aggregating Rs. 24.00 Lacs
Net Issue to the Public	10,38,000 Equity Shares of Rs. 10 each at a price of Rs. 40 per Equity Share aggregating Rs. 415.20 Lacs
Equity Shares outstanding prior to the Issue	27,98,496 Equity Shares of face value of Rs. 10 each
Equity Shares outstanding after the Issue	38,96,496 Equity Shares of face value of Rs. 10 each
Objects of the Issue	Please refer section titled “ <i>Objects of the Issue</i> ” on page 50 of this Prospectus

This Issue is being made in terms of Chapter XB of the SEBI (ICDR) Regulations, 2009, as amended from time to time. For further details please refer to “*Issue Structure*” on page 143 of this Prospectus.

GENERAL INFORMATION

ENCASH ENTERTAINMENT LIMITED

Our Company was originally incorporated in Kolkata as "Brindavan Suppliers Private Limited" on 28th March, 2008, under the Companies Act, 1956 vide certificate of incorporation issued by the Registrar of Companies, West Bengal. Subsequently on 21st March, 2011 the name of our company was changed to "Encash Entertainment Private Limited". Our Company was converted in to a public limited company and consequently the name was changed to "Encash Entertainment Limited" vide fresh certificate of incorporation dated 29th July, 2013 issued by the Registrar of Companies, Kolkata, West Bengal.

REGISTERED OFFICE & CORPORATE OFFICE:

9, Lal Bazar Street,
3rd Floor, Mercantile Building
Kolkata-700001
Tel: 91-33- 40053913
Website: www.encashentertainment.com
E-Mail: office.rmpl@gmail.com

COMPANY REGISTRATION NUMBER: 124559

COMPANY IDENTIFICATION NUMBER: U92413WB2008PLC124559

ADDRESS OF REGISTRAR OF COMPANIES

Nizam Palace,
2nd MSO Building, 2nd floor,
234/4, A.J.C.B. Road,
Kolkata-700020
Tel:033-22877390,
Fax:033-22903795,
Email: roc.kolkata@mca.gov.in

DESIGNATED STOCK EXCHANGE: BSE Limited

LISTING OF SHARES OFFERED IN THIS ISSUE: SME platform of BSE

For details in relation to the changes to the name of our Company, please refer to the section titled "Our *History and Corporate Structure*" beginning on page 78 of this Prospectus.

CONTACT PERSON:

Ms. Hardika Pancholi,
Company Secretary & Compliance Officer,
9, Lal Bazar Street, 3rd Floor,
Mercantile Building,
Kolkata-700001
Tel: 91-33-40053913,
E-Mail: office.rmpl@gmail.com

BOARD OF DIRECTORS:

Our Board of Directors comprise of the following members:

NAME	DESIGNATION	DIN	ADDRESS
Mr. Sachet Saraf	Managing Director	01377285	181/38 Dakshin Dari Road, Kolkata-700048, West Bengal, India

NAME	DESIGNATION	DIN	ADDRESS
Ms. Rashmi Saraf	Non-Executive Non-Independent Director	02096360	Abhinav Apartment, 181/38, Dakhin Dhari Road, 2 nd Floor, Laketown, Kolkata-700048, West Bengal, India
Mr. Surendra Kumar Sethia	Non-executive Independent Director	00446974	26/1, Narsing Bose Lane, 5 th Floor, Howrah-711102, West Bengal, India
Mr. Rajesh Kumar Singhania	Non-executive Independent Director	00122786	P-52, Block - A, Bangur Avenue, Kolkata-700055, West Bengal, India

For further details of Management of our Company, please refer to section titled "*Our Management*" on page 80 of this Prospectus.

COMPANY SECRETARY & COMPLIANCE OFFICER

Ms. Hardika Pancholi,
9, Lal Bazar Street,
3rd Floor, Mercantile Building
Kolkata-700001
Tel: 91-33-40053913
Email: office.rmpl@gmail.com

Investors can contact our Compliance Officer in case of any pre-Issue or post-Issue related matters such as non-receipt of letters of allotment, credit of allotted shares in the respective beneficiary account, refund orders etc.

STATUTORY AUDITORS

JYOTI K AGARWAL & ASSOCIATES

9, Lal Bazar Street,
Mercantile Building
Block-B, 3rd Floor,
Room No. 85,
Kolkata-700001
Contact Person: Viplov Surana
Registration No.: 325111E

PEER REVIEW AUDITORS

RAMANAND & ASSOCIATES

Chartered Accountants
6/C, Ostwal Park Bulding No. 4 CHSL,
Near Jesal Park Jain Temple,
Bhayander (East), Thane-401105
Tel : +91-22-28171199
Telefax : +91-22-28171199
E-mail: rg@ramanandassociates.com
Contact Person: Mr. Ramanand Gupta
Firm Registration No.-117776W

LEAD MANAGER

GUINNESS CORPORATE ADVISORS PRIVATE LIMITED

18 Deshapriya Park Road,
Kolkata - 700 026
Tel: +91 - 33 - 30015555; Fax: +91 - 33 - 3001 5531
Email: gmbpl@guinnessonline.net
Website: www.16anna.com

Contact Person: Ms. Alka Mishra
SEBI Regn. No.: INM 000011930

LEGAL ADVISORS TO THE ISSUE

SUNIL SHUKLA
4, Shanti Sadan,
Opp. Haweli Poddar Road,
Malad (East),
Mumbai- 400 097

REGISTRAR TO THE ISSUE

CB MANAGEMENT SERVICES PRIVATE LIMITED
P-22, Bondel Road,
Kolkata - 700019
Tel: +91 33 40116700, 2280 6692/93/94/2486
Fax: +91 33 2287 0263
Email: rta@cbmsl.com
Website: www.cbmsl.com
Contact Person: Mr. P Basu
SEBI Registration No.: INR000003324

ESCROW COLLECTION BANK / BANKER TO THE ISSUE AND REFUND BANKER

HDFC BANK LIMITED
HDFC Bank House
Senapati Bapat Marg,
Lower Parel (West),
Mumbai - 400 013
Attn: Uday Dixit
Email: uday.dixit@hdfcbank.com
Contact No.: +91 22 30752928
Fax No.: +91 22 25799801

SELF CERTIFIED SYNDICATE BANKS

The lists of banks that have been notified by SEBI to act as SCSB for the Applications Supported by Blocked Amount ("ASBA") Process are provided on <http://www.sebi.gov.in/pmd/scsb.pdf>. For details on designated branches of SCSBs collecting the ASBA Application Form, please refer to the above-mentioned SEBI link.

CREDIT RATING

As the Issue is of Equity shares, credit rating is not mandatory.

TRUSTEES

As the Issue is of Equity Shares, the appointment of Trustees is not mandatory.

IPO GRADING

Since the Issue is being made in terms of Chapter XB of the SEBI (ICDR) Regulations, there is no requirement of appointing an IPO Grading agency.

BROKERS TO THE ISSUE

All members of the recognized stock exchanges would be eligible to act as Brokers to the Issue.

APPRAISAL AND MONITORING AGENCY

As per Regulation 16(1) of the SEBI (ICDR) Regulations, 2009 the requirement of Monitoring Agency is not mandatory if the Issue size is below Rs. 500.00 Crores. Since the Issue size is only of Rs. 439.20 Lacs, our Company has not appointed any monitoring agency for this Issue. However, as per the Clause 52 of the SME Listing Agreement to be entered into with BSE upon listing of the equity shares and the corporate governance requirements, the audit committee of our Company, would be monitoring the utilization of the proceeds of the Issue.

DETAILS OF THE APPRAISING AUTHORITY

The objects of the Issue and deployment of funds are not appraised by any independent agency/ bank/ financial institution.

INTER-SE ALLOCATION OF RESPONSIBILITIES

Since Guinness Corporate Advisors Private Limited is the sole Lead Manager to this Issue, a statement of inter se allocation responsibilities among Lead Manager's is not required.

EXPERT OPINION

Except the report of the Statutory Auditor of our Company on the financial statements and statement of tax benefits included in the Prospectus, our Company has not obtained any other expert opinion.

UNDERWRITING AGREEMENT

Underwriting

This Issue is 100% Underwritten. The Underwriting agreement is dated 15th May, 2014. Pursuant to the terms of the Underwriting Agreement, the obligations of the Underwriters are several and are subject to certain conditions specified therein. The Underwriters have indicated their intention to underwrite the following number of specified securities being offered through this Issue:

Name and Address of the Underwriters	Number of Equity shares Underwritten	Amount Underwritten (Rupees In Lacs)
GUINNESS CORPORATE ADVISORS PRIVATE LIMITED 18 Deshapriya Park Road, Kolkata - 700 026. Tel: +91 - 33 - 30015555 Fax: +91 - 33 -30015531 Email: gmbpl@guinnessonline.net Website: www.16anna.com Contact Person: Ms. Alka Mishra SEBI Regn. No: INM 000011930	10,98,000	439.20
Total	10,98,000	439.20

DETAILS OF THE MARKET MAKING ARRANGEMENT FOR THIS ISSUE

Our Company has entered into an agreement dated 15th May, 2014 with the Lead Manager and Market Maker to fulfill the obligations of Market Making.

NAME AND ADDRESS OF THE MARKET MAKER

GUINNESS SECURITIES LTD.

Guinness House
18, Deshapriya Park Road,
Kolkata-700 026
Tel : +91-33-3001 5555
Fax: +91-33-2464 6969
Email: kmohanty@guinnessonline.net
Website: www.16anna.com

Contact Person: Mr. Kuldeep Mohanty
SEBI Regn. No: INB 231146037

The Market Maker shall fulfill the applicable obligations and conditions as specified in the SEBI (ICDR) Regulations, and its amendments from time to time and the circulars issued by the BSE, and SEBI regarding this matter from time to time.

Following is a summary of the key details pertaining to the Market Making arrangement:

1. The Market Maker(s) (individually or jointly) shall be required to provide a 2-way quote for 75% of the time in a day. The same shall be monitored by the Stock Exchange. Further, the Market Maker(s) shall inform the exchange in advance for each and every black out period when the quotes are not being offered by the Market Maker(s).
2. The minimum depth of the quote shall be Rs. 1,00,000/-. However, the investors with holdings of value less than Rs. 1,00,000/- shall be allowed to offer their holding to the Market Maker(s) (individually or jointly) in that scrip provided that he sells his entire holding in that scrip in one lot along with a declaration to the effect to the selling broker.
3. After a period of three (3) months from the market making period, the market maker would be exempted to provide quote if the Shares of market maker in our Company reaches to 25 %. (Including the 5 % of Equity Shares of the Issue.) Any Equity Shares allotted to Market Maker under this Issue over and above 5% of Issue Size would not be taken in to consideration of computing the threshold of 25%. As soon as the Shares of market maker in our Company reduce to 24%, the market maker will resume providing 2-way quotes.
4. There shall be no exemption/threshold on downside. However, in the event the market maker exhausts his inventory through market making process, the concerned stock exchange may intimate the same to SEBI after due verification.
5. Execution of the order at the quoted price and quantity must be guaranteed by the Market Maker(s), for the quotes given by him.
6. There would not be more than five Market Makers for a script at any point of time and the Market Makers may compete with other Market Makers for better quotes to the investors.
7. On the first day of the listing, there will be pre-opening session (call auction) and there after the trading will happen as per the equity market hours. The circuits will apply from the first day of the listing on the discovered price during the pre-open call auction.
8. The Market maker may also be present in the opening call auction, but there is no obligation on him to do so.
9. There will be special circumstances under which the Market Maker may be allowed to withdraw temporarily/fully from the market - for instance due to system problems or any other problems. All controllable reasons require prior approval from the Exchange, while *force-majeure* will be applicable for non-controllable reasons. The decision of the Exchange for deciding controllable and non-controllable reasons would be final.
10. The Market Maker(s) shall have the right to terminate said arrangement by giving a six months notice or on mutually acceptable terms to the Merchant Banker, who shall then be responsible to appoint a replacement Market Maker(s).

In case of termination of the above mentioned Market Making agreement prior to the completion of the compulsory Market Making period, it shall be the responsibility of the Lead Manager to arrange for another Market Maker in replacement during the term of the notice period being served by the Market Maker but prior to the date of releasing the existing Market Maker from its duties in order to ensure compliance with the requirements of regulation 106V of the SEBI (ICDR) Regulations, 2009. Further the Company and the Lead Manager reserve the right to appoint other Market Makers either as a replacement of the current Market Maker or as an additional Market Maker subject to the total number of Designated Market Makers does not exceed five or as specified by the relevant laws and regulations applicable at that particulars

point of time. The Market Making Agreement is available for inspection at our Registered Office from 11.00 a.m. to 5.00 p.m. on working days.

11. Risk containment measures and monitoring for Market Makers: BSE SME Exchange will have all margins which are applicable on the BSE Main Board viz., Mark-to-Market, Value-At-Risk (VAR) Margin, Extreme Loss Margin, Special Margins and Base Minimum Capital etc. BSE can impose any other margins as deemed necessary from time-to-time.

12. Punitive Action in case of default by Market Makers: BSE SME Exchange will monitor the obligations on a real time basis and punitive action will be initiated for any exceptions and/or non-compliances. Penalties / fines may be imposed by the Exchange on the Market Maker, in case he is not able to provide the desired liquidity in a particular security as per the specified guidelines. These penalties / fines will be set by the Exchange from time to time. The Exchange will impose a penalty on the Market Maker in case he is not present in the market (offering two way quotes) for at least 75% of the time. The nature of the penalty will be monetary as well as suspension in market making activities / trading membership.

The Department of Surveillance and Supervision of the Exchange would decide and publish the penalties / fines / suspension for any type of misconduct/ manipulation/ other irregularities by the Market Maker from time to time.

13. Price Band and Spreads: SEBI Circular bearing reference no: CIR/MRD/DP/ 02/2012 dated January 20, 2012, has laid down that for issue size up to Rs. 250 crores, the applicable price bands for the first day shall be:

- i. In case equilibrium price is discovered in the Call Auction, the price band in the normal trading session shall be 5% of the equilibrium price.
- ii. In case equilibrium price is not discovered in the Call Auction, the price band in the normal trading session shall be 5% of the issue price.
- iii. Additionally, the trading shall take place in TFT segment for first 10 days from commencement of trading. The following spread will be applicable on the BSE SME Exchange/ Platform.

Sr. No.	Market Price Slab (in Rs.)	Proposed spread (in % to sale price)
1	Up to 50	9
2	50 to 75	8
3	75 to 100	6
4	Above 100	5

CAPITAL STRUCTURE

The share capital of the Company as at the date of this Prospectus, before and after the Issue, is set forth below.
(Rs. in Lacs, except share data)

Sr. No	Particulars	Aggregate value at face value	Aggregate value at Issue Price
A.	Authorized Share Capital		
	1,00,00,000 Equity Shares of face value of Rs.10 each	1000.00	
B.	Issued, subscribed and paid-up Equity Share Capital before the Issue		
	27,98,496 Equity Shares of face value of Rs. 10 each	279.85	---
C.	Present Issue in terms of the Prospectus		
	Issue of 10,98,000 Equity Shares of Rs. 10 each at a price of Rs. 40 per Equity Share.	109.80	439.20
	Which comprises		
	60,000 Equity Shares of Rs. 10/- each at a price of Rs. 40 per Equity Share reserved as Market Maker Portion	6.00	24.00
	Net Issue to Public of 10,38,000 Equity Shares of Rs. 10/- each at a price of Rs. 40 per Equity Share to the Public	103.80	415.20
	Of which		
	5,19,750 Equity Shares of Rs.10/- each at a price of Rs. 40 per Equity Share will be available for allocation for Investors of up to Rs. 2.00 Lacs	51.90	207.60
	5,19,750 Equity Shares of Rs. 10/- each at a price of Rs. 40 per Equity Share will be available for allocation for Investors of above Rs. 2.00 Lacs	51.90	207.60
D.	Equity capital after the Issue		
	38,96,496 Equity Shares of Rs. 10 each	389.65	---
E.	Securities Premium Account		
	Before the Issue	272.54	
	After the Issue	601.94	

**This Issue has been authorized by the Board of Directors pursuant to a board resolution 19th March, 2014 and by the shareholders of our Company pursuant to a special resolution dated 29th March, 2014 passed at the EGM of shareholders under section 81 (1A) of the Companies Act, 1956.*

Our Company has no outstanding convertible instruments as on the date of the Prospectus.

CHANGES IN THE AUTHORIZED SHARE CAPITAL OF OUR COMPANY:

Sr. No.	Particulars of Change		Date of Shareholders' Meeting	Meeting AGM/EGM
	From	To		
1	---	10,000 Equity Shares of Rs. 10 each	-	Incorporation
2	10,000 Equity Shares of Rs. 10 each	35,000 Equity Shares of Rs. 10 each	31/03/2009	EGM
3	35,000 Equity Shares of Rs. 10 each	1,00,000 Equity Shares of Rs. 10 each	02/03/2011	EGM
4	1,00,000 Equity Shares of Rs. 10 each	1,00,00,000 Equity Shares of Rs. 10 each	06/06/2013	EGM

NOTES FORMING PART OF CAPITAL STRUCTURE

1. Equity Share capital history of our Company

Date of issue allotment of Shares	No. of Equity Shares Issued	Face value (Rs)	Issue price (Rs.)	Consideration (cash, bonus, consideration on other than cash)	Nature of allotment (Bonus, swap etc.)	Cumulative no. of Equity Shares	Cumulative paid-up share capital (Rs.)	Cumulative share premium (Rs.)
28/03/2008	10,000	10	10	Cash	Subscription to MOA	10,000	1,00,000	NIL
31/03/2009	24,104	10	500	Cash	Further Allotment	34,104	3,41,040	1,18,10,960
02/08/2011	8,050	10	1000	Cash	Further Allotment	42,154	4,21,540	1,97,80,460
05/07/2013	11,950	10	470	Cash	Further Allotment	54,104	5,41,040	2,46,97,460*
27/09/2013	12,44,392	10	Nil	Consideration on other than cash	Bonus issue (in the ratio of 23:1)	12,98,496	1,29,84,960	1,22,53,540
20/11/2013	4,13,750	10	20	Cash	Preferential Allotment	17,12,246	1,71,22,460	1,63,91,040
14/12/2013	2,89,250	10	20	Cash	Preferential Allotment	20,01,496	2,00,14,960	1,92,83,540
31/01/2014	1,38,000	10	20	Cash	Preferential Allotment	21,39,496	2,13,94,960	2,06,63,540
01/03/2014	2,08,000	10	20	Cash	Preferential Allotment	23,47,496	2,34,74,960	2,27,43,540
05/03/2014	2,50,000	10	20	Cash	Preferential Allotment	25,97,496	2,59,74,069	2,52,43,540
19/03/2014	2,01,000	10	20	Cash	Preferential Allotment	27,98,496	2,79,84,960	2,72,53,540

* We have written off Rs. 5,80,000 Preliminary Expenditure out of Share Premium

- We have not issued any Equity Shares for consideration other than cash except and bonus issue in the ratio of 23:1 on 27th September, 2013.
- We have not issued any Equity Shares out of revaluation reserves or in terms of any scheme approved under Sections 391- 394 of the Companies Act, 1956 or Sections 230- 233 of the Companies Act, 2013.
- Issue of Equity Shares in the last one (1) year:

Except as stated below we have not issued any Equity Shares in the preceding one year and some of these Equity Shares may have been issued at a price lower than the Issue Price:

Date of Allotment	Number of Equity Shares	Name of the Allottee	Relationship with the Promoters	Reasons for the Allotment	Face Value (in Rs.)	Issue Price (in Rs.)
05/07/2013	11,950	As per Note (i)	Promoters	Allotment to infuse funds in to the Company	10	470
27/09/2013	12,44,392	All Shareholders appearing in the register of members as on 26/09/2013	Promoter and Non Promoters	Bonus issue (in the ratio of 23:1)	10	Nil

Date of Allotment	Number of Equity Shares	Name of the Allottee	Relationship with the Promoters	Reasons for the Allotment	Face Value (in Rs.)	Issue Price (in Rs.)
20/11/2013	4,31,750	As per Note (ii)	None	Preferential allotment to infuse funds in to the Company.	10	20
14/12/2013	2,89,250	As per Note (iii)	None	Preferential allotment to infuse funds in to the Company.	10	20
31/01/2014	1,38,000	As per Note (iv)	None	Preferential allotment to infuse funds in to the Company.	10	20
01/03/2014	2,08,000	As per Note (v)	None	Preferential allotment to infuse funds in to the Company.	10	20
05/03/2014	2,50,000	As per Note (vi)	None	Preferential allotment to infuse funds in to the Company.	10	20
19/03/2014	2,01,000	As per Note (vii)	None	Preferential allotment to infuse funds in to the Company.	10	20

Note (i)

No.	Name of Allottees	No. of Equity Shares
1	Sachet Saraf	450
2	Encash Securities Ltd.	11500
	TOTAL	11950

Note (ii)

No.	Name of Allottees	No. of Equity Shares
1	Samruddhi Gandhi	12500
2	Parag Gandhi	12000
3	Pooja Gandhi	9500
4	Kevin Gandhi	12250
5	Rajesh Sanghvi	7500
6	Nisha Gupta	7500
7	Anand Gupta	7500
8	Punit Popat (HUF)	10000
9	Punit Popat	10000
10	Alka Bhargava	15000
11	Purnima Lodha	15000
12	Vivek Lodha (HUF)	15000
13	Pramod Ch Mahnot	15000
14	Raj Mahnot	15000

No.	Name of Allottees	No. of Equity Shares
15	Poorvi Lodha	15000
16	Vigyan Lodha	15000
17	Meetu Bhargava	5000
18	Vimla Devi Ranka	10000
19	Vivek Lodha	15000
20	Dr. Manju Arya	2500
21	Suresh Arya	2500
22	Jharna Ghosh	5000
23	Ashish Kr Ghosh	10000
24	Lalit Kr Agarwal	15000
25	Sarita Agarwal	15000
26	Saloni Agarwal	5000
27	Anjani Kr Bahrech	5000
28	Vikash Agarwal	5000
29	Shila Singh	25000
30	Arimardan Singh	20000
31	Rakesh Taparia	5000
32	Samir Taparia	5000
33	Suman Taparia	5000
34	Shweta Daga	5000
35	Grishma Devi Rathi	5000
36	Dualal Jesraj Rathi (HUF)	5000
37	Dualal Tanay Rathi (HUF)	5000
38	Dualal Rathi & Sons (HUF)	5000
39	Dualal Rathi	5000
40	Dualal Kinish Rathi (HUF)	5000
41	Archana Rathi	5000
42	Tanay Rathi (HUF)	5000
43	Tanay Rathi	5000
44	Mudita Rathi	5000
45	Kinish Rathi (HUF)	5000
46	Kinish Rathi	5000
	TOTAL	413750

Note (iii)

No.	Name of Allottees	No. of Equity Shares
1	Sunil Kathotia (HUF)	10000
2	Mayank Shah	5000
3	Jatin Shah	5000
4	Anil Kathotia	5000
5	Uday Jamnadas	5000
6	Sunil S Jain	5000
7	Ritu Jain	5000

No.	Name of Allottees	No. of Equity Shares
8	Babita Kathotia	5000
9	Harish Kr Jain (HUF)	5000
10	Akash Haresh Kr Jain	5000
11	Madhu Haresh Kr Jain	5000
12	Haresh Kr Dungarmal Jain	5000
13	Pooja Akash Jain	5000
14	Akash Jain (HUF)	5000
15	Deepti Popat	10000
16	Tarun Vishal Gandhi	10000
17	Sandeep Kr Padia	3000
18	Nidhi Padia	3000
19	Deepak Kr Padia	3000
20	Sweta Padia	3000
21	Dharmendra Zaveri	7500
22	Veniben Hasmukhrai	3000
23	Kshama Navin Doshi	3000
24	Sonal Parag Sanghvi	3000
25	Parag Hasmukhrai Sanghvi	3000
26	Virag Dharmendra Doshi	3000
27	Suaa Devi	12500
28	Jyoti Jain	5000
29	Gautam Kr Jain (HUF)	6250
30	Gautam Kr Jain (HUF)	3000
31	Mohan Lal Sethya	12500
32	Parita Hasmukhrai Sanghvi	3000
33	Kritika Saraogi	2500
34	Anjana Agarwal	2500
35	Sonu Saraogi	2500
36	Vivaan Nidhi Trust	2500
37	Akshat Nidhi Trust	2500
38	Mehul Nidhi Trust	2500
39	Ayushi Nidhi Trust	2500
40	Nishanth Jain	5000
41	Abhay Kr Jain (HUF)	5000
42	Abhay Kr Jain	5000
43	Vineet Hirawat	5000
44	Rekha Ganesh	10000
45	Krishna Murthy Chary	45000
46	SSS Ganesh	10000
47	Vipul M Shah (HUF)	3000
48	Shanti Shankar Pawar	12000
	TOTAL	289250

Note (iv)

No.	Name of Allottees	No. of Equity Shares
1	Prakash Chand Sethia	9000
2	Vinod Kumar Sethia	9000
3	Chandrakala Sethia	3000
4	Sharmila Sethia	3000
5	Pramod Kr S	5000
6	Manju Singhvi	5000
7	Naresh Singhvi HUF	5000
8	Sourabh Singhvi HUF	5000
9	Kartik Singhvi HUF	5000
10	Shweta Singhvi	5000
11	Kartik Singhvi	5000
12	Sushil Kr Mundhra	3000
13	Sarla Devi Mundhra	3000
14	Sushil Kr Mundhra HUF	3000
15	Pinky Jain	5000
16	Abhijith G Sharmanur	10000
17	Surabhi Doshi	5000
18	Arihant Doshi	5000
19	Vijay Laxmi Doshi	5000
20	Vijay Singh Doshi	5000
21	Ashok Kr Doshi	5000
22	Rekha Bothara	3000
23	Heena Pugalia	3000
24	Naresh Kr Pugalia	6000
25	Seema Devi Pugalia	3000
26	Krishnendu Ghosh	3000
27	Soma Ghosh	3000
28	Tanushree Koley	3000
29	Samir Kr Koley	3000
30	Nirmala Sethumadhavan	3000
	TOTAL	138000

Note (v)

No.	Name of Allottees	No. of Equity Shares
1	Gita Devi Mundhra	3000
2	Dev Kishan Mundhra	3000
3	Dev Kishan Mundhra HUF	3000
4	Kanhaiya Lal Mehta	5000
5	Shobha Mehta	5000
6	Shanti Lal Mehta	5000
7	Anu Mehta	5000
8	Siddharth Mehta	5000

No.	Name of Allottees	No. of Equity Shares
9	Anukshi Mehta	5000
10	Himmat Singh Dalal	5000
11	Umrao Devi Dalal	5000
12	Navin Dalal	5000
13	Chandan Bala Dalal	5000
14	L Sunitha Bokadia	3000
15	G Kamla Devi Bokadia	3000
16	Virendra Kr Pugalia	3000
17	Archana Dalal	5000
18	Sanjay Dalal	5000
19	Kantha Devi Bokadia	3000
20	V Mohit Kumar Bokadia	3000
21	Vimal Chandra Bokadia	3000
22	Nikita Bokadia	3000
23	V Arihant Bokadia	3000
24	Dimple Mehta	5000
25	Bhagwati Lal Mehta	5000
26	Sushila Mehta	5000
27	Basanti Lal Mehta	5000
28	Umarav Bai Mehta	5000
29	Vimal Kr Mehta	5000
30	Lalita Devi Mehta	5000
31	Ramesh Chandra Mehta	5000
32	Lalita Mehta	5000
33	Komal Singh Mehta	5000
34	Chandra Kanta Mehta	5000
35	Pukhraj Mehta	5000
36	Rajani Somani	5000
37	Kanta Somani	5000
38	Smriti Bajaj Gupta	5000
39	Yashu Gupta	5000
40	Abhishek Kr Gupta	5000
41	Vijay Kr Gupta	5000
42	Karan Gupta	5000
43	Bhana Ram Gupta	5000
44	Sushma Gupta	5000
45	Bhana Ram Gupta HUF	5000
46	Vijay Kr Gupta	5000
	TOTAL	208000

Note (vi)

No.	Name of Allottees	No. of Equity Shares
1	Kailash Rathi	10000
2	Shalini Rathi	10000
3	Rakesh Rathi	10000
4	Rekha Gupta	5000
5	Yuvraj Johar	10000
6	Sunil Kr Agarwal	5000
7	Riddhi Jhasrapuria	5000
8	Sunil Kr Agarwal & Other HUF	5000
9	Abhishek Agarwal	5000
10	Subham Agarwal	5000
11	Vinita Agarwal	5000
12	Vidita Singhania	10000
13	R S Poddar & Sons HUF	5000
14	Chandrakala Poddar	5000
15	Kusum Poddar	5000
16	Bal Krishan Poddar HUF	5000
17	Bal Krishan Poddar	5000
18	Aruna Bansal	10000
19	Ritu Bansal	10000
20	Bhawani Bansal	10000
21	Aloke Kr Ayush Kr HUF	10000
22	Rama Singhania	10000
23	Aloke Kr Singhania	10000
24	Prakash Chand Kothari	5000
25	Sidhartha Kothari	5000
26	Varun Somani	5000
27	Mirga Kumari Kothari	5000
28	Binod Kr Rungta	5000
29	Binod Kr Rungta HUF	5000
30	Mahesh Raj Singhvi	5000
31	MRS HUF	5000
32	Nandlal Somani	5000
33	Manish Somani	5000
34	Mitesh Somani	5000
35	Sagar Ganeriwala	10000
36	Laxmi Ganeriwala	5000
37	Nikita Ganeriwala	5000
38	Suresh Kr Ganeriwala	5000
	TOTAL	250000

Note (vii)

No.	Name of Allottees	No. of Equity Shares
1	Ajoy Kumar Mohta	5000
2	Ravindra Khandelwal	5000
3	Suchita Khandelwal	5000
4	Mahesh Kumar Gupta	5000
5	Mahesh Kumar Gupta HUF	5000
6	Puja Gupta	5000
7	Renu Agarwal	5000
8	Vaibhav Agarwal	5000
9	Vivek Agarwal HUF	5000
10	Vikash Agarwal HUF	5000
11	Niranjan Agarwal HUF	5000
12	Suresh Kumar Kabra	5000
13	Mohan Lal Somani	5000
14	P B Ispat Pvt Ltd	35000
15	Shakuntala Devi Agarwal	18000
16	Archana Rungta	5000
17	Gopal Krishna Agarwal	48000
18	Krishna Kumar Agarwal	10000
19	Arvind Tandon	5000
20	Raj Kumar Agarwal	5000
21	Pramila Agarwal	5000
22	Manju Devi Agarwal	5000
	TOTAL	201000

5. Shareholding of our Promoters:

Set forth below are the details of the build-up of shareholding of our Promoters

1. MR. SACHET SARAF							
Date of Allotment / Transfer	Consideration	No. of Equity Shares	Face value per Share (Rs.)	Issue / Acquisition/Transfer price (Rs.)	Nature of Transactions	Pre-issue shareholding %	Post-issue shareholding %
26/09/2009	Cash	4850	10	10	Transfer		
26/09/2009	Cash	4850	10	10	Transfer		
23/03/2011	Cash	50	10	10	Transfer		
02/08/2011	Cash	250	10	1000	Allotment		
05/07/2013	Cash	450	10	470	Allotment		
27/09/2013	Consideration other than cash	2,40,350	10	Nil	Bonus issue (in the ratio of 23:1)		
Total		2,50,800				8.96	6.44

2. MS. RASHMI SARAF							
Date of Allotment / Transfer	Consideration	No. of Equity Shares	Face value per Share (Rs.)	Issue / Acquisition/Transfer price (Rs.)	Nature of Transactions	Pre-issue shareholding %	Post-issue shareholding %
26/09/2009	Cash	100	10	10	Transfer		
02/08/2011	Cash	100	10	1000	Allotment		
27/09/2013	Consideration other than cash	4600	10	Nil	Bonus issue (in the ratio of 23:1)		
Total		4800				0.17	0.12

3. M/S. ENCASH SECURITIES LIMITED							
Date of Allotment / Transfer	Consideration	No. of Equity Shares	Face value per Share (Rs.)	Issue / Acquisition/Transfer price (Rs.)	Nature of Transactions	Pre-issue shareholding %	Post-issue shareholding %
25/04/2010	Cash	2702	10	500	Transfer		
25/04/2010	Cash	2402	10	500	Transfer		
25/04/2010	Cash	11000	10	500	Transfer		
25/04/2010	Cash	4800	10	500	Transfer		
25/04/2010	Cash	3200	10	500	Transfer		
02/08/2011	Cash	6100	10	1000	Allotment		
05/07/2013	Cash	11500	10	470	Allotment		
27/09/2013	Consideration other than cash	9,59,192	10	Nil	Bonus issue (in the ratio of 23:1)		
Total		10,00,896				35.77	25.69

6. Details of Promoters' contribution locked in for three years:

Pursuant to Regulation 32 and 36 of SEBI (ICDR) Regulations aggregate of 20% of the post-Issue capital held by our Promoters shall be considered as promoters' contribution ("Promoters Contribution") and locked-in for a period of three years from the date of Allotment. The lock-in of the Promoters Contribution would be created as per applicable law and procedure and details of the same shall also be provided to the Stock Exchange before listing of the Equity Shares.

Our Promoters have granted consent to include such number of Equity Shares held by them as may constitute 20% of the post-Issue Equity Share capital of our Company as Promoters Contribution and have agreed not to sell or transfer or pledge or otherwise dispose of in any manner, the Promoters Contribution from the date of filing of this Prospectus until the commencement of the lock-in period specified above.

Name of Promoter	Date of Allotment/ Acquisition/Transfer	No. of shares locked in	Issue Price / Purchase Price /Transfer Price(Rs. per share)	% of Pre-Issue Paid up Equity capital	% of Post Issue Paid up Equity capital
M/s. Encash Securities Limited	25/04/2010	2702	500		
	25/04/2010	2402	500		

Name of Promoter	Date of Allotment/ Acquisition/Transfer	No. of shares locked in	Issue Price / Purchase Price /Transfer Price(Rs. per share)	% of Pre-Issue Paid up Equity capital	% of Post Issue Paid up Equity capital
	25/04/2010	11000	500		
	25/04/2010	4800	500		
	25/04/2010	3200	500		
	02/08/2011	6100	1000		
	05/07/2013	11500	470		
	27/09/2013	758296	Nil		
TOTAL				28.59	20.53

We further confirm that the minimum Promoter Contribution of 20% which is subject to lock-in for three years does not consist of:

- Equity Shares acquired during the preceding three years for consideration other than cash and out of revaluation of assets or capitalization of intangible assets or bonus shares out of revaluation reserves or reserves without accrual of cash resources.
- Equity Shares acquired by the Promoters during the preceding one year, at a price lower than the price at which Equity Shares are being offered to public in the Issue.
- Private placement made by solicitation of subscription from unrelated persons either directly or through any intermediary.
- The Equity Shares held by the Promoters and offered for minimum 20% Promoters' Contribution are not subject to any pledge.
- Equity Shares for which specific written consent has not been obtained from the shareholders for inclusion of their subscription in the minimum Promoters' Contribution subject to lock-in.
- Equity shares issued to our Promoters on conversion of partnership firms into limited companies.

Specific written consent has been obtained from the Promoters for inclusion of the Equity Shares for ensuring lock-in of three years to the extent of minimum 20% of post -Issue paid-up Equity Share Capital from the date of allotment in the proposed public Issue. Promoters' Contribution does not consist of any private placement made by solicitation of subscription from unrelated persons either directly or through any intermediary.

The minimum Promoters' Contribution has been brought to the extent of not less than the specified minimum lot and from the persons defined as Promoters under the SEBI (ICDR) Regulations, 2009. The Promoters' Contribution constituting 20% of the post-Issue capital shall be locked-in for a period of three years from the date of Allotment of the Equity Shares in the Issue.

All Equity Shares, which are to be locked-in, are eligible for computation of Promoters' Contribution, in accordance with the SEBI (ICDR) Regulations, 2009. Accordingly we confirm that the Equity Shares proposed to be included as part of the Promoters' Contribution:

- have not been subject to pledge or any other form of encumbrance; or
- have not been acquired, during preceding three years, for consideration other than cash and revaluation of assets or capitalization of intangible assets is not involved in such transaction;

- c) is not resulting from a bonus issue by utilization of revaluation reserves or unrealized profits of the Issuer or from bonus issue against Equity Shares which are ineligible for minimum Promoters' Contribution;
- d) have not been acquired by the Promoters during the period of one year immediately preceding the date of filing of this Prospectus at a price lower than the Issue Price.

The Promoters' Contribution can be pledged only with a scheduled commercial bank or public financial institution as collateral security for loans granted by such banks or financial institutions, in the event the pledge of the Equity Shares is one of the terms of the sanction of the loan. The Promoters' Contribution may be pledged only if in addition to the above stated, the loan has been granted by such banks or financial institutions for the purpose of financing one or more of the objects of this Issue.

The Equity Shares held by our Promoters may be transferred to and among the Promoter Group or to new promoters or persons in control of our Company, subject to continuation of the lock-in in the hands of the transferees for the remaining period and compliance with the Takeover Code, as applicable.

7. Details of share capital locked in for one year:

In addition to 20% of the post-Issue shareholding of our Company held by the Promoters (locked in for three years as specified above), in accordance with regulation 36 of SEBI (ICDR) Regulations, 2009, the entire pre-Issue share capital of our Company (including the Equity Shares held by our Promoters) shall be locked in for a period of one year from the date of Allotment in this Issue.

The Equity Shares held by persons other than our Promoters and locked-in for a period of one year from the date of Allotment, in accordance with regulation 37 of SEBI (ICDR) Regulations, 2009, in the Issue may be transferred to any other person holding Equity Shares which are locked-in, subject to the continuation of the lock-in in the hands of transferees for the remaining period and compliance with the Takeover Code.

8. Shareholding pattern of our Company:

A: The following table presents the shareholding pattern of Our Company

Category of Shareholder	No. of Shareholders	Pre-Issue		Post-Issue		Shares Pledged or otherwise encumbered	
		No. of Equity Shares	As a % of Issued Equity	No. of Equity Shares	As a % of Issued Equity	Number of shares	As a %
Shareholding of Promoters and Promoter group							
INDIAN							
Individuals/HUFs Directors/Relatives	6	267600	9.56	267600	6.87	---	---
Central Govt. / State Govts.	-	---	---	---	---	---	---
Bodies Corporate	1	1000896	35.77	1000896	25.69	---	---
Financial Institutions/Banks	-	---	---	---	---	---	---
Sub Total A (1)	7	1268496	45.33	1268496	32.55	---	---
FOREIGN							
Bodies Corporate	-	---	---	---	---	---	---
Individual	-	---	---	---	---	---	---
Institutions	-	---	---	---	---	---	---
Any others (specify)	-	---	---	---	---	---	---
Sub Total A (2)	-	---	---	---	---	---	---
Total Shareholding of Promoter group A (1) + A (2)	7	1268496	45.33	1268496	32.55	---	---
PUBLIC SHAREHOLDING							
Institutions							
Central Govt./	-	---	---	[•]	[•]	---	---

Category of Shareholder	No. of Shareholders	Pre-Issue		Post-Issue		Shares Pledged or otherwise encumbered	
		No. of Equity Shares	As a % of Issued Equity	No. of Equity Shares	As a % of Issued Equity	Number of shares	As a %
State Govts.							
Financial Institutions/Banks	-	---	---	[•]	[•]	---	---
Mutual Funds/UTI	-	---	---	[•]	[•]	---	---
Venture Capital Funds	-	---	---	[•]	[•]	---	---
Insurance Companies	-	---	---	[•]	[•]	---	---
Foreign Institutions Investors	-	---	---	[•]	[•]	---	---
Foreign Venture Capital Investors	-	---	---	[•]	[•]	---	---
Any Others (Specify)	-	---	---	[•]	[•]	---	---
Sub Total B (1)	-	---	---	[•]	[•]	---	---
Non Institutions	-						
Bodies Corporate	1	35000	1.25	[•]	[•]	---	---
Individuals-shareholders holding normal share capital up to Rs. 1 Lac	215	1105250	39.49	[•]	[•]	---	---
Individuals-shareholders holding normal Share capital in excess of Rs.1 Lac	21	379750	13.57	[•]	[•]	---	---
Trust	4	10000	0.36	[•]	[•]	---	---
Any Other (i) Clearing Member	-	---	---	[•]	[•]	---	---
Directors/Relatives	-	---	-	[•]	[•]	---	---
Employees	-	---	---	[•]	[•]	---	---
Foreign Nationals	-	---	---	[•]	[•]	---	---
NRIs	-	---	---	[•]	[•]	---	---
OCB'S	-	---	---	[•]	[•]	---	---
Person Acting in Concert	-	---	---	[•]	[•]	---	---
Sub Total B(2)				[•]	[•]	---	---
Total Public Shareholding B(1) + B(2)	241	1530000	54.67	2568000	65.91	---	---
Total A+B	248	2798496	100	3836496	98.46	---	---
Shares held by Custodians and against which Depository receipts have been issued I	---	---	---	---	---	---	---
Shares held by Market Makers (D)	-	-	-	60000	1.54		
Grand Total A+B+C+D	248	2798496	100	3896496	100.00	---	---

[B] Shareholding of our Promoters and Promoter Group

The table below presents the current shareholding pattern of our Promoters and Promoter Group (individuals and companies) as per clause 37 of the SME Listing Agreement.

Sr. No.	Name of the shareholder	Pre-Issue		Post-Issue		Shares pledged or otherwise encumbered		
		No. of Equity Shares	As a % of Issued Share Capital	No. of Equity Shares	As a % of Issued Share Capital	Number	As a percentage	As a % of grand Total (a)+(b)+(c) of Sub-clause (i)(a)
A	Promoters							
1	Sachet Saraf	250800	8.96	250800	6.44	-	-	-
2	Encash Securities Ltd.	1000896	35.77	1000896	25.69	-	-	-
3	Rashmi Saraf	4800	0.17	4800	0.12			
B	Promoter Group, Relatives and other Associates							
4	Kashi Nath Saraf	2400	0.09	2400	0.06	-	-	-
5	Shakuntala Saraf	3600	0.13	3600	0.09		-	-
6	Pankaj Saraf	3600	0.13	3600	0.09	-	-	-
7	Suman Saraf	2400	0.09	2400	0.06	-	-	-
	TOTAL (A+B)	1268496	45.33	1268496	32.55	-	-	-

[C] Shareholding of persons belonging to the category 'Public' and holding more than 1% of our Equity Shares

S. No.	Name of shareholder	Pre-Issue		Post-Issue	
		No. of Shares	Shares as % of total no. of shares	No. of Shares	Shares as % of total no. of shares
1	Gopal Krishna Agarwal	48000	1.72	48000	1.23
2	Krishna Murthy Chary	45000	1.61	45000	1.15
3	P B Ispat Pvt. Ltd.	35000	1.25	35000	0.90

9. The average cost of acquisition of or subscription to Equity Shares by our Promoters is set forth in the table below:

Name of the Promoter	No. of Shares held	Average cost of Acquisition (in Rs.)
Sachet Saraf	250800	2.23
Rashmi Saraf	4800	21.04
Encash Securities Ltd.	1000896	23.54

10. None of our Directors or Key Managerial Personnel hold Equity Shares in our Company, other than as follows:

Name of the Director	No. of Equity Shares	Pre-Issue percentage Shareholding
Sachet Saraf	250800	8.96
Rashmi Saraf	4800	0.17

11. Equity Shares held by top ten shareholders

(a) Our top ten shareholders and the number of Equity Shares held by them as on date of the Prospectus are as under:

Sr. No.	Name of shareholder	No. of Shares	% age of pre-Issue capital
1	Encash Securities Limited	1000896	35.77
2	Sachet Saraf	250800	8.96
3	Gopal Krishna Agarwal	48000	1.72
4	Krishna Murthy Chary	45000	1.61
5	P B Ispat Pvt Ltd	35000	1.25
6	Shila Singh	25000	0.89
7	Arimardan Singh	20000	0.71
8	Shakuntala Devi Agarwal	18000	0.64
9*	Alka Bhargava	15000	0.54
9*	Purnima Lodha	15000	0.54
9*	Vivek Lodha HUF	15000	0.54
9*	Pramod Ch Mahnot	15000	0.54
9*	Raj Mahnot	15000	0.54
9*	Poorvi Lodha	15000	0.54
9*	Vigyan Lodha	15000	0.54
9*	Vivek Lodha	15000	0.54
9*	Lalit Kr Agarwal	15000	0.54
9*	Sarita Agarwal	15000	0.54
10**	Samruddhi Gandhi	12500	0.45
10**	Suaa Devi	12500	0.45
10**	Mohan Lal Sethya	12500	0.45
	Total	1630196	58.30

*On Sr. 9, there are 10 shareholders holding 15,000 Shares each.

**On Sr. 10, there are 3 shareholders holding 12,500 Shares each.

(b) Our top ten shareholders and the number of Equity Shares held by them ten days prior to the date of the Prospectus are as under:

Sr. No.	Name of shareholder	No. of Shares	% age of pre-Issue capital
1	Encash Securities Limited	1000896	35.77
2	Sachet Saraf	250800	8.96
3	Gopal Krishna Agarwal	48000	1.72
4	Krishna Murthy Chary	45000	1.61
5	P B Ispat Pvt Ltd	35000	1.25
6	Shila Singh	25000	0.89
7	Arimardan Singh	20000	0.71
8	Shakuntala Devi Agarwal	18000	0.64
9*	Alka Bhargava	15000	0.54
9*	Purnima Lodha	15000	0.54
9*	Vivek Lodha HUF	15000	0.54
9*	Pramod Ch Mahnot	15000	0.54
9*	Raj Mahnot	15000	0.54
9*	Poorvi Lodha	15000	0.54
9*	Vigyan Lodha	15000	0.54
9*	Vivek Lodha	15000	0.54
9*	Lalit Kr Agarwal	15000	0.54
9*	Sarita Agarwal	15000	0.54

Sr. No.	Name of shareholder	No. of Shares	% age of pre-Issue capital
10**	Samruddhi Gandhi	12500	0.45
10**	Suaa Devi	12500	0.45
10**	Mohan Lal Sethya	12500	0.45
	Total	1630196	58.30

*On Sr. 9, there are 10 shareholders holding 15,000 Shares each.

**On Sr. 10, there are 3 shareholders holding 12,500 Shares each.

(c) Our top ten shareholders and the number of Equity Shares held by them two years prior to date of the Prospectus are as under:

Sr. No.	Name of shareholder	No. of Shares*	% age of pre-Issue capital
1	Encash Securities Ltd.	41704	77.08
2	Sachet Saraf	10450	19.31
3*	Rashmi Saraf	200	0.37
3*	Neeru Agarwal	200	0.37
3*	Rohit Kumar Agarwal	200	0.37
4**	Shakuntala Saraf	150	0.28
4**	Pankaj Saraf	150	0.28
5***	Subodh Kr Baid	100	0.18
5***	Sweta Agarwal	100	0.18
5***	Puja Agarwal	100	0.18
5***	Sandeep Agarwal	100	0.18
5***	Sachin Agarwal	100	0.18
5***	Yogesh Amin	100	0.18
5***	Suman Saraf	100	0.18
5***	Kashi Nath Saraf	100	0.18
5***	Ruchi Kucheria	100	0.18
5***	Priyanka Sethia	100	0.18
6	Vineet Kumar Kedia	50	0.09
	Total	54104	100

*On Sr. 3, there are 3 shareholders holding 200 Shares each.

**On Sr. 4, there are 2 shareholders holding 150 Shares each.

***On Sr. 5, there are 10 shareholders holding 100 Shares each.

12. There is no "Buyback", "Standby", or similar arrangement for the purchase of Equity Shares by our Company/Promoters/Directors/Lead Manager for purchase of Equity Shares offered through the Prospectus.

13. There have been no purchase or sell of Equity Shares by the Promoters during a period of six months preceding the date on which the Prospectus is filed with BSE.

14. Our Company has not raised any bridge loans against the proceeds of this Issue.

15. Investors may note that in case of over-subscription, allotment will be on proportionate basis as detailed in paragraph on "Basis of Allotment" on page 151 of this Prospectus.

16. An over-subscription to the extent of 10% of the Issue can be retained for the purpose of rounding off while finalizing the basis of allotment to the nearest integer during finalizing the allotment, subject to minimum allotment lot.

Consequently, the actual allotment may go up by a maximum of 10% of the Issue, as a result of which, the post issue paid up capital after the Issue would also increase by the excess amount of allotment so made. In such an event, the Equity Shares held by the Promoters and subject to lock-in shall be suitably increased to ensure that 20% of the post issue paid-up capital is locked-in.

17. As on date of filing of this Prospectus with SEBI, the entire issued share capital of our Company is fully paid-up. The Equity Shares offered through this Public Issue will be fully paid up.
18. On the date of filing the Prospectus with SEBI, there are no outstanding financial instruments or any other rights that would entitle the existing Promoters or shareholders or any other person any option to receive Equity Shares after the Issue.
19. Our Company has not issued any Equity Shares out of revaluation reserves and not issued any bonus shares out of capitalization of revaluation reserves.
20. Lead Manager to the Issue viz. Guinness Corporate Advisors Private Limited does not hold any Equity Shares of our Company.
21. Our Company has not revalued its assets since incorporation.
22. Our Company has not made any public issue since incorporation.
23. There will be only one denomination of the Equity Shares of our Company unless otherwise permitted by law, our Company shall comply with such disclosure, and accounting norms as may be specified by SEBI from time to time.
24. There will be no further issue of capital whether by way of issue of bonus shares, preferential allotment, and rights issue or in any other manner during the period commencing from submission of this Prospectus with SEBI until the Equity Shares to be issued pursuant to the Issue have been listed.
25. Except as disclosed in the Prospectus, our Company presently does not have any intention or proposal to alter its capital structure for a period of six (6) months from the date of opening of the Issue, by way of split/consolidation of the denomination of Equity Shares or further issue of Equity Shares (including issue of securities convertible into Equity Shares) whether preferential or otherwise. However, during such period or a later date, it may issue Equity Shares or securities linked to Equity Shares to finance an acquisition, merger or joint venture or for regulatory compliance or such other scheme of arrangement if an opportunity of such nature is determined by its Board of Directors to be in the interest of our Company.
26. At any given point of time, there shall be only one denomination for a class of Equity Shares of our Company.
27. Our Company does not have any ESOS/ESPS scheme for our employees and we do not intend to allot any shares to our employees under ESOS/ESPS scheme from the proposed Issue. As and when, options are granted to our employees under the ESOP scheme, our Company shall comply with the SEBI (Employee Stock Option Scheme and Employees Stock Purchase Plan) Guidelines 1999.
28. An investor cannot make an application for more than the number of Equity Shares offered in this Issue, subject to the maximum limit of investment prescribed under relevant laws applicable to each category of investor.
29. No payment, direct, indirect in the nature of discount, commission, and allowance, or otherwise shall be made either by us or by our Promoters to the persons who receive allotments, if any, in this Issue.
30. Our Company has Two Hundred Forty Eight (248) members as on the date of filing of this Prospectus.

OBJECTS OF THE ISSUE

The objects of the Issue are to finance our business expansion plans and achieve the benefits of listing on the SME platform of BSE Ltd. We believe that listing will enhance our corporate image and brand name of our Company.

The objects of the Issue are as stated below:

1. To acquire and produce Indian films including regional language films
2. Strengthening Distribution operations
3. Brand Building
4. To meet the expenses of the Issue

The main objects of our Memorandum of Association permits us to undertake our existing activities and the activities for which the funds are being raised by us, through the present Issue. The fund requirement and deployment is based on internal management estimates and has not been appraised by any bank or financial institution.

Our funding requirements are dependent on a number of factors which may not be in the control of our management, changes in our financial condition and current commercial conditions. Such factors may entail rescheduling and / or revising the planned expenditure and funding requirement and increasing or decreasing the expenditure for a particular purpose from the planned expenditure.

The details of the proceeds of the Issue are summarized in the table below: -

(Rs. In Lacs)		
No.	Particulars	Amount
I	To acquire and produce films including regional language films	265.00
II	Strengthening Distribution operations	85.00
III	Brand building	40.00
IV	Issue Expenses	49.20
	TOTAL	439.20

MEANS OF FINANCE

(Rs. In Lacs)	
Particulars	Amount
Initial Public Offering	439.20
Internal Accruals	-
Total	439.20

We propose to meet the entire requirement of funds for the Objects from the Net Proceeds of the Issue. Accordingly, the requirement under Regulation 4(2)(g) of the SEBI ICDR Regulations of firm arrangements of finance through verifiable means for the 75% of the stated means of finance is not applicable.

In the event of a shortfall in raising the requisite capital from the proceeds of the Issue, towards meeting the Objects of the Issue, the extent of the shortfall will be met by internal accruals and/or from fresh debt.

DETAILS OF THE OBJECTS OF THE ISSUE

I. TO ACQUIRE AND PRODUCE INDIAN FILMS INCLUDING REGIONAL LANGUAGE FILMS

We plan to use up to Rs. 265.00 lacs of the Net Proceeds to fund our film projects that we intend to release in fiscal 2015 and 2016. This release will aid our growth plans and will help us strengthen our presence in the Tollywood film industry. Further we would like to aggregate our content through entering into assignment, co-productions arrangements with other film producers or co-producers. At initial stage we plan to commence with small budget films in order to keep the downside low in case the films not doing well. During the process of our distribution operations, we have been able to establish good relations with artists, directors, technicians etc. which we can leverage for our films.

The total cost for producing two films for which funds are proposed to be raised through Public Issue is estimated as follows:

Name of Films	Estimated Cost (Rs. Lacs)	Type of sourcing	Language
Vulval Total Confusion*	165.00	Production	Bengali
Deep Jele Jai*	100.00	Acquisition	Bengali

** The above information for unreleased films is tentative and subject to change. Due to the uncertainties involved in the development and production of films, the date of their completion can be significantly delayed, planned talent can change and, in certain circumstances, films can be cancelled or not approved by appropriate authority. Further, the terms of the commitments or agreements entered into for these projects may be subject to change in light of various external factors.*

Estimated expenditure details for production of films (under production) are as given below:

Particulars	(Rs. In Lacs) Cost
Music Department (Including Music Directors, Lyricist, Musician and Studio)	8.00
Acquisition of Film rights	20.00
Artists (Including entire casting of the movie)	90.00
Technical Department (Including various departments such as Camera, Artist, Sound, Editing, Recording and Technological Department)	10.00
Equipments and Shoot Expenses (Including Action Department, Location Charges, Set Construction, Equipment Rentals, Special Effects, Purchasing of Equipments)	32.00
Laboratory Expenses and Raw Stocks (Including Laboratory charges and Raw Stocks like Picture Negative and Positive, Sound Negative, Inters etc)	15.00
Cost of Production (Including Story, Screenplay, Dialogue, Director, Executive Producer and Production Designer, Direction Department, Dance Department and Production Department)	40.00
Dressing Department (Including Make-up and Hair Dressing, Costumes, Designers, Dress man, Jewelers)	8.00
Post Production (Including Editing Post Production, Publicity and Press)	12.00
Boarding and Lodging (Including Travel and Transport, Food and Beverages, Hotel)	15.00

Particulars	Cost
Miscellaneous (Including office and general expenses, Insurance and Contingency)	15.00
Total	265.00

II. STRENGTHENING DISTRIBUTION OPERATIONS

Our Company intends to grow and expand our presence in the Indian film industry by strengthen our distribution operation by acquisition of quality film copy rights / contents at reasonable prices for theatrical distribution. To accomplish this object we have apportioned Rs. 85 lacs to be utilized to provide capital to fund the distribution business.

III. BRAND BUILDING

As we operate under media & entertainment sector, where brand image plays a vital role to create visibility and to ensure success. Company intends to create visibility through advertising and various other promotional activities. Our Company proposes to utilize Rs. 40.00 Lacs from the Issue proceeds towards enhancement of our Company's brand through advertising and other brand-building activities. Our Company believes that increasing the awareness of our brand would lead to long term benefits.

Our brand-building strategies would comprise of undertaking the following activities:

Particulars	Cost (Rs. in Lacs)
Online Marketing	10.00
Outdoor Media	15.00
Radio and events	15.00
Total	40.00

IV. TO MEET THE EXPENSES OF THE ISSUE

The total estimated expenses are Rs. 49.20 Lacs which is 11.20 % of Issue Size. The details of Issue expenses are tabulated below:

		(Rs. In Lacs)
No.	Particulars	Amount (Rs. In Lacs)
1.	Issue management fees including fees and reimbursements of Market Making fees, selling commissions, brokerages, and payment to other intermediaries such as Legal Advisors, Registrars and other out of pocket expenses.	34.20
2.	Printing & Stationery, Distribution, Postage, etc	7.00
3.	Advertisement & Marketing Expenses	5.00
4.	Regulatory & other expenses	3.00
Total		49.20

Proposed year-wise deployment of funds:

The overall cost of the proposed Project and the proposed year wise break up of deployment of funds are as under:

(Rs. In Lacs)				
Particulars	Already Incurred	FY 2014 - 15	FY 2015 - 16	TOTAL
To finance the estimated expenditure of production of two (2) films	-	130.00	135.00	265.00

Particulars	Already Incurred	FY 2014 - 15	FY 2015 - 16	TOTAL
Strengthening Distribution operations	-	40.00	45.00	85.00
Brand Building	-	15.00	25.00	40.00
Issue Expenses	7.50	41.70	-	49.20
TOTAL	7.50	226.70	205.00	439.20

Details of funds already deployed till date and sources of funds deployed

The funds deployed up to 31st March, 2014 pursuant to the object of this Issue on the Project as certified by the Auditors of our Company, viz. M/s Jyoti K Agarwal & Associates, Chartered Accountants pursuant to their certificate dated 26th May, 2014 is given below:

(Rs. in Lacs)

Deployment of Funds	Amount
Project related	Nil
Issue Related Expenses	7.50
Total	7.50

(Rs. in Lacs)

Sources of Funds	Amount
Internal Accruals	7.50
Bank Finance	-
Total	7.50

APPRAISAL BY APPRAISING AGENCY

The fund requirement and deployment is based on internal management estimates and has not been appraised by any bank or financial institution.

SHORTFALL OF FUNDS

Any shortfall in meeting the Project cost will be met by way of internal accruals.

INTERIM USE OF FUNDS

The Company in accordance with compliance of section 27 of the Companies Act, 2013 and with the policies established by the Board will have flexibility in deploying Issue proceeds received by us from the Issue during the interim period pending utilization for the Objects of the Issue as described above. The particular composition, timing and schedule of deployment of the Issue proceeds will be determined by us based upon the deployment of the projects. Pending utilization for the purposes described above, we intend to temporarily invest the funds from the Issue in interest bearing liquid instruments including deposits with banks and investments in mutual funds and other financial products, such as principal protected funds, derivative linked debt instruments, other fixed and variable return instruments, listed debt instruments and rated debentures.

MONITORING OF UTILIZATION OF FUNDS

As the Net Proceeds of the Issue will be less than Rs. 50,000 Lacs, under the SEBI Regulations it is not mandatory for us to appoint a monitoring agency.

The management of the Company will monitor the utilization of funds raised through this public issue. Pursuant to Clause 52 of the SME Listing Agreement, our Company shall on half-yearly basis disclose to the Audit Committee the applications of the proceeds of the Issue. On an annual basis, our Company shall prepare a statement of funds utilized for purposes other than stated in this Prospectus and place it before the Audit Committee. Such disclosures shall be made only until such time that all the proceeds of the Issue have been utilized in full. The statement will be certified by the Statutory Auditors of our Company.

BASIS FOR ISSUE PRICE

Investors should read the following basis with the “Risk Factors” beginning on page 9 and the details about the “Business of our Company” and its “Financial Statements” included in this Prospectus on page 68 & 106 respectively to get a more informed view before making any investment decisions.

QUALITATIVE FACTORS

Some of the qualitative factors which form the basis for computing the Issue Price are:

- Experienced and Strong Management Team
- Long-standing relationships with talent within industry provide steady access to content and talent.
- Established operations and proven track record.

We have established operations in film distribution and production operations and in the past we have been associated with esteemed projected which carves for over selves a niche in the industry.

QUANTITATIVE FACTORS

Information presented in this section is derived from our restated financial statements certified by the Statutory Auditors of the Company.

1. Basic Earnings Per Equity Share (EPS) (on Face value of Rs. 10 per share)

Year	Earnings per Share (Rs.)	Weight
FY 2011-12	0.01	1
FY 2012-13	0.08	2
FY 2013-14	(0.70)	3
Weighted Average	(0.32)	

- EPS Calculations have been done in accordance with Accounting Standard 20-“Earning per Share” issued by the Institute of Chartered Accountants of India.
- Basic earnings per share are calculated by dividing the net profit after tax by the weighted average number of Equity Shares outstanding during the period. Weighted Average number of Equity Shares is the number of Equity Shares outstanding at the beginning of the year/period adjusted by the number of Equity Shares issued during year/period multiplied by the time weighting factor. The time weighting factor is the number of days for which the specific shares are outstanding as a proportion of total number of days during the year.
- The weighted average number of Equity Shares outstanding during the period is adjusted for events of bonus issue.
- For the purpose of calculating diluted earnings per share, the net profit or loss for the year attributable to equity shareholders and the weighted average number of shares outstanding during the period are adjusted for the effects of all dilutive potential equity shares except where the results are anti-dilutive.

2. Price / Earnings Ratio (P/E) in relation to the Issue Price Rs. 40.00

- a) Based on fiscal year as on 31st March, 2014; at EPS of Rs. (0.70) as per Restated Financial Statements, the P/E ratio is NA.
- b) Based on weighted average EPS of Rs. (0.32) as per Restated Financial Statements, the P/E ratio is NA.
- c) Industry PE:

Industry (Entertainment / Electronic Media Software)	P/E
Highest	51.3
Lowest	5.1

Industry Composite	25.3
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**Source: Capital Market Volume XXIX/11 dated July 21-Aug 03, 2014; Entertainment / Electronic Media Software*

3. Return on Net Worth

Year	RONW (%)	Weight
FY 2011-12	0.05%	1
FY 2012-13	0.52%	2
FY 2013-14	2.07%	3
Weighted Average	(1.22)%	

4. Minimum return on post Issue Net Worth to maintain the Pre-issue EPS at 31st March, 2014 is NA

5. Net Asset Value per Equity Share

Sr. No.	Particulars	(Rs.)
a)	As on 31 st March, 2013	15.76
b)	As on 31 st March, 2014	33.59
c)	After Issue	25.18
d)	Issue Price	40.00

6. Peer Group Comparison of Accounting Ratios

We are currently engaged in the business of media and entertainment operations and the peer group comparison of accounting ratio is as below:

Name of Company	Face Value (Rs.)	EPS (Rs.)	P/E Multiple	NAV (Rs.)	RONW (%)
Encash Entertainment Limited	10	(0.70)	NA	33.59	2.07%
Peer Group-					
Sri Adhikari Brothers Television Network Limited	10	1.0	-	68.00	2.2%
Channel Nine Entertainment Limited	10	-	-	14.7	0.8%

**Source: Capital Market Volume XXIX/11 dated July 21- Aug 03, 2014; Entertainment / Electronic Media Software*

- The face value of our shares is Rs.10/- per share and the Issue Price is of Rs. 40 per share is 4.00 (Four) times of the face value.
- The Company in consultation with the Lead Manager believes that the Issue Price of Rs. 40.00 per share for the Public Issue is justified in view of the above parameters. The investors may also want to peruse the risk factors and financials of the company including important profitability and return ratios, as set out in the Auditors' Report in the offer Document to have more informed view about the investment proposition.

STATEMENT OF TAX BENEFITS

To,
The Board of Directors
Encash Entertainment Limited
9, Lal Bazar Street
3rd Floor, Mercantile Building,
Kolkata-700001

Dear Sirs,

Sub: Statement of possible tax benefits available to the Company and its shareholders on proposed Public Issue of Shares under the existing tax laws

We hereby confirm that the enclosed Annexure, prepared by Encash Entertainment Limited ('the Company'), states the possible tax benefits available to the Company and the shareholders of the Company under the Income-tax Act, 1961 ('IT Act') and the Wealth Tax Act, 1957, presently in force in India. Several of these benefits are dependent on the Company or its shareholders fulfilling the conditions prescribed under the relevant tax laws. Hence, the ability of the Company or its shareholders to derive the tax benefits is dependent upon fulfilling such conditions which, based on business imperatives which the Company may face in the future, the Company may or may not fulfill.

The benefits discussed in the Annexure are not exhaustive and the preparation of the contents stated is the responsibility of the Company's management. We are informed that this statement is only intended to provide general information to the investors and hence is neither designed nor intended to be a substitute for professional tax advice. In view of the individual nature of the tax consequences, the changing tax laws, each investor is advised to consult his or her own tax consultant with respect to the specific tax implications arising out of their participation in the issue.

Our confirmation is based on the information, explanations and representations obtained from the Company and on the basis of our understanding of the business activities and operations of the Company and the interpretation of the current tax laws in force in India.

We do not express any opinion or provide any assurance whether:

- The Company or its shareholders will continue to obtain these benefits in future; or
- The Conditions prescribed for availing the benefits have been or would be met.

The contents of the annexure are based on information, explanations and representations obtained from the Company and on the basis of our understanding of the business activities and operations of the Company.

No assurance is given that the revenue authorities / courts will concur with the views expressed herein. The views are based on the existing provisions of law and its interpretation, which are subject to change from time to time. We would not assume responsibility to update the view, consequence to such change. We shall not be liable to Encash Entertainment Limited for any claims, liabilities or expenses relating to this assignment except to the extent of fees relating to this assignment, as finally judicially determined to have resulted primarily from bad faith or intentional misconduct.

Thanking you,
Yours faithfully,
For JYOTI K AGARWAL & ASSOCIATES.
Chartered Accountants
Firm Registration No.: 325111E
Sd/-
(Viplov Surana)
Membership No. 303271
Partner
Place: Kolkata
Date: 26th May, 2014

ANNEXURE

STATEMENT OF POSSIBLE TAX BENEFITS AVAILABLE TO OUR COMPANY AND ITS SHAREHOLDERS

A) SPECIAL TAX BENEFITS AVAILABLE TO OUR COMPANY AND ITS SHAREHOLDERS

I. Special Benefits available to our Company

Deduction in respect of expenditure on production of feature films

Rule 9A of the Income Tax Rules lays down the method of computation of deduction allowable to the producer of a feature film towards –cost of production of a feature film certified for release during the year.

Subject to the conditions specified in Rule 9A of the Income Tax Rules, the quantum of deduction under that Rule is summarized in the table below:

Situation	Quantum of deduction	
	Film released for exhibition on or before ninety days before the close of the FY ending on 31 March i.e. on or before 31 December generally	Film released for exhibition within ninety days before the close of the FY ending on 31 March i.e. after 31 December generally
Film producer sells all rights of exhibition of the film in the FY	Entire cost of production	Entire cost of production
Film producer himself exhibits the film on a commercial basis in all or some of the areas or sells the rights of exhibition of the film in respect of some of the areas or himself exhibits the film in certain areas and sells the rights of exhibition of the film in respect of all or some of the remaining areas	Entire cost of production	Cost Of production or amount realized by exhibiting the film or sale of rights of exhibition as applicable), whichever is less
Film producer does not exhibit the film, nor sell the rights of exhibition	Nil	Nil

Deduction in respect of expenditure on acquisition of distribution rights of feature films

Rule 9B of the Rules lays down the method of computation of deduction allowable to a film distributor towards cost of acquisition of a feature film, certified for release during the year.

Subject to the conditions specified in Rule 9B of the Rules, the quantum of deduction under that Rule is summarized in the table below:

Situation	Quantum of deduction	
	Film released for exhibition on or before ninety days before the close of the FY ending on 31 March i.e. on or before 31 st December generally	Film released for exhibition within ninety days before the close of the FY ending on 31 March i.e. after 31 st December generally
Film distributor sells all rights	Entire cost of	Entire cost of acquisition

Situation	Quantum of deduction	
of exhibition of the film in the same FY in which it is acquired by him	Acquisition	
Film distributor himself exhibits the film on a commercial basis in all or some of the areas, or sells the rights of exhibition in respect of some of the areas, or himself exhibits the film on a commercial basis in certain areas and sells the rights of exhibition of the film in all or some of the remaining areas	Entire cost of Acquisition	Cost of acquisition of the film or amount realized by exhibiting the film or sale of rights of exhibition (as applicable), whichever is less
Film distributor does not exhibit the film nor sells the rights of exhibition during the FY	NIL	NIL

II. Special Benefits available to the Shareholders of our Company

There are no special tax benefits available to the Equity Shareholders.

B) OTHER GENERAL TAX BENEFITS TO THE COMPANY AND ITS SHAREHOLDERS

The following tax benefits shall be available to the Company and its Shareholders under Direct tax law

Under the Income-Tax Act, 1961 (“the Act”):

I. Benefits available to the Company

1. Depreciation

As per the provisions of Section 32 of the Act, the Company is eligible to claim depreciation on tangible and specified intangible assets as explained in the said section and the relevant Income Tax rules there under.

2. Dividend Income

Dividend income, if any, received by the Company from its investment in shares of another domestic Company will be exempt from tax under Section 10(34) read with Section 115-O of the Income Tax Act, 1961.

3. Income from Mutual Funds / Units

As per section 10(35) of the Act, the following income shall be exempt in the hands of the Company:

Income received in respect of the units of a Mutual Fund specified under clause (23D) of section 10; or

Income received in respect of units from the Administrator of the specified undertaking; or

Income received in respect of units from the specified company.

However, this exemption does not apply to any income arising from transfer of units of the Administrator of the specified undertaking or of the specified company or of a mutual fund, as the case may be.

For this purpose (i) “Administrator” means the Administrator as referred to in section 2(a) of the Unit Trust of India (Transfer of Undertaking and Repeal) Act, 2002 and (ii) “Specified Company” means a company as referred to in section 2(h) of the said Act.

4. Income from Long Term Capital Gain

As per section 10(38) of the Act, long term capital gains arising to the Company from the transfer of a long-term capital asset, being an equity share in a company or a unit of an equity oriented fund where such transaction is chargeable to securities transaction tax would not be liable to tax in the hands of the Company.

For this purpose, “Equity Oriented Fund” means a fund -

(i) Where the investible funds are invested by way of equity shares in domestic companies to the extent of more than sixty five percent of the total proceeds of such funds; and

(ii) Which has been set up under a scheme of a Mutual Fund specified under section 10(23D) of the Act.

As per section 115JB, the Company will not be able to reduce the income to which the provisions of section 10(38) of the Act apply while calculating “book profits” under the provisions of section 115JB of the Act and will be required to pay Minimum Alternative Tax as follows-

Book Profit	A.Y.-2013-14	A.Y.-2014-15
If book profit is less than or equal to Rs. 1 Crore	19.055%	19.055%
If book profit is more than Rs. 1 Crore but less than Rs. 10 Crores	20.01%	20.01%
If book profit is more than Rs. 10 Crores	20.96%	20.96%

5. Section 14A of the Act restricts claim for deduction of expenses incurred in relation to incomes which do not form part of the total income under the Act. Thus, any expenditure incurred to earn tax exempt income is not tax deductible.

6. As per the provisions of Section 112 of the Income Tax Act, 1961, long-term capital gains as computed above that are not exempt under Section 10(38) of the Income Tax Act, 1961 would be subject to tax at a rate of 20 percent (plus applicable surcharge plus education cess plus secondary and higher education cess). However, as per the provision to Section 112(1), if the tax on long-term capital gains resulting on transfer of listed securities or units, calculated at the rate of 20 percent with indexation benefit exceeds the tax on long-term capital gains computed at the rate of 10 percent without indexation benefit, then such gains are chargeable to tax at a concessional rate of 10 percent (plus applicable surcharge plus education cess plus secondary and higher education cess).

7. As per section 54EC of the Act and subject to the conditions and to the extent specified therein, long-term capital gains (in cases not covered under section 10(38) of the Act) arising on the transfer of a long-term capital asset will be exempt from capital gains tax if the capital gains are invested in a “long term specified asset” within a period of 6 months after the date of such transfer. However, if the assessee transfers or converts the long term specified asset into money within a period of three years from the date of their acquisition, the amount of capital gains exempted earlier would become chargeable to tax as long-term capital gains in the year in which the long term specified asset is transferred or converted into money.

A “long term specified asset” means any bond, redeemable after three years and issued on or after the 1st day of April 2006:

(i) by the National Highways Authority of India constituted under section 3 of the National Highways Authority of India Act, 1988, and notified by the Central Government in the Official Gazette for the purposes of this section; or

(ii) By the Rural Electrification Corporation Limited, a company formed and registered under the Companies Act and notified by the Central Government in the Official Gazette for the purposes of this section.

8. As per section 111A of the Act, short-term capital gains arising to the Company from the sale of equity share or a unit of an equity oriented fund transacted through a recognized stock exchange in India, where such transaction is chargeable to securities transaction tax, will be taxable at the rate of 15% (plus applicable surcharge plus education cess plus secondary and higher education cess)

9. Preliminary Expenses

Under Section 35D of the Act, the company will be entitled to the deduction equal to 1/5th of the Preliminary expenditure of the nature specified in the said section, including expenditure incurred on present issue, such as Brokerage and other charges by way of amortization over a period of 5 successive years, subject to stipulated limits.

10. Credit for Minimum Alternate Taxes (“MAT”)

Under Section 115JAA (2A) of the Income Tax Act, 1961, tax credit shall be allowed in respect of any tax paid (MAT) under Section 115JB of the Income Tax Act, 1961 for any Assessment Year commencing on or after April 1, 2006. Credit eligible for carry forward is the difference between MAT paid and the tax computed as per the normal provisions of the Income Tax Act, 1961. Such MAT credit shall not be available for set-off beyond 10 years immediately succeeding the year in which the MAT credit initially arose.

II. Benefits to the Resident Shareholders of the Company under the Income-Tax Act, 1961:

1. As per section 10(34) of the Act, any income by way of dividends referred to in Section 115-O (i.e. dividends declared, distributed or paid on or after 1 April 2003) received on the shares of the Company is exempt from tax in the hands of the shareholders.

2. Section 48 of the Act, which prescribes the mode of computation of capital gains, provides for deduction of cost of acquisition/improvement and expenses incurred in connection with the transfer of a capital asset, from the sale consideration to arrive at the amount of capital gains. However, in respect of long-term capital gains, it offers a benefit by permitting substitution of cost of acquisition / improvement with the indexed cost of acquisition / improvement, which adjusts the cost of acquisition / improvement by a cost inflation index as prescribed from time to time.

3. Under Section 10(38) of the Income Tax Act, 1961, long-term capital gains arising to a shareholder on transfer of equity shares in the company would be exempt from tax where the sale transaction has been entered into on a recognized stock exchange of India and is liable to STT. However, the long-term capital gain of a shareholder being company shall be subject to income tax computation on book profit under section 115JB of the Income Tax, 1961.

4. Section 14A of the Act restricts claim for deduction of expenses incurred in relation to incomes which do not form part of the total income under the Act. Thus, any expenditure incurred to earn tax exempt income is not tax deductible.

5. As per section 112 of the Act, if the shares of the company are listed on a recognized stock exchange, taxable long-term capital gains, if any, on sale of the shares of the Company (in cases not covered under section 10(38) of the Act) would be charged to tax at the rate of 20% (plus applicable surcharge plus education cess plus secondary and higher education cess) after considering indexation benefits or at 10% (plus applicable surcharge plus education cess plus secondary and higher education cess) without indexation benefits, whichever is less.

6. As per section 54EC of the Act and subject to the conditions and to the extent specified therein, long-term capital gains (in cases not covered under section 10(38) of the Act) arising on the transfer of a long-term capital asset will be exempt from capital gains tax if the capital gains are invested in a “long-term specified asset” within a period of 6 months after the date of such transfer. If only part of capital gain is so reinvested, the exemption shall be allowed proportionately provided that the investment made in the long-term specified asset during any financial year does not exceed fifty Lac rupees. In such a case, the cost of such long-term specified asset will not qualify for deduction under section 80C of the Act. However, if the assessee transfers or converts the long-term specified asset into money within a period of three years from the date of their acquisition, the amount of capital gains exempted earlier would become chargeable to tax as long-term capital gains in the year in which the long-term specified asset is transferred or converted into money.

A “long-term specified asset” means any bond, redeemable after three years and issued on or after the 1st day of April 2006:

(i) by the National Highways Authority of India constituted under section 3 of the National Highways Authority of India Act, 1988, and notified by the Central Government in the Official Gazette for the purposes of this section; or

(ii) By the Rural Electrification Corporation Limited, a company formed and registered under the Companies Act and notified by the Central Government in the Official Gazette for the purposes of this section.

7. Under Section 54F of the Income Tax Act, 1961 and subject to the conditions specified therein, long-term capital gains (other than those exempt from tax under Section 10(38) of the Income Tax Act, 1961) arising to an individual or a Hindu Undivided Family ('HUF') on transfer of shares of the company will be exempt from capital gains tax subject to certain conditions, if the net consideration from transfer of such shares are used for purchase of residential house property within a period of 1 year before or 2 years after the date on which the transfer took place or for construction of residential house property within a period of 3 years after the date of such transfer.

8. Under Section 111A of the Income Tax Act, 1961 and other relevant provisions of the Income Tax Act, 1961, short-term capital gains (i.e., if shares are held for a period not exceeding 12 months) arising on transfer of equity share in the company would be taxable at a rate of 15 percent (plus applicable surcharge plus education cess plus secondary and higher education cess) where such transaction of sale is entered on a recognized stock exchange in India and is liable to STT. Short-term capital gains arising from transfer of shares in a Company, other than those covered by Section 111A of the Income Tax Act, 1961, would be subject to tax as calculated under the normal provisions of the Income Tax Act, 1961.

9. As per section 36(1)(xv) of the Act, the securities transaction tax paid by the shareholder in respect of taxable securities transactions entered in the course of the business will be eligible for deduction from the income chargeable under the head –Profits and Gains of Business or Profession if income arising from taxable securities transaction is included in such income.

III. Non-Resident Indians/Non-Resident Shareholders (Other than FIIs and Foreign Venture Capital Investors)

1. Dividend income, if any, received by the Company from its investment in shares of another domestic company will be exempt from tax under Section 10(34) read with Section 115-O of the Income Tax Act, 1961. Income, if any, received on units of a Mutual Funds specified under Section 10(23D) of the Income Tax Act, 1961 will also be exempt from tax under Section 10(35) of the Income Tax Act, 1961, received on the shares of the Company is exempt from tax.

2. As per section 10(38) of the Act, long-term capital gains arising to the shareholders from the transfer of a long-term capital asset being an equity share in the Company, where such transaction is chargeable to securities transaction tax would not be liable to tax in the hands of the shareholder.

3. Section 14A of the Act restricts claim for deduction of expenses incurred in relation to incomes which do not form part of the total income under the Act. Thus, any expenditure incurred to earn tax exempt income is not tax deductible.

4. As per section 54EC of the Act and subject to the conditions and to the extent specified therein, long-term capital gains (in cases not covered under section 10(38) of the Act) arising on the transfer of a long-term capital asset will be exempt from capital gains tax if the capital gains are invested in a "long-term specified asset" within a period of 6 months after the date of such transfer. If only part of capital gain is so reinvested, the exemption shall be allowed proportionately provided that the investment made in the long-term specified asset during any financial year does not exceed fifty Lac rupees. In such a case, the cost of such long-term specified asset will not qualify for deduction under section 80C of the Act. However, if the assessee transfers or converts the long-term specified asset into money within a period of three years from the date of their acquisition, the amount of capital gains exempted earlier would become chargeable to tax as long-term capital gains in the year in which the long-term specified asset is transferred or converted into money.

A "long-term specified asset" means any bond, redeemable after three years and issued on or after the 1st day of April 2006:

(i) by the National Highways Authority of India constituted under section 3 of the National Highways Authority of India Act, 1988, and notified by the Central Government in the Official Gazette for the purposes of this section; or

(ii) By the Rural Electrification Corporation Limited, a company formed and registered under the Companies Act, and notified by the Central Government in the Official Gazette for the purposes of this section.

5. Under Section 54F of the Income Tax Act, 1961 and subject to the conditions specified therein, long-term capital gains (other than those exempt from tax under Section 10(38) of the Income Tax Act, 1961) arising to an individual or a Hindu Undivided Family ('HUF') on transfer of shares of the Company will be exempt from capital gains tax subject to certain conditions, if the net consideration from transfer of such shares are used for purchase of residential house property within a period of 1 year before or 2 years after the date on which the transfer took place or for construction of residential house property within a period of 3 years after the date of such transfer.

6. Under Section 111A of the Income Tax Act, 1961 and other relevant provisions of the Income Tax Act, 1961, short-term capital gains (i.e., if shares are held for a period not exceeding 12 months) arising on transfer of equity share in the Company would be taxable at a rate of 15 percent (plus applicable surcharge plus education cess plus secondary and higher education cess) where such transaction of sale is entered on a recognized stock exchange in India and is liable to STT. Short-term capital gains arising from transfer of shares in a company, other than those covered by Section 111A of the Income Tax Act, 1961, would be subject to tax as calculated under the normal provisions of the Income Tax Act, 1961.

7. Under section 115-C (e) of the Act, the Non-Resident Indian shareholder has an option to be governed by the provisions of Chapter XIIA of the Act viz. "Special Provisions Relating to Certain Incomes of Non-Residents" which are as follows:

(i) As per provisions of section 115D read with section 115E of the Act, where shares in the Company are acquired or subscribed to in convertible foreign exchange by a Non-Resident Indian, capital gains arising to the non-resident on transfer of shares held for a period exceeding 12 months, shall (in cases not covered under section 10(38) of the Act) be concessorally taxed at the flat rate of 10% (plus applicable surcharge plus education cess plus secondary and higher education cess) (without indexation benefit but with protection against foreign exchange fluctuation).

(ii) As per section 115F of the Act, long-term capital gains (in cases not covered under section 10(38) of the Act) arising to a Non-Resident Indian from the transfer of shares of the company subscribed to in convertible foreign exchange shall be exempt from income tax, if the net consideration is reinvested in specified assets within six months from the date of transfer. If only part of the net consideration is so reinvested, the exemption shall be proportionately reduced. The amount so exempted shall be chargeable to tax subsequently, if the specified assets are transferred or converted into money within three years from the date of their acquisition.

(iii) As per section 115G of the Act, Non-Resident Indians are not obliged to file a return of income under section 139(1) of the Act, if their only source of income is income from specified investments or long-term capital gains earned on transfer of such investments or both, provided tax has been deducted at source from such income as per the provisions of Chapter XVII-B of the Act.

(iv) As per section 115H of the Act, where the Non-Resident Indian becomes assessable as a resident in India, he may furnish a declaration in writing to the Assessing Officer, along with his return of income for the assessment year in which he is first assessable as a Resident, under section 139 of the Act to the effect that the provisions of the Chapter XII-A shall continue to apply to him in relation to such investment income derived from the specified assets for that year and subsequent assessment years until such assets are converted into money.

(v) As per section 115-I of the Act, a Non-Resident Indian may elect not to be governed by the provision of Chapter XII-A for any assessment year by furnishing his return of income for that assessment year under section 139 of the Act, declaring therein that the provisions of Chapter XIIA shall not apply to him for that assessment year and accordingly his total income for that assessment year will be computed in accordance the other provisions of the Act.

8. The tax rates and consequent taxation mentioned above shall be further subject to any benefits available under the Tax Treaty, if any, between India and the country in which the non-resident has fiscal domicile. As per the provisions of section 90(2) of the Act, the provisions of the Act would prevail over the provisions of the Tax Treaty to the extent they are more beneficial to the non-resident.

IV. Foreign Institutional Investors (FIIs)

1. Dividend income, if any, received by the Company from its investment in shares of another domestic company will be exempt from tax under Section 10(34) read with Section 115-O of the Income Tax Act, 1961. Income, if any, received on units of a Mutual Funds specified under Section 10(23D) of the Income Tax Act, 1961 will also be

exempt from tax under Section 10(35) of the Income Tax Act, 1961 received on the shares of the Company is exempt from tax.

2. As per section 10(38) of the Act, long-term capital gains arising to the FIIs from the transfer of a long-term capital asset being an equity share in the Company or a unit of equity oriented fund where such transaction is chargeable to securities transaction tax would not be liable to tax in the hands of the FIIs.

3. As per section 115AD of the Act, FIIs will be taxed on the capital gains that are not exempt under the section 10(38) of the Act at the following rates:

Nature of income & Rate of tax (%)

Nature of Income	Rate of Tax (%)
Long-Term Capital Gain	10
Short-Term Capital Gain (Referred to Section 111A)	15
Short-Term Capital Gain (other than under section 111A)	30

The above tax rates have to be increased by the applicable surcharge, education cess, and secondary and higher education cess.

4. In case of long-term capital gains, (in cases not covered under section 10(38) of the Act), the tax is levied on the capital gains computed without considering the cost indexation and without considering foreign exchange fluctuation.

5. As per section 54EC of the Act and subject to the conditions and to the extent specified therein, long-term capital gains (in cases not covered under section 10(38) of the Act) arising on the transfer of a long-term capital asset will be exempt from capital gains tax if the capital gains are invested in a “long-term specified asset” within a period of 6 months after the date of such transfer. If only part of capital gain is so reinvested, the exemption shall be allowed proportionately provided that the investment made in the long-term specified asset during any financial year does not exceed fifty Lac rupees. In such a case, the cost of such long-term specified asset will not qualify for deduction under section 80C of the Act. However, if the assessee transfers or converts the long-term specified asset into money within a period of three years from the date of their acquisition, the amount of capital gains exempted earlier would become chargeable to tax as long-term capital gains in the year in which the long-term specified asset is transferred or converted into money.

A “long-term specified asset” means any bond, redeemable after three years and issued on or after the 1st day of April 2006:

(i) by the National Highways Authority of India constituted under section 3 of the National Highways Authority of India Act, 1988, and notified by the Central Government in the Official Gazette for the purposes of this section; or

(ii) By the Rural Electrification Corporation Limited, a company formed and registered under the Companies Act and notified by the Central Government in the Official Gazette for the purposes of this section.

6. The tax rates and consequent taxation mentioned above shall be further subject to any benefits available under the Tax Treaty, if any, between India and the country in which the FII has fiscal domicile. As per the provisions of section 90(2) of the Act, the provisions of the Act would prevail over the provisions of the Tax Treaty to the extent they are more beneficial to the FII.

7. However, where the equity shares form a part of its stock-in-trade, any income realized in the disposition of such equity shares may be treated as business profits, taxable in accordance with the DTAA between India and the country of tax residence of the FII. The nature of the equity shares held by the FII is usually determined on the basis of the substantial nature of the transactions, the manner of maintaining books of account, the magnitude of purchases, sales and the ratio between purchases and sales and the holding etc. If the income realized from the disposition of equity shares is chargeable to tax in India as business income, FII's could claim, STT paid on purchase/sale of equity shares as allowable business expenditure. Business profits may be subject to applicable Tax Laws.

V. Venture Capital Companies/Funds

Under Section 10(23FB) of the Income Tax Act, 1961, any income of Venture Capital company / funds (set up to raise funds for investment in venture capital undertaking notified in this behalf) registered with the Securities and Exchange Board of India would be exempt from income tax, subject to conditions specified therein. As per Section 115U of the Income Tax Act, 1961, any income derived by a person from his investment in venture capital companies / funds would be taxable in the hands of the person making an investment in the same manner as if it were the income received by such person had the investments been made directly in the venture capital undertaking.

VI. Mutual Funds

As per Section 10(23D) of the Act, any income of Mutual Funds registered under the Securities and Exchange Board of India Act, 1992 or Regulations made there under, Mutual Funds set up by public sector banks or public financial institutions and Mutual Funds authorized by the Reserve Bank of India would be exempt from income tax, subject to such conditions as the Central Government may by notification in the Official Gazette specify in this behalf.

Under the Wealth Tax Act, 1957

Benefits to shareholders of the Company

Shares of the Company held by the shareholder will not be treated as an asset within the meaning of section 2 (ea) of Wealth Tax Act, 1957. Hence the shares are not liable to Wealth Tax.

Tax Treaty Benefits

An investor has an option to be governed by the provisions of the Income Tax Act, 1967 or the provisions of a Tax Treaty that India has entered into with another country of which the investor is a tax resident, whichever is more beneficial.

Notes:

- The above Statement of Possible Direct Tax Benefits sets out the provisions of law in a summary manner only and is not a complete analysis or listing of all potential tax consequences of the purchase, ownership and disposal of equity shares;
- The above Statement of Possible Direct Tax Benefits sets out the possible tax benefits available to the Company and its shareholders under the current tax laws presently in force in India as amended from time to time. Several of these benefits are dependent on the Company or its shareholders fulfilling the conditions prescribed under the relevant tax laws;
- This Statement is only intended to provide general information to the investors and is neither designed nor intended to be a substitute for professional tax advice. In view of the individual nature of the tax consequences, the changing tax laws, each investor is advised to consult his or her own tax consultant with respect to the specific tax implications arising out of their participation in the issue;
- In respect of non-residents, the tax rates and the consequent taxation mentioned above shall be further subject to any benefits available under the Double Taxation Avoidance Agreement, if any, between India and the country in which the non-resident has fiscal domicile; and
- The stated benefits will be available only to the sole/first named holder in case the shares are held by joint shareholders.

SECTION IV
ABOUT OUR COMPANY
INDUSTRY OVERVIEW

(The information in this chapter has been extracted from publicly available documents prepared by various sources etc. This data has not been prepared or independently verified by us or the Lead Manager or any of their or our respective affiliates or advisors. Such data involves risks, uncertainties and numerous assumptions and is subject to change based on various factors, including those discussed in the section titled “Risk Factors” on page 9 of this Prospectus. Accordingly, investment decisions should not be based on such information)

In calendar year 2013, the Indian Media & Entertainment (M&E) industry registered a growth of 11.8 per cent over 2012 and touched INR 918 billion. The overall growth rate remained muted, with a slow GDP growth and a weak rupee. Lower GDP meant lower demand from the consumer and this impacted advertising. At the same time, the industry began to see some benefits from the digitisation of media products and services, and growth in regional media. Gaming and digital advertising were the two prominent industry sub-sectors which recorded a strong growth in 2013 compared to the previous year, albeit on a smaller base. For projections till 2018, digital advertising is expected to have the highest CAGR of 27.7 per cent while all other sub-sectors are expected to grow at a CAGR in the range of 9 to 18 per cent. Overall, the industry is expected to register a CAGR of 14.2 percent to touch INR 1785.8 billion by 2018.

Television:

Digitisation of cable saw the television industry still on the path of progress, with the mandatory Digital Access System (DAS) rollout almost complete in Phase II cities. The impact was felt to the extent that carriage fees saw a reduction of 15-20 per cent overall, however the anticipated increase in ARPU and subscription revenues for broadcasters and MSOs (Multi System Operators) is expected to be realised only over the next 2-3 years as MSOs begin the process of becoming B2C organisations from B2B organisations. The introduction of packaging is key to raising revenue. Other key highlights in 2013 were the inclusion of LC (less than class I) markets in TV ratings, the 12 minute advertising cap ruling and the shift from TRP to TVT ratings.

Print:

The print sector continued to buck the global slowdown trend. The sector grew at a CAGR of 8.5 per cent this year to touch INR 243 billion. Regional markets performed exceedingly well on the back of steady advertiser spends, the state election impact and new launches. However, with the validity of IRS data called into question by the industry majors, the sector in the short term suffers from the lack of a robust measurement system, critical for decisions on media planning and allocations.

Films:

The film industry recorded a double digit growth, albeit slower than in 2012, with multiple movies scoring big on box office collections. Approximately 90-95 per cent movie screens are now digitised in the country, with a shift in focus to tier II and III cities. Going forward, multiplex growth is expected to slow down, in line with the overall delays and future expectations for retail sector and commercial real estate development, impacting box office growth in the short term.

Music:

Streaming and download services continued to see growth, with the growth in mobiles, in particular smart phones, contributing significantly to increased consumption of music ‘on-the-go’ but monetization of this reach is still a challenge. However, with the continued decline in physical sales, compounded by the significant fall in ring back tone revenues (following the backlash of TRAI guidelines issues in 2012), the sector saw an overall fall in size by 10 per cent in 2013. Going forward, digital revenues are expected to drive growth in the sector, backed by increased collaborations across devices and platforms, and gradual uptake in subscription services. Further, the vibrant live events sector is expected to continue its role as a catalyst for driving growth in artists’ fan-base, and public performance royalties.

Radio:

The radio industry outperformed all other traditional media segments by clocking a growth of 15 percent. Currently clients are being forced to reevaluate their media mix as their advertising budgets are constantly under pressure. There has been a tendency to shift focus from nationwide pure brand-building to more tactical, local, focused promotional targeting. This has played in radio's favour as it enables local reach to advertisers increasingly looking to target specific audiences and at affordable pricing. Although phase III of radio frequencies auctioning remained elusive in 2013, implementation of the same in 2014, industry players could establish their presence in over 290 tier II and tier III cities.

Animation / VFX:

2013 was an important year for the Animation and VFX industry. The most expensive Indian animated movie 'Mahabharat' costing around INR 500 million received global kudos. The production work was done in India and the industry woke up to the promise of VFX. VFX is now being used in most films, whether to add characters, landscape, background or to simply correct the skin tone of an actor. 2013 also saw the introduction of policies by a few state governments to boost the sector. VFX also began to get used in TV. The impetus of visual effects was not restricted to films, but also extended to big budget serials and television commercials. However, the underlying struggle in the industry came to the forefront with the fall of big names like Rhythm and Hues and Digital Domain and retrenchment by some big players.

New Media:

The total internet user base in India grew to approximately 214 million by end of the year with almost 130 million going online using mobile devices.⁶ Mobile internet users dominated the total internet user base capturing an overall share of 61 percent. With the dramatic growth in mobile usage, content providers and advertisers are seeking opportunities to get their messages across on this preferred medium of the masses. Digital media advertising grew 38 percent-faster than any other advertising category. Mobile, social and video emerged as star categories in advertising owing to the proliferation of smart phones, 3G and off-deck mobile apps.

Key Trends and Themes for Growth

Digitisation - Taking the next step

The phased progress in digitisation has been the stepping stone for the industry's growth and success, thereby bringing about a paradigm shift in key indicators, particularly within the domains of TV and film sectors. The Ministry of Information and Broadcasting (MIB) introduced several initiatives with a view to harness the power of technology and create a framework to drive growth in the existing broadcasting landscape in India. With phases one (top four cities in the country) and two (the next 38 cities) nearly complete, the industry is now committed to complete phase three (all remaining urban areas) of digitisation of TV signals' transmission by the end of this year. Successful completion of the digitisation process will result in the complete closure of analogue transmission and could act as an enabler to add value and to increase profits at each level in the value chain. It is estimated to bring about a further drop in the carriage fees, and drive growth in ARPU's, thereby increasing profitability and allowing content producers to focus on better content.

In the film sector as well, digitisation has enabled better monetisation for the industry, as a single film can be distributed across thousands of screens and locations in a short period of time. We are moving quickly to an all digital world where most films are shot on digital format, distributed across various geographies in digital format, marketed through various social media platforms, and film tickets are sold through online booking platforms and also made available on websites providing 'Video-on-Demand' (VOD) services. While monetisation of content on digital platforms remains a concern in the short term, the industry is buoyant about its long term potential. With about 95 per cent of India's cinema screens already digitised, a nationwide digital release like 'Dhoom 3' is increasingly going to be the norm. In addition, the growth of multiplexes helped drive box office collections. In India, approximately 95 per cent of commercially viable screens have been digitised till date.

Continued Growth in Regional Media

Regional media in India has demonstrated strong growth over last few years, and continues to have a positive outlook. Given the size and diversity of the Indian market, media owners and advertisers are increasingly adding a regional element to their strategies. As a result, regional markets have grown in size and importance. The key

drivers of growth in the regional media space continue to be a better cultural fit for regional content, focus on socio political issues related to particular regions and stronger engagement with customers in contrast to national Hindi programming. Apart from films in South Indian languages, films in Marathi, Punjabi, Bengali, Gujarati as well, had a good year where films like 'Duniyadari' (Marathi, INR 280 million) 'Jatt' and 'Juliet 2' (Punjabi, INR 200 million+) were declared commercial blockbusters. The Marathi industry, in particular, grew almost by 50 per cent over the last year and continues to grow stronger. 'Timepass', a Marathi film released on 3rd January 2014 has already overtaken 'Duniyadari' and has collected over INR 300 million on box office making it the biggest grossing Marathi film ever.

India goes more mobile

Globally, the number of mobile phone users is expected to reach 4.55 billion and mobile phone internet user base is estimated to reach 2.23 billion by the end of 2014. Smartphone adoption is also expected to continue its rapid growth and its user base is likely to reach 1.75 billion by the end of 2014. The growth is primarily being led by the developing regions of Asia Pacific, notably India and China. India, by the end of 2013, is estimated to have gained a mobile phone user base of more than 900 million. While the worldwide smartphone shipments would have surpassed 1 billion units in 2013, India became the third largest smartphone market in the world with shipments of 44 million units.

Necessity of regulatory support

To achieve its vast potential, the Indian M&E industry needs a well thought through, consistent and long term policy from the Government. In the past few years, Indian M&E players have amended their business models, business strategies and content strategies according to consumption habits of users, ever changing competitive landscape and rules and regulations of the Ministry of Information and Broadcasting (MIB), TRAI and other related bodies. In many cases, the regulatory agencies have had a positive impact on the industry - the biggest example being the digitisation of cable TV in the country which was mandated by the government to be rolled out in a phased manner. The media industry agrees that it couldn't have achieved this nationwide change without the support of the government.

However, in other cases, inaction and delays have significantly impacted the growth of the industry - an example is the delay in phase III of radio. The auction of Phase-III of radio licenses is expected to benefit the radio industry with an additional 839 frequencies across 294 tier II and tier III cities. With this expansion, FM radio is likely to be heard by around 90 per cent of the Indian population, making it truly a common man's medium. Phase-III offers exciting opportunities for companies to expand - both into new cities and as well as within existing cities with a 2nd and even 3rd frequency. Additionally, networking of radio channels is expected to be used very effectively by operators for providing local as well as networked content to cut both capital and operational costs for enabling more profitable operations.

Growing contribution of live events in M&E industry

In this year's report, we have also covered live events as a sector. As India builds larger venues to accommodate world class events and the appetite for live events grows, this sector will increasingly grow in size and impact. Still extremely fragmented, the sector has shown signs of maturity and scale has been achieved by a few players in the industry. Coming on the back of the slowing economy from 2008 to 2012, 2013 was sluggish in terms of live events and recorded a growth of less than 10 per cent over the previous year. Rupee depreciation, general economic stagnation, rising artist and talent costs, and a lack of high-quality infrastructure were the key reasons. In spite of being a fairly unorganised and fragmented sub-sector within the M&E market, 'live events' is set to experience fresh initiatives in brand and community building through experimental creations works, and niche event management.

Based on KPMG in India analysis, 2014 is expected to be positive in terms of live events - especially intellectual property events (IP-Events) and outbound Meetings, Incentives, Conferences and Exhibitions. Companies operating in this space are positively investing in creating the necessary infrastructure and are spending significant amounts in 'Below-the-Line' advertising. In 2014, the top 20 event firms are expected to see growth in profits from 13 per cent to 20 per cent. Events such as Filmfare awards, Sunburn, Jaipur Litfest, Lakme Fashion Week, IIFA, NH7 are now established properties in the live events sector.

OUR BUSINESS

In this section, unless the context otherwise requires, a reference to "we", "us" and "our" refers to Encash Entertainment Limited. Unless otherwise stated or the context otherwise requires, the financial information used in this section is derived from our restated financial information. This section should be read together with "Risk Factors" on page 9 and "Industry Overview" on page 65.

Our Company was originally incorporated in Kolkata as "Brindavan Suppliers Private Limited" on 28th March, 2008, under the Companies Act, 1956 vide certificate of incorporation issued by the Registrar of Companies, West Bengal. Subsequently on 21st March, 2011 the name of our company was changed to "Encash Entertainment Private Limited". Our Company was converted in to a public limited company and consequently the name was changed to "Encash Entertainment Limited" vide fresh certificate of incorporation dated 29th July, 2013 issued by the Registrar of Companies, Kolkata, West Bengal.

We are engaged in the business of production of films, corporate films, feature films and have plans of coming up with serials on television. We are outsourcing the processing services like content development, multi-media, editing and sound recording from specialized professionals of the media fields, based at Kolkata. Further we are also engaged in the business of fashion designing, wherein we design niche segment of dress materials, suits etc and supply them to retailers.

We have produced film in Bengali language namely "Shada Kaalo Aabchaa", which was released in December, 2013. Our company purchased the entire copyright of a Bengali color feature film "Ichhe", which was released in the year 2011. After success of both the films, our Company with a vision to grow and spread our operation in different spheres, which would include production and distribution of feature films in Hindi as well as in other Regional languages, foray in to Television Serials.

Further, we have also plans to venture into TV channels. We aim in getting real concept to the audience rather than producing copies of hit movies. Our strategy is designed to address predictability, scalability and sustainability, ultimately resulting in profitability.

Our Strengths:

We derive our strengths from following factors:

Experienced and Strong Management Team

The management of our company is well experienced in the entertainment industry as well as within their respective specialized segments. Our Promoter Mr. Sachet Saraf with several years of experience, plays the major role in the growth and development of our business. Our management team includes a team of professionals who have business and industry knowledge and experience, having acquired and distributed content for many years. Our management team possesses an in-depth understanding of the Tollywood, content and content exploitation, and is therefore well -positioned to focus on the continued expansion and strengthening of our Content Library and distribution network. Further, building on the existing team, our Company has inducted several experienced executives to drive the new media distribution business.

Strong long-standing relationships with talent within industry provide steady access to content and talent.

We believe that in various aspects of the entertainment industry in India, we have managed to create, maintain and build our goodwill with other industry participants and this has led to repeated business transactions with known names in the industry for acquisition of contents. We have aggregated content rights across various segments including regional language content, devotional content, music content and special interest content.

Established operations and proven track record.

We have established operations in film distribution and production operations and in the past we have been associated with esteemed projected which carves for over selves a niche in the industry.

Business Strategy:

Our vision is to emerge as a leading entertainment house that balances various platforms in a dynamically changing media environment, by establishing a sustainable connection with audiences and with our content library and its successful exploitation to ensure that it can be monetized through diversified platforms on a worldwide basis. Our strategy is designed to address predictability, scalability and sustainability, ultimately resulting in profitability. We intend to pursue the following strategies in order to consolidate our position and grow further:

Scaling up Our content library driven by return on Investment

Our aim is to acquire, manage and deliver the best possible content that has the ability to exploit over various existing and emerging distribution platforms. Based on our view of entertainment consumption patterns and driven by return on investment, our strategy is to focus on acquiring additional content as follows:

i. Perpetual Rights:

Our aim is, to own the complete intellectual property rights in a film by acquiring perpetual rights, as well as, to monetize them over a maximum number of distribution platforms. We believe that this will contribute to the long term sustainability of our business model. Our experience suggests that the monetization value of the rights keeps pace with average media inflation. As these rights keep revolving after every cycle, typically five years, the management believes that they will contribute to a stable and predictable revenue and profit stream.

ii. Television broadcast rights and New Media Rights including Music based rights:

Over the last few years television has emerged as a key monetization medium for films. Accordingly, our strategy is to further strengthen our competitive advantage by building on and augmenting our Aggregation Rights for television broadcast and further leveraging our portfolio approach. Based on our view of entertainment consumption patterns emerging over the next few years, we intend to expand further into new media specific content including expanding our presence in the music business to enhance our scale in this segment. The diverse additions to our Content Library, each year, is the result of a planned content acquisition strategy and is based on agreements that we have entered into with various production houses.

iii. Enhancing Monetization of our content library through existing and emerging media platforms

We intend to broad base our revenue streams by further increasing our distribution of our content through new media avenues, such as MVAS, internet, DTH, video on demand services and IPTV platforms. We believe that the growth of internet subscriber and mobile phone subscriber volumes, the growth of internet and mobile bandwidth, digital convergence, technological developments and the rise in popularity of entertainment consumption on mobile will be key growth drivers and will help us to diversify our revenue streams as well as better monetize our content library.

iv. Expansion of production of films

We intend to expand our production activity to produce films which will cater to every need of viewers in Bengal and enhance our position as a leading production house with continuous innovation in process and better understanding of the viewership trend. In view of the rapid changing preferences in entertainment space domestically and internationally, we intend to build up capability of conceptualizing and producing films catering to every entertainment need for film viewers.

BUSINESS ACTIVITIES

We are engaged in the business of production of films, corporate films, feature films and have plans of coming up with serials on television. We are outsourcing the processing services like content development, multi-media, editing and sound recording from specialized professionals of the media fields, based at Kolkata

Some of the movies, which we have been associated as producers and distributors for various territories in India are as below:

SHAADA KALO AABCHAA



This movie weaves a murder mystery in 'Shada Kaalo Aabchaa' starring Indo-British actor Samrat Chakroborty. The movie was released in December, 2013

ICHHE



The film is based on Suchitra Bhattacharya's novel and revolves around the relationship between an obsessive mother and her son.

Process Flow of Production and Distribution



The process of production and distribution:

Script preparation: This activity comprises both story discussion and script development. Story discussion involves developing the storyline for a potential film between director and producer, while script development involves detailed work on the script between director and script-writer.

Pre-production: The pre-production stage includes activities such as casting (i.e. the selecting of actors for various roles in the film), location scouting (i.e. the search and selection of indoor and outdoor locations to shoot the film's scenes), sets and costumes design (i.e. the preparation of the required film sets and the selection and production of costumes to be worn by the actors), production planning (i.e. the preparation of a detailed shooting schedule) and music composition (i.e. the writing of lyrics and music for the film).

Production: This phase basically comprises the shooting of the film. The number of days of shooting depends on several factors, including the production value, the story and the genre of the film. Depending on the number of

shooting locations and the availability of actors, the shooting activity is broken up into schedules. It is also common for different scenes to be shot simultaneously with the director shooting scenes featuring the lead actor while the assistant director shoots another scene.

Post-production: Post-production represents the last stage in the film-making process. It allows the director to correct errors incurred during the shooting process and to enhance the visual appeal of the film. It includes activities such as editing and sound recording as well as the use of digital technology to create special or other effects. Depending on the complexity and the extent of graphics usage, this activity can take up to a year to be completed.

Marketing: Marketing is a critical activity that can determine the success or failure of a film. Marketing efforts are aimed to create interest in a film in both audiences as well as distributors, exhibitors and distribution channels. The marketing campaign typically starts soon after the first official announcement of the film and varies depending on the budget of the film and the lead star cast. A mix of film content and media are used for marketing, including trailers on television, sponsored events and outdoor media.

Distribution: Distribution is the process by which a film passes through a chain comprising distributors and exhibitors before it eventually reaches the audience.

Exhibition: Once the prints of the films are finalised, they are shipped to exhibitors and the film is screened in cinemas. The first release of a film typically occurs on Fridays.

COLLABORATIONS

The Company has so far not entered into any technical or financial collaboration agreement.

UTILITIES

Water

Water is required only for drinking and sanitary purposes and adequate water sources are available. The requirements are fully met at the existing premises.

Power

The company does not require much power except the normal requirement of the offices of the company and for lighting, systems etc. Adequate power is available.

Human Resources

The details of manpower employed as on date are as under:

Sr. no	Category	No. of employees
1.	Our producers	2
2.	Sales & Marketing	2
3.	Accounts, Administration & Finance	3
4.	Support Staff	4
5.	Company Secretary	1
	TOTAL	12

Competition

In the recent years the media & entertainment industry is getting more competitive from large players in the films and television media segments. These include existing players and new entrants. More and more number of production houses coming up as there is no major entry barriers. With a number of corporate houses diversifying into film production and distribution and liberalization of FDI norms in film industry the competition may significantly increase.

Products/ Services provided by us

The product of the Company is mass entertainment in the form of films which are produced / distributed by us.

MARKETING SET-UP AND MARKETING STRATEGY

Promotion and marketing of a film is an integral and essential part for the success of the film. The function of marketing and promotion is to bridge the gap between the audience and the film. It is to drive the filmgoers to buy the ticket of films and view them. It also provides information and creates excitement and demand in the trade for our films.

EXPORT POSSIBILITY AND OBLIGATION

Our Company doesn't have any export obligation as we are not exporting any material.

SWOT

Strengths

- Integrated Business Model
- Experienced Management Team

Weakness

- Revenue and profitability is directly linked to the exploitation and growth of our content.
- Rapid Technological changes
- No prediction or forecast of audience taste about the success of films/ TV shows etc.

Opportunities

- Growing awareness among viewers/customers about new technologies.
- New phase of low budget movies/TV Shows etc.
- Increase in no. of channels and Multiplexes.

Threats

- There are no entry barriers in our industry which puts us to the threat of competition from new entrants.
- Any change or shift of focus of Government policies may adversely impact our financials

Intellectual Property

We have applied for registration of our corporate logo to the Registrar of Trademarks.

Our Properties

Our Registered Office is located at 9, Lal Bazar Street, 3rd Floor, Mercantile Building, Kolkata-700001. The details are as under:

Sr. No.	Location	Title (Leased /Owned/ Rental)	Agreement Valid from	Agreement Valid till	Rent / Acquisition Cost
1.	9, Lal Bazar Street, 3 rd Floor, Mercantile Building, Kolkata-700001	Rental	23 rd March, 2011	31 st March, 2017	Rs. Nil (Free of Rent)
2.	3, C R Avenue, Kolkata-700073	Rental	1 st August, 2012	31 st July, 2015	Rs. 10,000 Per Month

Note 1: Interest in Property by our Promoters and Promoter Group

Our registered office situated at 9, Lal Bazar Street, 3rd Floor, Mercantile Building, Kolkata-700001 is on lease for starting from 23rd March, 2011 till 31st March, 2017. The office is taken on lease from one of our Promoter & Managing Director i.e. Mr. Sachet Saraf, rent free basis.

Our branch office situated at 3 C R Avenue Kolkata-700073 is on lease for starting from 1st August, 2012 till 31st July, 2015. The office is taken on lease from one of our Promoter Group Entity i.e. M/s/ Daga Pictures Limited for a monthly rental of Rs. 10,000/- who is deemed to be interested to the extent of lease rent received by it from our Company.

Note 2: Purchase of Property

We have not entered into any agreement to buy/sell any property with the promoters or Director or a proposed director who had any interest direct or indirect during the preceding two years.

Insurance Policies

We have not obtained any insurance policy.

KEY INDUSTRY REGULATIONS AND POLICIES

The following description is a summary of the relevant regulations and policies as prescribed by the Government of India, Government of West Bengal and the respective bye laws framed by the local bodies in Kolkata, and others incorporated under the laws of India.

The information detailed in this chapter has been obtained from the various legislations and the bye laws of the respective local authorities that are available in the public domain. The regulations and policies set out below are not exhaustive and are only intended to provide general information to the investors and are neither designed nor intended to be a substitute for professional advice.

The Companies Act, 1956

The Act deals with laws relating to companies and certain other associations. It was enacted by the parliament in 1956. The Companies Act primarily regulates the formation, financing, functioning and winding up of companies. The Act prescribes regulatory mechanism regarding all relevant aspects including organizational, financial and managerial aspects of companies. Regulation of the financial and management aspects constitutes the main focus of the Act. In the functioning of the corporate sector, although freedom of companies is important, protection of the investors and shareholders, on whose funds they flourish, is equally important. The Companies Act plays the balancing role between these two competing factors, namely, management autonomy and investor protection.

The Companies Act, 2013 (to the extent notified)

The Companies Act, 2013 has been published on August 29, 2013. Section 1 of the said Act was notified on August 30, 2013, while 98 more sections were notified as on September 12, 2013, section 135 and rules thereunder on 27/02/2014. The Ministry of Company Affairs has further notified 183 sections of the Act and Rules thereunder to be made effective from 01.04.2014.

Regulation of Foreign Investment

Circular 1 of 2011 dated March 31, 2011, issued by the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India, ("DIPP"), reflects the current policy of the Government of India, ("GoI"), on foreign direct investment in India, ("FDI"), as on April 1, 2011, (the "Consolidated FDI Circular"). The DIPP has clarified that a consolidated circular would be issued every six months by the DIPP to update the FDI policy. However, any changes notified by RBI from time to time would have to be complied with and where there is a need / scope of interpretation, the relevant notification issued pursuant to the provisions of FEMA will prevail. Under the Consolidated FDI Circular, FEMA requirements, FDI in the Indian film industry, not including broadcasting, is permitted under the 100.0% automatic route and does not require approval of the RBI or the Foreign Investment Promotion Board ("FIPB"). The GoI has indicated that in all cases where FDI is allowed on an automatic basis without FIPB approval, the RBI would continue to be the primary agency for the purposes of monitoring and regulating foreign investment. In cases where FIPB approval is obtained, no further approval of the RBI is required, although a declaration in the prescribed form, detailing the foreign investment, must be filed with the RBI within a specified period of the foreign investment being made in the Indian company. The Consolidated FDI Circular classifies Indian companies into -"companies owned or controlled by foreign investors" and "companies owned and controlled by Indian residents". Ownership and control by non-resident entities means the ownership of more than 50% of the equity interest and control means the right to appoint a majority of the directors. However, the Consolidated FDI Circular states that in order to determine ownership, the 50% threshold has to be computed with reference to the "capital" of the Indian company. The term "capital" has been defined in the Consolidated FDI Circular to mean and include equity shares, fully, compulsorily and mandatorily convertible preference shares, and fully, compulsorily and mandatorily convertible debentures. In sectors/activities other than those where 100% foreign investment is permitted under the automatic route, including inter alia defence production, air transport services, ground handling services, asset reconstruction companies, private sector banking, broadcasting, commodity exchanges, credit information companies, insurance, print media, telecommunications and satellites, approval from the GoI/FIPB would be required in all cases where:(i) An Indian company is being established with foreign investment and is owned by a non-resident entity; or(ii) An Indian company is being established with foreign investment and is controlled by a non-resident entity; or(iii) The control of an existing Indian company, currently owned or controlled by resident Indian citizens and Indian companies, which are owned or controlled by resident Indian citizens, will be/is being transferred/passed on to a non-resident entity as a consequence of transfer of shares and/or fresh issue of shares to non-resident entities through amalgamation, merger/demerger, acquisition etc.; or(iv) The ownership of

an existing Indian company, currently owned or controlled by resident Indian citizens and Indian companies, which are owned or controlled by resident Indian citizens, will be/is being transferred/passed on to a non-resident entity as a consequence of transfer of shares and/or fresh issue of shares to non-resident entities through amalgamation, merger/demerger, acquisition etc. Further, foreign investment in certain sectors is subject to certain entry conditions, such as minimum capitalization, lock-in period, etc. Foreign investment into an Indian company, engaged only in the activity of investing in the capital of other Indian company/ies, would require prior approval from the GoI/FIPB approval, regardless of the amount or extent of foreign investment. For infusion of foreign investment into an Indian company which does not have any operations and also does not have any downstream investments, Government/FIPB approval would be required, regardless of the amount or extent of foreign investment. Further, as and when such a company commences business(s) or makes downstream investment, it will have to comply with the relevant sectoral caps and conditions on entry route. Downstream investment by an Indian company, which is owned and/or controlled by non-resident entity/ies, into another Indian company, must be in accordance/compliance with the relevant sectoral caps on entry route conditions with regard to the sectors in which the Indian company into which the downstream investment is being made, is operating. Downstream investments by Indian companies will be subject to the following conditions: (i) Every downstream investment must be reported by the investing Indian company to the SIA, DIPP and FIPB in the prescribed form within 30 days of such investment, even if capital instruments have not been allotted along with the modality of investment in new/existing ventures (with/without expansion programme); (ii) Downstream investment by way of induction of foreign equity in an existing Indian Company must be supported by a resolution of the board of directors of the investee company and also a shareholders Agreement, if any;

(iii) Issue/transfer/pricing/valuation of the shares must be in accordance with applicable SEBI/RBI guidelines; (iv) The Indian companies making the downstream investments would have to bring in requisite funds from abroad and not leverage funds from domestic market for such investments. This would, however, not preclude downstream companies, with operations, from raising debt in the domestic market. Downstream investments through internal accruals are permissible, subject to compliance with the relevant sectoral caps on entry route conditions with regard to the sectors in which the Indian company into which the downstream investment is being made.

The Competition Act, 2002

The Competition Act, 2002 (the “**Competition Act**”) prohibits anti competitive agreements, abuse of dominant positions by enterprises and regulates “combinations” in India. The Competition Act also established the Competition Commission of India (the “**CCI**”) as the authority mandated to implement the Competition Act. The provisions of the Competition Act relating to combinations were notified recently on March 4, 2011 and came into effect on June 1, 2011. Combinations which are likely to cause an appreciable adverse effect on competition in a relevant market in India are void under the Competition Act. A combination is defined under Section 5 of the Competition Act as an acquisition, merger or amalgamation of enterprise(s) that meets certain asset or turnover thresholds. There are also different thresholds for those categorized as ‘Individuals’ and ‘Group’. The CCI may enquire into all combinations, even if taking place outside India, or between parties outside India, if such combination is likely to have an appreciable adverse effect on competition in India. Effective June 1, 2011, all combinations have to be notified to the CCI within 30 days of the execution of any agreement or other document for any acquisition of assets, shares, voting rights or control of an enterprise under Section 5(a) and (b) of the Competition Act (including any binding document conveying an agreement or decision to acquire control, shares, voting rights or assets of an enterprise); or the board of directors of a company (or an equivalent authority in case of other entities) approving a proposal for a merger or amalgamation under Section 5(c) of the Competition Act. The obligation to notify a combination to the CCI falls upon the acquirer in case of an acquisition, and on all parties to the combination jointly in case of a merger or amalgamation.

Intellectual Property

In India, trademarks and copyrights enjoy protection both statutory and under common law.

Trademarks: A trademark is used in relation to goods so as to indicate a connection in the course of trade between the goods and some person having the right as proprietor or user to use the mark. A mark may consist of a word or invented word, signature, device, letter, numeral, brand, heading, label, name written in a particular style and so forth. The Trademarks Act, 1999, (“**Trademarks Act**”), governs the registration, acquisition, transfer and infringement of trademarks and remedies available to a registered proprietor or user of a trademark. The registration of a trademark is valid for a period of 10 years but can be renewed in accordance with the specified procedure. Until recently, a person desirous of obtaining registration of his trademark in other countries has to

make separate applications in different languages and disburse different fees in the respective countries. However, the Madrid Protocol, administered by the International Bureau of the World Intellectual Property Organization, ("WIPO"), of which India is a member country, aims to facilitate global registration of trademarks by enabling nationals of member countries to secure protection of trademarks by filing a single application with one fee and in one language in their country of origin. This in turn is transmitted to the other designated countries through the International Bureau of the WIPO. Accordingly, the Trademarks Act was amended vide the Trademarks (Amendment) Bill, 2009, to empower the Registrar of Trade Marks to deal with international applications originating from India as well as those received from the International Bureau and maintain a record of international registrations. It also removes the discretion of the Registrar to extend the time for filing notice of opposition of published applications and provides for a uniform time limit of four months in all cases. Further, it simplifies the law relating to transfer of ownership of trademarks by assignment or transmission and brings the law generally in line with international practice.

Copyrights: A copyright is an exclusive right to do or authorization to do certain acts in relation to literary, dramatic, musical and artistic work, cinematographic films and sound recordings. The Copyright Act, 1957, ("Copyright Act"), provides for registration of copyrights, transfer of ownership and licensing of copyrights, and infringement of copyrights and remedies available in that respect. Depending on the subject, copyright is granted for a certain period of time, usually for a period of 60 years, subsequent to which the work falls in the public domain and any act of reproduction of the work by any person other than the author would not amount to infringement. Software, both in source and object code, constitutes a literary work under Indian law and is afforded copyright protection. Following the issuance of the International Copyright Order, 1999, subject to certain conditions and exceptions, the provisions of the Copyright Act apply to nationals of all member states of the World Trade Organization, the Berne Convention and the Universal Copyright Convention. While intellectual property registration is not a prerequisite for acquiring or enforcing such rights, registration creates a presumption favoring the ownership of the right by the registered owner. Registration may expedite infringement proceedings and reduce delay caused due to evidentiary considerations. The registration of certain types of intellectual property is prohibited, including where the property sought to be registered is not distinctive. The remedies available in the event of infringement under the Copyright Act and the Trademarks Act include civil proceedings for damages, account of profits, injunction and the delivery of the infringing materials to the owner of the right, as well as criminal remedies including imprisonment of the accused and the imposition of fines and seizure of infringing materials.

The Indian Contract Act, 1872

The Contract Act is the legislation which lays down the general principles relating to formation, performance and enforceability of contracts. The rights and duties of parties and the specific terms of agreement are decided by the contracting parties themselves, under the general principles set forth in the Contract Act. The Contract Act also provides for circumstances under which contracts will be considered as 'void' or 'voidable'. The Contract Act contains provisions governing certain special contracts, including indemnity, guarantee, bailment, pledge, and agency.

Notification of Industry Status

The Indian film industry was conferred industry status by a press release issued by the Ministry of Information and Broadcasting, Government of India ("Gol"), on May 10, 1998.

The Prasar Bharati (Broadcasting Corporation of India) Act, 1990

Pursuant to the enactment of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990, the Prasar Bharati was set up as a statutory autonomous body on November 23, 1997. The Corporation is the public service broadcaster in India and the primary duty of Prasar Bharati is to organize and conduct public broadcasting to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television. Prasar Bharati is also empowered to manage on behalf of the Central Government the broadcasting of external services and monitoring of broadcasts made by organizations outside India. Prasar Bharati has other objectives, some of which include upholding the unity and integrity of the country and the values enshrined in the Constitution of India, safeguarding the citizen's right to be informed freely, truthfully and objectively on all matters of public interest, national or international, and presenting a fair and balanced flow of information including contrasting views without advocating any opinion or ideology of its own, and providing comprehensive broadcast coverage through the choice of appropriate technology and the best utilization of the broadcast frequencies available and ensuring high quality reception and expanding broadcasting facilities by establishing additional channels of transmission.

Film Certification:

The Cinematograph Act, 1952, ("Cinematograph Act"), authorizes the Central Government to constitute a Board of Film Certification, (also known as the "Central Board for Film Certification" or "CBFC"), in accordance with the Cinematograph (Certification) Rules, 1983, ("Certification Rules"), for sanctioning films for public exhibition in India. Under the Certification Rules, the producer of a film is required to apply in the specified format for certification of such film, with the prescribed fee. The film is examined by an examining committee, which determines whether, the film:

- is suitable for unrestricted public exhibition;
- or is suitable for unrestricted public exhibition, with a caution that the question as to whether any child below the age of 12 years may be allowed to see the film should be considered by the parents or guardian of such child; or
- is suitable for public exhibition restricted to adults; or
- is suitable for public exhibition restricted to members of any profession or any class of persons having regard to the nature, content and theme of the film; or
- is suitable for certification in terms of the above if a specified portion or portions be excised or modified there from; or
- is not suitable for unrestricted or restricted public exhibitions, i.e., that the film be refused a certificate.

A film will not be certified for public exhibition if, in the opinion of the CBFC, the film or any part of it is against the interests of the sovereignty, integrity or security of India, friendly relations with foreign states, public order, decency or morality, or involves defamation or contempt of court or is likely to incite the commission of any offence.

Any applicant, if aggrieved by any order of the CBFC either refusing to grant a certificate or granting a certificate that restricts exhibition to certain persons only, may appeal to the Film Certification Appellate Tribunal constituted by the Central Government under the Cinematograph Act.

A certificate granted or an order refusing to grant a certificate in respect of any film is published in the Official Gazette of India and is valid for 10 years from the date of grant. Films certified for public exhibition may be re-examined by the CBFC if any complaint is received in respect of the same. Pursuant to grant of a certificate, film advertisements must indicate that the film has been certified for public exhibition. The Central Government may issue directions to licensees of cinemas generally or to any licensee in particular for the purpose of regulating the exhibition of films, so that scientific films, films intended for educational purposes, films dealing with news and current events, documentary films or indigenous films secure an adequate opportunity of being exhibited. The Central Government, acting through local authorities, may order suspension of exhibition of a film, if it is of the opinion that any film being publicly exhibited is likely to cause a breach of peace. Failure to comply with the Cinematograph Act may attract imprisonment and/or monetary fines. Separately, the Cable Television Networks Rules, 1994, require that no film or film song, promo, trailer, of film music video, album or trailer, whether produced in India or abroad, shall be carried through cable services unless it has been certified by the CBFC as suitable for unrestricted public exhibition in India.

The Cinematograph Film Rules, 1948, ("Cinematograph Rules"), require a license to be obtained prior to storing any film, unless specifically exempted. Licenses for storage of films are granted for one year and must be renewed annually. Any person transporting, storing or handling films is required to ensure compliance with requirements pertaining to, inter alia, precautions against fire, storage of loose films, minimum specifications for aisle space, exits and electrical installations in storage rooms etc. The Cinematograph Rules also specify the procedure for transport of film, and application for, or renewal, transfer, refusal and cancellation of, licenses.

OUR HISTORY AND CORPORATE STRUCTURE

Our Company was originally incorporated in Kolkata as "Brindavan Suppliers Private Limited" on 28th March, 2008, under the Companies Act, 1956 vide certificate of incorporation issued by the Registrar of Companies, West Bengal. Subsequently on 21st March, 2011 the name of our company was changed to "Encash Entertainment Private Limited". Our Company was converted in to a public limited company and consequently the name was changed to "Encash Entertainment Limited" vide fresh certificate of incorporation dated 29th July, 2013 issued by the Registrar of Companies, Kolkata, West Bengal. The corporate identification number (CIN) of our company is U92413WB2008PLC124559.

Our Company was originally incorporated by Mr. Paresh Kumar Mahala and Mr. Debasis Pal.

Later on, in the year 2009 Mr. Sachet Saraf & Ms. Rashmi Saraf acquired stake in the company and assumed control over the Company.

We are engaged in the business of production of films, corporate films, feature films and have plans of coming up with serials on television. We are outsourcing the processing services like content development, multi-media, editing and sound recording from specialized professionals of the media fields, based at Kolkata. Further we are also engaged in the business of fashion designing, wherein we design niche segment of dress materials, suits etc and supply them to retailers.

The Registered Office of our Company is situated at 9, Lal Bazar Street, 3rd Floor, Mercantile Building, Kolkata-700001.

CHANGES IN THE REGISTERED OFFICE OF OUR COMPANY SINCE INCEPTION

FROM	TO	DATE OF CHANGE	REASON FOR CHANGE
75, Charu Charan Singh Lane, Howrah-711101	3A, Mango Lane, Kolkata-700001	8 th May, 2008	Administrative Purpose
3A, Mango Lane, Kolkata-700001	9, Lal Bazar Street, 3 rd Floor, Mercantile Building, Kolkata-700001	23 rd March, 2011	Administrative Purpose

MAIN OBJECTS OF OUR COMPANY

The object clauses of the Memorandum of Association of our Company enable us to undertake the activities for Which the funds are being raised in the present Issue. Furthermore, the activities of our Company which we have been carrying out until now are in accordance with the objects of the Memorandum. The objects for which our Company is established are:

- To carry on the Business as producers, distributors, importers, exporters, exhibitors of cinematography films and to manufacture or acquire, provide, secure, arrange or deal in firms and photographic, sound recording, musical, lighting appliance, instruments, equipment and machines and to act as dealers, importers, exporters of musical instruments and records, tapes, cinema and film projectors and cameras, wigs and other products or materials related or to acquire exclusive or limited rights to any play story, script, musical songs and lyrics, book, article or any technique by producing, purchasing or otherwise acquiring and to exercise, develop or exploit or turn to account such rights for the business of the company and to act as sponsor, agent for training, retaining, arranging and supplying artists, stars, art directors script or story writers, technicians extras and other personnel required by the company or others for film, cinema or show business and to manage the events, exhibitions, stage shows etc.

CHANGES IN THE MEMORANDUM OF ASSOCIATION

The following changes have been made in the Memorandum of Association of our Company since inception:

DATE	AMENDMENT
31 st March, 2009	Increase in authorized capital of the Company from Rs. 1.00 Lacs divided into 10,000 Equity Shares of Rs. 10 each to Rs. 3.50 Lacs divided into 35,000 Equity shares of Rs. 10 each.
2 nd March, 2011	Increase in authorized capital of the Company from Rs. 3.5 Lacs divided into 35,000 Equity Shares of Rs. 10 each to Rs. 10.00 Lacs divided into 1,00,000 Equity shares of Rs. 10 each.
6 th June, 2013	Increase in authorized capital of the Company from Rs. 10.00 Lacs divided into 1,00,000 Equity Shares of Rs. 10 each to Rs. 1000.00 Lacs divided into 1,00,00,000 Equity shares of Rs. 10 each.

MAJOR EVENTS AND MILESTONES

YEAR	PARTICULARS
2008	Incorporation of the Company in the name and style of “Brindavan Suppliers Private Limited”
2009	Control of company acquired by Mr. Sachet Saraf & Ms. Rashmi Saraf
2013	Release of Movie 'Shada Kaalo Aabchaa' starring Indo-British actor Samrat Chakroborty.

HOLDING COMPANY OF OUR COMPANY

Our Company has no holding company as on the date of filing of the Prospectus.

SUBSIDIARY OF OUR COMPANY

There is no subsidiary of our Company as on the date of filing of the Prospectus.

SHAREHOLDERS AGREEMENTS

Our Company has not entered into any shareholders agreement as on date of filing of the Prospectus.

OTHER AGREEMENTS

Our Company has not entered into any specific or special agreements except that have been entered into in ordinary course of business as on the date of filing of the Prospectus.

COLLABORATION

Our Company has not entered into any collaboration with any third party as per regulation (VIII) B (1) (c) of part A Schedule VIII of SEBI (ICDR) Regulations, 2009.

STRATEGIC PARTNER

Our Company does not have any strategic partner as on the date of filing of the Prospectus.

FINANCIAL PARTNER

Our Company does not have any financial partner as on the date of filing of the Prospectus.

DEFAULTS OR RESCHEDULING OF BORROWINGS WITH FINANCIAL INSTITUTIONS OR BANKS

There have been no defaults or rescheduling of borrowings with financial institutions or banks as on the date of this Prospectus.

NUMBER OF SHAREHOLDERS

Our Company has Two Hundred & Forty Eight (248) shareholders on date of the Prospectus.

OUR MANAGEMENT

BOARD OF DIRECTORS

Under our Articles of Association, our Company is required to have not less than three (3) Directors and not more than twelve (12) Directors. Our Company currently has four (4) Directors on Board. The following table sets forth current details regarding our Board of Directors:

Name, Father's name, Address, Occupation, Nationality, tenure & DIN	Age	Status of Directorship in our Company	Other Directorships
1.Mr. Sachet Saraf S/o Mr. Kashi Nath Saraf Address: Abhinav Apartment, 181/38, Dakhin Dhari Road, 2nd Floor, Lake Town, Kolkata - 700048, India Occupation: Business Nationality: Indian Tenure: Five Years from 18.01.2013 DIN: 01377285	42 Yrs	Managing Director	1. Vanshika Securities Ltd. 2. Ramdoot Management Pvt. Ltd. 3. Miketan Barter Pvt. Ltd. 4. Marigold Vanijya Pvt. Ltd. 5. Vignesh Films Pvt. Ltd. 6. Daga Pictures Limited
2. Ms. Rashmi Saraf D/o Mr. Sushil Kumar Gupta Abhinav Apartment, 181/38, Dakhin Dhari Road, 2nd Floor, Lake Town, Kolkata - 700048, India Occupation: Business Nationality: Indian Tenure: Retire by Rotation DIN: 02096360	40 Yrs	Non-Executive Non Independent Director	1.Encash Securities Ltd. 2.Priority Tradelink Pvt. Ltd. 3.Admire Tradelink Pvt. Ltd. 4.Virtual Vinimay Pvt. Ltd. 5.Trinity Distributors Pvt. Ltd. 6.Hriju Dealcom Pvt. Ltd. 7.Zombie Suppliers Pvt. Ltd. 8.Daga Pictures Ltd. 9.Vanshika Securities Ltd. 10. Vignesh Films Pvt. Ltd.
3. Mr. Surendra Kumar Sethia S/o Mr. Ram Lal Sethia Address:26/1, Narsing Bose Lane, 5th Floor, Howrah-711102, India, Occupation: Business Nationality: Indian Tenure: Retire by Rotation DIN: 00446974	47 Yrs	Independent Director	1. Floral Vyapar Pvt. Ltd. 2. CMD Infraprojects Pvt. Ltd. 3. Sumangal Financial Services Pvt. Ltd. 4. Megapode Vyapaar Pvt. Ltd. 5. Sidhidhan Vintrade Pvt. Ltd. 6. Purple Dealers Pvt. Ltd.

Name, Father's name, Address, Occupation, Nationality, tenure & DIN	Age	Status of Directorship in our Company	Other Directorships
4. Mr. Rajesh Kumar Singhania S/o Mr. Om Prakash Singhania Address: P-52, Block - A, Bangur Avenue Kolkata - 700055, India Occupation: Business Nationality: Indian Tenure: Retire by rotation DIN: 00122786	45 yrs	Independent Director	1.RKS Enterprises Limited

Note:

As on the date of the Prospectus:

1. None of the above mentioned Directors are on the RBI List of willful defaulters as on date.
2. Further, none of our Directors are or were directors of any company whose shares were (a) suspended from trading by stock exchange(s) for more than 3 months during the five years prior to the date of filing the Prospectus or (b) delisted from the stock exchanges.
3. None of the Promoters, Persons forming part of our Promoter Group, Directors or persons in control of our Company, has been or is involved as a promoter, director or person in control of any other company, which is debarred from accessing the capital market under any order or directions made by SEBI or any other regulatory authority.

DETAILS OF DIRECTORS

Mr. Sachet Saraf, aged 42 years, is the Promoter & Managing Director of our Company. He is commerce graduate. He has more than 10 years of experience in Film, Entertainment and Media Sector. On a day-to-day basis, he administers and looks after the entire accounts, finance and marketing network of the company, along with providing strategic vision to the company. He has been on the Board of our Company since January, 2011.

Ms. Rashmi Saraf, aged 40 years, is a Non- Executive Non Independent Director of our Company. She is ACA and has 8 Years of experience in the field of business and industry. She is associated with general planning & management of routine affairs of this company. She has been on the Board of our Company since January, 2011.

Mr. Surendra Kumar Sethia, aged 47 years, is the Independent Director of our Company. He is a Commerce graduate. He has more than 15 years of experience in field of sales and marketing. As an Independent Director of our Company with corporate acumen he brings value addition to our Company. He has been on the Board of our Company since June, 2013.

Mr. Rajesh Kumar Singhania, aged 45 years is the Independent Director of our Company. He is a graduate and well experienced in the field of business and industry of various industries. He has been on the Board of our Company since June, 2013.

CONFIRMATIONS

None of the Directors is or was a director of any listed company during the last five years preceding the date of filing of the Prospectus, whose shares have been or were suspended from being traded on the BSE or the NSE, during the term of their directorship in any such company.

None of the Directors is or was a director of any listed company which has been or was delisted from any recognized stock exchange in India during the term of their directorship in such company.

NATURE OF FAMILY RELATIONSHIP AMONG DIRECTORS

Mr. Sachet Saraf and Ms. Rashmi Saraf are husband and wife.

BORROWING POWERS OF THE DIRECTORS

Pursuant to a special resolution passed at Extra Ordinary General Meeting of our Company held on 28th December, 2013 consent of the members of our Company was accorded to the Board of Directors of our Company pursuant to Section 180 (1)(c) of the Companies Act, 2013 (previously Section 293 (1)(d) of the Companies Act, 1956) for borrowing from time to time any sum or sums of money on such security and on such terms and conditions as the Board may deem fit, notwithstanding that the money to be borrowed together with the money already borrowed by our Company (apart from temporary loans obtained from our Company's bankers in the ordinary course of business) may exceed in the aggregate, the paid-up capital of our Company and its free reserves, provided however, the total amount so borrowed in excess of the aggregate of the paid-up capital of our Company and its free reserves shall not at any time exceed Rs. 25 Crores.

TERMS OF APPOINTMENT AND COMPENSATION OF OUR DIRECTORS

Name	Mr. Sachet Saraf
Designation	Managing Director
Period	For Five years w.e.f 18.01.2013
Remuneration	Nil
Remuneration paid in FY 31st March, 2014	Nil

There is no definitive and /or service agreement that has been entered into between our Company and the directors in relation to their appointment.

NON - EXECUTIVE DIRECTORS

Currently, non-executive Directors are not being paid sitting fees. We also confirm that no remuneration being paid to independent directors.

CORPORATE GOVERNANCE

Our Company stands committed to good corporate governance practices based on the principles such as accountability, transparency in dealings with our stakeholders, emphasis on communication and transparent reporting. We have complied with the requirements of the applicable regulations, including the Listing Agreement to be executed with the Stock Exchange and the SEBI Regulations, in respect of corporate governance including constitution of the Board and Committees thereof. The corporate governance framework is based on an effective independent Board, separation of the Board's supervisory role from the executive management team and constitution of the Board Committees, as required under law.

We have a Board constituted in compliance with the Companies Act and the Listing Agreement in accordance with best practices in corporate governance. The Board functions either as a full Board or through various committees constituted to oversee specific operational areas. Our executive management provides the Board detailed reports on its performance periodically.

Currently our Board has four (4) Directors. We have one (1) Managing director, one (1) Non-Executive non independent director and two (2) Independent directors. The constitution of our Board is in compliance with the requirements of Clause 52 of the Listing Agreement.

The following committees have been formed in compliance with the corporate governance norms:

- A) Audit Committee
- B) Shareholders/Investors Grievance Committee

C) Remuneration Committee

AUDIT COMMITTEE

Our Company has constituted an audit committee ("**Audit Committee**"), as per the provisions of Section 292A of the Companies Act, 1956 and Clause 52 of the Listing Agreement to be entered with Stock Exchange, vide resolution passed in the meeting of the Board of Directors held on 20th March, 2013.

The terms of reference of Audit Committee complies with the requirements of Clause 52 of the Listing Agreement, proposed to be entered into with the Stock Exchange in due course. The committee presently comprises following three (3) directors. Mr. Surendra Kumar Sethia is the Chairman of the Audit Committee.

No.	Name of the Director	Status	Nature of Directorship
1.	Mr. Surendra Kumar Sethia	Chairman	Independent Director
2.	Mr. Rajesh Kumar Singhania	Member	Independent Director
3.	Ms. Rashmi Saraf	Member	Non-Independent Director

Role of Audit Committee

The terms of reference of the Audit Committee are given below:

1. To investigate any activity within its terms of reference.
2. To seek information from any employee.
3. To obtain outside legal or other professional advice.
4. To secure attendance of outsiders with relevant expertise, if it considers necessary.
5. Oversight of the Company's financial reporting process and the disclosure of its financial information to ensure that the financial statement is correct, sufficient, and credible.
6. Recommending to the Board, the appointment, re-appointment and, if required, the replacement or removal of the statutory auditor and the fixation of audit fees.
7. Approval of payment to statutory auditors for any other services rendered by the statutory auditors.
8. Reviewing, with the management, the annual financial statements before submission to the board for approval, with particular reference to:
 - (a) Matters required to be included in the Directors' Responsibility Statement to be included in the Board's report in terms of clause (2AA) of section 217 of the Companies Act, 1956 or Section 134 of the Companies Act, 2013.
 - (b) Changes, if any, in accounting policies and practices and reasons for the same
 - (c) Major accounting entries involving estimates based on the exercise of judgment by management
 - (d) Significant adjustments made in the financial statements arising out of audit findings
 - (e) Compliance with listing and other legal requirements relating to financial statements
 - (f) Disclosure of any related party transactions
 - (g) Qualifications in the draft audit report.
9. Reviewing, with the management, the quarterly financial statements before submission to the board for approval.

10. Reviewing, with the management, the statement of uses / application of funds raised through an issue (public issue, rights issue, preferential issue, etc.), the statement of funds utilized for purposes other than those stated in the offer document/prospectus/notice and the report submitted by the monitoring agency monitoring the utilization of proceeds of a public or rights issue, and making appropriate recommendations to the Board to take up steps in this matter.
11. Reviewing, with the management, performance of statutory and internal auditors, and adequacy of the internal control systems.
12. Reviewing the adequacy of internal audit function, if any, including the structure of the internal audit department, staffing, and seniority of the official heading the department, reporting structure coverage and frequency of internal audit.
13. Discussion with internal auditors any significant findings and follow up there on.
14. Reviewing the findings of any internal investigations by the internal auditors into matters where there is suspected fraud or irregularity or a failure of internal control systems of a material nature and reporting the matter to the board.
15. Discussion with statutory auditors before the audit commences, about the nature and scope of audit as well as post-audit discussion to ascertain any area of concern.
16. To look into the reasons for substantial defaults in the payment to the depositors, debenture holders, shareholders (in case of non-payment of declared dividends) and creditors.
17. To review the functioning of the Whistle Blower mechanism, in case if the same is existing.
18. Approval of appointment of CFO (i.e., the whole-time Finance Director or any other person heading the finance function or discharging that function) after assessing the qualifications, experience & background, etc. of the candidate.
19. Carrying out any other function as mentioned in the terms of reference of the Audit Committee.
20. Mandatorily reviews the following information:
 - Management discussion and analysis of financial condition and results of operations;
 - Statement of significant related party transactions (as defined by the audit committee), submitted by management;
 - Management letters / letters of internal control weaknesses issued by the statutory auditors;
 - Internal audit reports relating to internal control weaknesses; and
 - The appointment, removal and terms of remuneration of the Chief internal auditor shall be subject to review by the Audit Committee
21. Review the Financial Statements of its Subsidiary company, if any.
22. Review the composition of the Board of Directors of its Subsidiary company, if any.
23. Review the use/application of funds raised through an issue (public issues, right issues, preferential issues etc) on a quarterly basis as a part of the quarterly declaration of financial results. Further, review on annual basis statements prepared by the Company for funds utilized for purposes other than those stated in the offer document.

In addition, to carry out such other functions/powers as may be delegated by the Board to the Committee from time to time.

SHAREHOLDERS / INVESTORS GRIEVANCE COMMITTEE

Our Company has constituted a shareholder / investors grievance committee ("**Shareholders / Investors Grievance Committee**") to redress the complaints of the shareholders. The Shareholders/Investors Grievance Committee was constituted vide resolution passed at the meeting of the Board of Directors held on 20th March,

2014. The committee currently comprises of three (3) Directors. Mr. Rajesh Kumar Singhania is the Chairman of the Shareholders/ Investors Grievance committee.

No.	Name of the Director	Status	Nature of Directorship
1.	Mr. Rajesh Kumar Singhania	Chairman	Independent Director
2.	Mr. Surendra Kumar Sethia	Member	Independent Director
3.	Ms. Rashmi Saraf	Member	Non-Independent Director

Role of shareholders/investors grievance committee

The Shareholders / Investors Grievance Committee of our Board look into:

- The redressal of investors complaints viz. non-receipt of annual report, dividend payments etc.
- Matters related to share transfer, issue of duplicate share certificate, dematerializations.
- Also delegates powers to the executives of our Company to process transfers etc.

The status on various complaints received / replied is reported to the Board of Directors as an Agenda item.

REMUNERATION COMMITTEE

Our Company has constituted a remuneration committee ("**Remuneration Committee**"). The Remuneration Committee was constituted vide resolution passed at the meeting of the Board of Directors held on 20th March, 2014. The committee currently comprises of three (3) Directors Mr. Mr. Surendra Kumar Sethia is the Chairman of the remuneration committee.

No.	Name of the Director	Status	Nature of Directorship
1.	Mr. Surendra Kumar Sethia	Chairman	Independent Director
2.	Mr. Rajesh Kumar Singhania	Member	Independent Director
3.	Ms. Rashmi Saraf	Member	Non-Independent Director

The terms of reference of the remuneration committee are as follows:

- The remuneration committee recommends to the board the compensation terms of the executive directors.
- Framing and implementing on behalf of the Board and on behalf of the shareholders, a credible and transparent policy on remuneration of executive directors including ESOP, Pension Rights and any compensation payment.
- Considering approving and recommending to the Board the changes in designation and increase in salary of the executive directors.
- Ensuring the remuneration policy is good enough to attract, retain and motivate directors.
- Bringing about objectivity in deeming the remuneration package while striking a balance between the interest of the Company and the shareholders.

Policy on Disclosures and Internal Procedure for Prevention of Insider Trading

Our Company undertakes to comply with the provisions of the SEBI (Prohibition of Insider Trading) Regulations, 1992 after listing of our Company's shares on the Stock Exchange. Our Company Secretary and Compliance Officer, Ms. Hardika Pancholi is responsible for setting forth policies, procedures, monitoring and adhering to the rules for the prevention of dissemination of price sensitive information and the implementation of the code of conduct under the overall supervision of the Board.

SHAREHOLDING DETAILS OF THE DIRECTORS IN OUR COMPANY

As per the Articles of Association of our Company, a Director is not required to hold any qualification shares. The following table details the shareholding of our Directors as on the date of this Prospectus:

Name of the Director	No. of Equity Shares	Pre-Issue percentage Shareholding
Sachet Saraf	250800	8.96
Rashmi Saraf	4800	0.17

INTEREST OF DIRECTORS

All the Directors of our Company may be deemed to be interested to the extent of sitting fees and/or other remuneration if any, payable to them for attending meetings of the Board or a committee thereof as well as to the extent of reimbursement of expenses if any payable to them under the Articles of Association. All the Directors may also be deemed to be interested in the Equity Shares of our Company, if any, held by them, their relatives or by the companies or firms or trusts in which they are interested as directors / members / partners or that may be subscribed for and allotted to them, out of the present Issue and also to the extent of any dividend payable to them and other distributions in respect of the said Equity Shares.

All the Directors may be deemed to be interested in the contracts, agreements/arrangements entered into or to be entered into by our Company with any other company in which they have direct /indirect interest or any partnership firm in which they are partners.

Our Directors may also be regarded interested to the extent of dividend payable to them and other distributions in respect of the Equity Shares, if any, held by them or by the companies / firms / ventures promoted by them or that may be subscribed by or allotted to them and the companies, firms, in which they are interested as Directors, members, partners and Promoters, pursuant to this Issue.

PROPERTY INTEREST

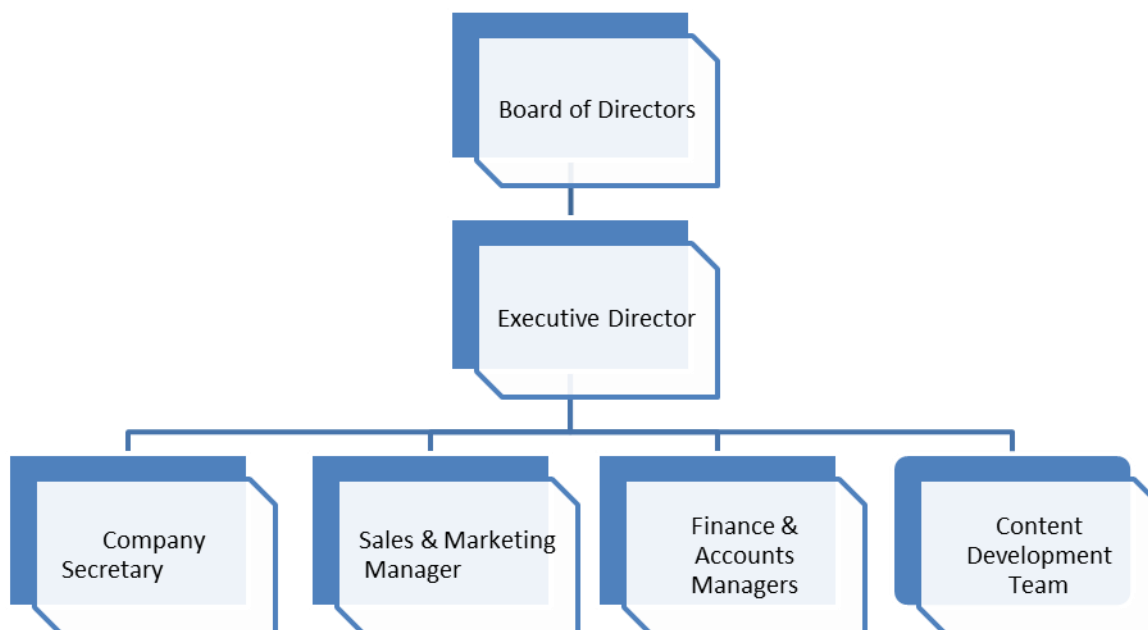
Our Company has not entered into any contract, agreements or arrangement during the preceding two (2) years from the date of this Prospectus in which the Directors are interested directly or indirectly and no payments have been made to them in respect of these contracts, agreements or arrangements or are proposed to be made to them except the fact that we have entered in to an agreement dated 25th July, 2012 with one of our Promoter Group Entity i.e. M/s/ Daga Pictures Limited for lease of office situated at 3, CR Avenue, Kolkata-700073 starting from 1st August, 2012 till 31st July, 2015 for a monthly rental of Rs. 10,000/-.

CHANGES IN OUR BOARD OF DIRECTORS DURING THE LAST THREE (3) YEARS

The changes in the Directors during last three (3) years are as follows:

Name	Date of appointment	Date of cessation	Reason
Ms. Sangita Shaw	03/06/2013	03/06/2013	Appointment & Resignation
Mr. Vineet Kedia	-	03/06/2013	Resignation due to preoccupation
Mr. Ranadhir De	19/01/2011	21/01/2011	Appointment & Resignation
Mr. Sachet Saraf	19/01/2011		Appointment
Mr. Ankit Jain	-	23/03/2011	Resignation due to preoccupation
Mr. Paresh Kumar Mahala	-	23/03/2011	Resignation due to preoccupation
Mr. Debasis Pal	-	23/03/2011	Resignation due to preoccupation

ORGANISATION STRUCTURE



KEY MANAGERIAL PERSONNEL

Our Company is managed by its Board of Directors, assisted by qualified professionals, in the respective field of administration / finance / distribution / marketing and corporate laws.

The following key personnel assist the management of our Company:

Name	Date of Joining	Designation	Functional Responsibilities	Qualification
Mr. Sachet Saraf	01.04.2011	Managing Director	Accounting, Finance controls and management of cash flows	B.Com
Ms. Swati Ganguly	03.06.2011	General Manager	Production & distribution of feature films, set up budgets & business development plan	B.Sc.
Mr. Rajib Chowdhury	07.05.2012	Head-Production & Distribution	Responsible for production & distribution of movies, co-ordination of shooting	M.B.A.
Ms. Hardika Pancholi	10.03.2014	Company Secretary & Compliance Officer	Drafting of agreements, drafting of resolutions, preparation of minutes & compliance of the provisions of the Companies Act.	ACS

BRIEF PROFILE OF KEY MANAGERIAL PERSONNEL

Mr. Sachet Saraf, aged 42 years, is the Promoter & Managing Director of our Company. He is commerce graduate. He has more than 10 years of experience in Film and Media Sector. On a day-to-day basis, he administers and looks after the entire accounts, finance and marketing network of the company, along with giving strategic vision to the company. He has been on the Board of our Company since January, 2011.

Ms. Swati Ganguly is General Manager of our Company. She is a graduate in science and she is associated with our Company from June, 2011. Her scope of work and responsibilities includes co-ordination the production of movies, roping the best talent in industry, managing team for production and distribution process, selection of story, script, director, music director, cast, crew location etc, developing & maintaining relations with various actors, exhibitors, clients etc. in industry, set-up budget and business development plan.

Mr. Rajib Chowdhury, is General Manager of our Company. He is a Masters in business administration. He is associated with our Company from May, 2012. His scope of work and responsibilities includes distribution & marketing of movies undertaken by Company, liaison with producers to select technical team, co-ordination with line producer for outdoor shooting, ensuing safety measures for shooting, setting & implementing movie wise distribution budgets and plan, post production process, marketing plan & budget.

Ms. Hardika Pancholi is Company Secretary & Compliance Officer of our Company. She is a graduate in commerce and an associate member of Institute of Companies Secretaries of India. She is associated with our Company from March, 2014. Her scope of work and responsibilities includes vetting of agreements, preparation of minutes, drafting of resolutions, preparation and updating of various statutory registers, and compliance with the provisions of Companies Act.

FAMILY RELATIONSHIP BETWEEN KEY MANAGERIAL PERSONNEL

As on date, none of the key managerial persons is having family relation with each other.

SHAREHOLDING OF THE KEY MANAGERIAL PERSONNEL

As on date, none of the key managerial persons are holding Equity Shares of our Company except Mr. Sachet Saraf is holding 2,50,800 Equity Shares comprising 8.96 % of Pre Issue Capital.

BONUS OR PROFIT SHARING PLAN FOR THE KEY MANAGERIAL PERSONNEL

There is no profit sharing plan for the Key Managerial Personnel. Our Company makes bonus payments to the employees based on their performances, which is as per their terms of appointment.

LOANS TO KEY MANAGERIAL PERSONNEL

There are no loans outstanding against Key Managerial Personnel as on date.

CHANGES IN KEY MANAGERIAL PERSONNEL OF OUR COMPANY DURING THE LAST THREE (3) YEARS

No changes in the Key Managerial Personnel of the Issuer during the last three (3) years.

EMPLOYEES STOCK OPTION SCHEME

Our Company does not have any Employee Stock Option Scheme/ Employee Stock Purchase Scheme as on the date of filing of this Prospectus.

PAYMENT OR BENEFIT TO OUR OFFICERS

Except for the payment of normal remuneration for the services rendered in their capacity as employees of our Company, no other amount or benefit has been paid or given within the two (2) preceding years or intended to be paid or given to any of them.

OUR PROMOTERS

The Promoters of our Company are:

1. Mr. Sachet Saraf
2. Ms. Rashmi Saraf
3. M/s. Encash Securities Limited

DETAILS OF OUR PROMOTERS ARE AS UNDER

1. Mr. Sachet Saraf

	Mr. Sachet Saraf , aged 42 years, is the Promoter & Managing Director of our Company. He is commerce graduate. He has more than 10 years of experience in Film and Media Sector. On a day-to-day basis, he administers and looks after the entire accounts, finance and marketing network of the company, along with giving strategic vision to the company. He has been on the Board of our Company since January, 2011. For further details relating to Mr. Sachet Saraf, including address and other directorships, see the section titled “Our Management” on page 80 of Prospectus.
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Identification

Name	Mr. Sachet Saraf
Permanent Account Number	ALRPS7030C
Passport No.	F9038557
Voter ID	DKN4955274
Driving License	N.A.
Bank Account Details	100001715511 IndusInd Bank

2. Ms. Rashmi Saraf

	Ms. Rashmi Saraf , aged 40 years, is a Non -Executive Non Independent Director of our Company. She is graduate and has 8 Years of experience in the field of business and industry. She is associated with general planning & management of day to day affairs of this company. She has been on the Board of our Company since January, 2011. For further details relating to Ms. Rashmi Saraf, including address and other directorships, see the section titled “Our Management” on page 80 of Prospectus.
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Identification

Name	Ms. Rashmi Saraf
Permanent Account Number	ADXPG1667R
Passport No.	F7705468
Voter ID	DKN495582
Driving License	N.A.
Bank Account Details	100001715528 IndusInd Bank

3. M/s. Encash Securities Limited (ESL)

M/s. Encash Securities Limited was incorporated on 17th October, 2007 under the Companies Act, 1956 and registered with the Registrar of Companies, Kolkata. The Corporate Identification Number of our Company is U51909WB2007PLC119840. The registered office is situated at 9, Lal Bazar Street, 3rd Floor, Block-B, Kolkata-700001. On 9th June, 2009 ESL registered with NSE as Trading Member and on 3rd May, 2011 registered with BSE as

Trading Member. ESL holds 10,00,896 Equity Shares of our Company, which constitutes 35.77% of Pre Issue paid up Capital and the Post issue shareholding will be 25.69%.

Identification

Name	Encash Securities Limited
Permanent Account Number	AADCR8387D
Passport No.	N.A.
Voter ID	N.A.
Driving License	N.A.
Bank Account Details	IndusInd Bank 200001948213

The main Objects of Encash Securities Limited are as follows:

To carry on the business as shares and stock brokers, and brokers for subscribing and to and for the sale and purchase of securities, stock, shares, debentures, debenture stock, bonds, units or certificate of mutual fund, depositories, savings, certificates, commercial paper, government, securities or other financial instruments, or obligations of any body-corporate, authority whether Central State or Local undertaking, whether public or private and provisional documents relating thereto, to deal in stock future options, to act as manager to the issue of any securities aforesaid and to promote the formation and mobilization of capital and to subscriber become a member of any one or more stock exchanges, whether in India or outside subsidise and corporate with any other association whether incorporated or not, whose objects are altogether communicate to such association such information as may be likely to forward the objects of the company.

Board Of Directors of Encash Securities Limited as on the date of this Prospectus is as follows:

- Ms. Rashmi Saraf
- Mr. Pankaj Saraf
- Ms. Suman Saraf

Shareholding Pattern:

As on date of filing, the shareholding pattern of Encash Securities Limited as follows :

Sr. No.	Name of Shareholder	No. of shares
1	Sachet Saraf	440000
2	Sushil Kr Gupta	5000
3	Sachet Saraf & Sons HUF	5000
4	Suman Saraf	51980
5	Kashi Nath Saraf	4000
6	Anil Kumar Bhandawat	2310
7	Rashmi Saraf	431310
TOTAL		939600

Audit Financial Information of Encash Securities Limited

(Rs. In Lacs)

Particulars	FY 2013	FY 2012	FY 2011
Equity Share Capital	93.96	93.96	93.96
Reserves & Surplus	839.27	838.56	837.86
Net Worth	933.23	932.52	931.82
Revenue	47.72	344.43	1254.94
Profit / (Loss) after Tax	0.71	0.85	(1.57)

Other Information

The Equity Shares of Encash Securities Limited are not listed on any stock exchanges. No action has been taken against the company by any Stock Exchange or SEBI. ESL is not sick company within the meaning of Sick Industrial Companies (Special Provisions) Act, 1985 and is not under the Board for Industrial and Financial Reconstruction.

OTHER UNDERTAKINGS AND CONFIRMATIONS

Our Company undertakes that the details of Permanent Account Number, bank account number and passport number of the Promoters will be submitted to the SME platform of BSE Exchange, where the securities of our Company are proposed to be listed at the time of submission of Prospectus.

COMMON PURSUITS OF OUR PROMOTERS

Our Promoters do not have any common pursuits and not engaged in the business similar to those carried out by our Company.

INTEREST OF THE PROMOTERS

Interest in the promotion of our Company

Our Promoters may be deemed to be interested in the promotion of the Issuer to the extent of the Equity Shares held by themselves as well as their relative and also to the extent of any dividend payable to them and other distributions in respect of the aforesaid Equity Shares. Further, our Promoters may also be interested to the extent of Equity Shares held by or that may be subscribed by and allotted to companies and firms in whom either of them is interested as a director, member or partner. In addition, our Promoters, being Director and Managing Director, may be deemed to be interested to the extent of fees, if any, payable for attending meetings of the Board or a committee thereof as well as to the extent of remuneration and reimbursement of expenses, if any, payable under our Articles of Association and to the extent of remuneration, if any, paid for services rendered as an officer or employee of our Company as stated in section titled “*Our Management*” on page 80 of this prospectus.

Interest in the property of our Company

Our Promoters do not have any interest in any property acquired by or proposed to be acquired by our Company since incorporation.

Interest as Member of our Company

As on the date of this Prospectus, our Promoters together hold 12,56,496 Equity Shares of our Company and is therefore interested to the extent of their shareholding and the dividend declared, if any, by our Company. Except to the extent of shareholding of the Promoters in our Company and benefits as provided in the section titled ‘*Terms of appointment and compensation of our Directors*’ on page 82, our Promoters does not hold any other interest in our Company.

Also see “Our Management-Interest of Directors” on page 86 of Prospectus.

PAYMENT AMOUNTS OR BENEFIT TO OUR PROMOTERS DURING THE LAST TWO YEARS

No payment has been made or benefit given to our Promoters in the two years preceding the date of the Prospectus except as mentioned / referred to in this chapter and in the section titled ‘Our Management’, ‘Financial Information’ and ‘Capital Structure’ on page nos. 80, 106 and 33 respectively of this Prospectus. Further as on the date of the Prospectus, there is no bonus or profit sharing plan for our Promoters.

CONFIRMATIONS

For details on litigations and disputes pending against the Promoters and defaults made by them, please refer to the section titled “*Outstanding Litigation and Material Developments*” on page 125 of the Promoters. Our

Promoters have not been declared a willful defaulter by the RBI or any other governmental authority and there are no violations of securities laws committed by our Promoters in the past or are pending against them.

RELATED PARTY TRANSACTIONS

Except as disclosed in the section titled “*Related Party Transactions*” beginning on page 104, our Company has not entered into any related party transactions with our Promoters.

OUR PROMOTER GROUP / GROUP COMPANIES / ENTITIES

PROMOTER GROUP INDIVIDUALS

The following natural persons (being the immediate relative of our Promoter) form part of our Promoter Group:

Relatives of Promoters:

Relationship	Mr. Sachet Saraf	Ms. Rashmi Saraf
Spouse	Rashmi Saraf	Sachet Saraf
Father	Kashi Nath Saraf	Sushil Kumar Gupta
Mother	Shakuntala Saraf	Kanta Gupta
Brother	Pankaj Saraf	Anjani Kumar Gupta
Sister	Suchi Singhania Sarika Agarwal	Reeti Keshan
Son	Vishesh Saraf	Vishesh Saraf
Daughter	Vansika Saraf	Vansika Saraf

PROMOTER GROUP COMPANIES AND ENTITIES

As specified in clause 2 (zb) of the SEBI Regulation, the companies, that form part of our Promoter Group are as follows:

LISTED COMPANIES WITHIN OUR PROMOTER GROUP

There is no listed Company in our Promoter Group

UNLISTED COMPANIES WITHIN OUR PROMOTER GROUP

The following unlisted companies are within our promoter group:

DETAILS OF UNLISTED COMPANIES WITHIN OUR PROMOTER GROUP

1. M/S. ENCASH SECURITIES LIMITED

For details of Encash Securities Limited, please refer page 89 of section titled "Our Promoters" in Prospectus.

2. M/S. ADMIRE TRADELINK PRIVATE LIMITED

Date of Incorporation	19 th March, 2008
CIN	U51909WB2008PTC124330
Registered Office	9, Lal Bazar Street, 3rd Floor, Kolkata-700001
Nature of Activities	Investment into immovable properties etc.

Board of Directors:

Name	Designation
Rashmi Saraf	Director
Pankaj Saraf	Director

Financial Performance

The brief financials of M/s. Admire Tradelink Private Limited for the last three (3) years based on audited financial statements are as under:

(Rs. in Lacs except per share data)

Particulars	FY 2013	FY 2012	FY 2011
Equity Share Capital	1.41	1.41	1.33
Reserves	103.62	103.66	15.97
Net Worth	105.00	104.96	17.27
Sales & Other Income	-	0.11	0.12
Profit After Tax	(0.04)	(0.12)	(0.03)

Shareholding Pattern:

As on date of filing, the shareholding pattern of M/s. Admire Tradelink Private Limited is as follows:

Sr. No.	Name of Shareholder	No. of shares
1	Pankaj Saraf	50
2	Rashmi Saraf	5000
3	Vineet Kumar Kedia	200
4	Shilpi Bhandawat	100
5	Encash Securities Ltd	7950
6	Aromatic Tie Up Pvt Ltd	450
7	Expert Dealers Pvt Ltd	429
TOTAL		14179

M/s. Admire Tradelink Private Limited is an unlisted Company and is neither a sick company within the meaning of the Sick Industrial Companies (Special Provisions) Act, 1985 nor is under winding up.

3. M/S. VIGNESH FILMS PRIVATE LIMITED

Date of Incorporation	14 th July, 2011
CIN	U92100WB2011PTC164930
Registered Office	9, Lal Bazar Street, 3rd Floor, Kolkata-700001
Nature of Activities	Acquisition of film rights

Board of Directors:

Name	Designation
Sachet Saraf	Director
Rashmi Saraf	Director
Pankaj Saraf	Director

Financial Performance

The brief financials of M/s. Vignesh Films Private Limited for the last three (3) years based on audited financial statements are as under:

(Rs. in Lacs except per share data)

Particulars	FY 2013	FY 2012	FY 2011
Equity Share Capital	1.00	1.00	-
Reserves	(0.25)	(0.12)	-
Net Worth	0.62	0.76	-
Sales & Other Income	-	-	-
Profit After Tax	(0.13)	(0.12)	-

Shareholding Pattern:

As on date of filing, the shareholding pattern of M/s. Vignesh Films Private Limited is as follows:

Sr. No.	Name of Shareholder	No. of shares
1	Sachet Saraf	5000
2	Rakesh Singh	5000
TOTAL		10000

M/s. Vignesh Films Private Limited is an unlisted Company and is neither a sick company within the meaning of the Sick Industrial Companies (Special Provisions) Act, 1985 nor is under winding up.

4. M/S. VANSHIKA SECURITIES LIMITED

Date of Incorporation	30 th May, 2005
CIN	U67120WB2005PLC103442
Registered Office	9, Lal Bazar Street, Mercantile Building, 3 rd Floor, Kolkata-700001
Nature of Activities	Share Trading

Board of Directors:

Name	Designation
Sachet Saraf	Director
Rashmi Saraf	Director
Pankaj Saraf	Director

Financial Performance

The brief financials of M/s. Vanshika Securities Limited for the last three (3) years based on audited financial statements are as under:

(Rs. in Lacs except per share data)

Particulars	FY 2013	FY 2012	FY 2011
Equity Share Capital	5.00	5.00	5.00
Reserves	(1.24)	(1.15)	(1.13)
Net Worth	3.67	3.82	3.76
Sales & Other Income	-	0.23	0.29
Profit After Tax	(0.09)	(0.02)	(0.11)

Shareholding Pattern:

As on date of filing, the shareholding pattern of M/s. Vanshika Securities Limited is as follows:

Sr. No.	Name of Shareholder	No. of shares
1	Sachet Saraf	30000
2	Pankaj Saraf	5000
3	Rashmi Saraf	5000
4	Bimal Kumar Jain	2500
5	Pradeep Sultania	2500
6	Kashi Nath Saraf	2500
7	Shakuntala Saraf	2500
TOTAL		50000

M/s. Vanshika Securities Limited is an unlisted Company and is neither a sick company within the meaning of the Sick Industrial Companies (Special Provisions) Act, 1985 nor is under winding up.

5. M/S. ZOMBIE SUPPLIERS PRIVATE LIMITED

Date of Incorporation	26 th April, 2012
CIN	U51909WB2012PTC181038
Registered Office	9/12, Lal Bazar Street, Kolkata-700001
Nature of Activities	Share Trading

Board of Directors:

Name	Designation
Suman Saraf	Director
Rashmi Saraf	Director
Pankaj Saraf	Director

Financial Performance

The brief financials of M/s. Zombie Suppliers Private Limited for the last three (3) years based on audited financial statements are as under:

(Rs. in Lacs except per share data)

Particulars	FY 2013	FY 2012	FY 2011
Equity Share Capital	1.00	-	-
Reserves	(0.06)	-	-
Net Worth	0.88	-	-
Sales & Other Income	-	-	-
Profit After Tax	(0.06)	-	-

Shareholding Pattern:

As on date of filing, the shareholding pattern of M/s. Zombie Suppliers Private Limited is as follows:

Sr. No.	Name of Shareholder	No. of shares
1	RASHMI SARAF	5000
2	PANKAJ SARAF	5000
TOTAL		10000

M/s. Zombie Suppliers Private Limited is an unlisted Company and is neither a sick company within the meaning of the Sick Industrial Companies (Special Provisions) Act, 1985 nor is under winding up.

6. M/S. HRIJU DEALCOM PRIVATE LIMITED

Date of Incorporation	26 th April, 2012
CIN	U51909WB2012PTC181041
Registered Office	9/12, Lal Bazar Street, 3rd Floor, Kolkata-700001
Nature of Activities	Share Trading

Board of Directors:

Name	Designation
Abhinaw Kumar Sharma	Director
Rashmi Saraf	Director
Pankaj Saraf	Director

Financial Performance

The brief financials of M/s. Hriju Dealcom Private Limited for the last three (3) years based on audited financial statements are as under:

(Rs. in Lacs except per share data)

Particulars	FY 2013	FY 2012	FY 2011
Equity Share Capital	1.00	-	-
Reserves	(0.06)	-	-
Net Worth	0.88	-	-
Sales & Other Income	-	-	-
Profit After Tax	(0.06)	-	-

Shareholding Pattern:

As on date of filing, the shareholding pattern of M/s. Hriju Dealcom Private Limited is as follows:

Sr. No.	Name of Shareholder	No. of shares
1	Rashmi Saraf	5000
2	Pankaj Saraf	5000
TOTAL		10000

M/s. Hriju Dealcom Private Limited is an unlisted Company and is neither a sick company within the meaning of the Sick Industrial Companies (Special Provisions) Act, 1985 nor is under winding up.

7. M/S. TRINITY DISTRIBUTORS PRIVATE LIMITED

Date of Incorporation	20 th March, 2008
CIN	U51909WB2008PTC124374
Registered Office	2 , Madho Kesto Sett Lane, Kolkata-700007
Nature of Activities	Investment into immovable properties

Board of Directors:

Name	Designation
Rashmi Saraf	Director
Pankaj Saraf	Director

Financial Performance

The brief financials of M/s. Trinity Distributors Private Limited for the last three (3) years based on audited financial statements are as under:

(Rs. in Lacs except per share data)

Particulars	FY 2013	FY 2012	FY 2011
Equity Share Capital	1.49	1.49	1.31
Reserves	196.34	196.40	14.99
Net Worth	197.77	197.89	16.22
Sales & Other Income	-	0.17	-
Profit After Tax	(0.06)	(0.01)	(0.07)

Shareholding Pattern:

As on date of filing, the shareholding pattern of M/s. Trinity Distributors Private Limited is as follows:

Sr. No.	Name of Shareholder	No. of shares
1	Rashmi Saraf	50
2	Sachet Saraf	10000
3	Pankaj Saraf	50

Sr. No.	Name of Shareholder	No. of shares
4	Neha Kedia	200
5	Encash Securities Ltd	3116
6	Behemoth Commosales Pvt Ltd	500
7	Aromatic Tie Up Pvt Ltd	550
8	Expert Dealers Pvt Ltd	450
TOTAL		14916

M/s. Trinity Distributors Private Limited is an unlisted Company and is neither a sick company within the meaning of the Sick Industrial Companies (Special Provisions) Act, 1985 nor is under winding up.

8. M/S. MIKETAN BARTER PRIVATE LIMITED

Date of Incorporation	18 th January, 2007
CIN	U51109WB2007PTC112667
Registered Office	9, Lal Bazar Street, 3 rd Floor, Block-A, Mercantile Building, Kolkata-700001
Nature of Activities	Investment into Immovable properties

Board of Directors:

Name	Designation
Sachet Saraf	Director
Pankaj Saraf	Director

Financial Performance

The brief financials of M/s. Miketan Barter Private Limited for the last three (3) years based on audited financial statements are as under:

(Rs. in Lacs except per share data)

Particulars	FY 2013	FY 2012	FY 2011
Equity Share Capital	1.13	1.13	1.03
Reserves	100.02	100.07	1.38
Net Worth	101.11	101.18	2.32
Sales & Other Income	-	0.12	-
Profit After Tax	(0.05)	(0.02)	(0.10)

Shareholding Pattern:

As on date of filing, the shareholding pattern of M/s. Miketan Barter Private Limited is as follows:

Sr. No.	Name of Shareholder	No. of shares
1	Sachet Saraf	5000
2	Pankaj Saraf	5000
3	Vineet Kedia	200
4	Shilpi Bhandawat	140
5	Encash Securities Ltd	988
TOTAL		11328

M/s. Miketan Barter Private Limited is an unlisted Company and is neither a sick company within the meaning of the Sick Industrial Companies (Special Provisions) Act, 1985 nor is under winding up.

9. M/S. PRIORITY TRADELINK PRIVATE LIMITED

Date of Incorporation	20 th January, 2008
CIN	U51909WB2008PTC124350
Registered Office	9, Lal Bazar Street, 3rd Floor, Kolkata-700001
Nature of Activities	Investment into immovable properties

Board of Directors:

Name	Designation
Rashmi Saraf	Director
Pankaj Saraf	Director

Financial Performance

The brief financials of M/s. Priority Tradelink Private Limited for the last three (3) years based on audited financial statements are as under:

(Rs. in Lacs except per share data)

Particulars	FY 2013	FY 2012	FY 2011
Equity Share Capital	1.44	1.44	1.31
Reserves	140.50	140.52	14.99
Net Worth	141.91	141.92	16.21
Sales & Other Income	-	0.18	-
Profit After Tax	(0.02)	(0.04)	(0.09)

Shareholding Pattern:

As on date of filing, the shareholding pattern of M/s. Priority Tradelink Private Limited is as follows:

Sr. No.	Name of Shareholder	No. of shares
1	Vineet Kumar Kedia	5000
2	Rashmi Saraf	5000
3	Encash Securities Limited	2800
4	Aromatic Tie Up Pvt. Ltd.	600
5	Expert Dealers Pvt. Ltd.	657
6	Pankaj Saraf	300
TOTAL		14357

M/s. Priority Tradelink Private Limited is an unlisted Company and is neither a sick company within the meaning of the Sick Industrial Companies (Special Provisions) Act, 1985 nor is under winding up.

10. M/S. VIRTUAL VINIMAY PRIVATE LIMITED

Date of Incorporation	20 th March, 2008
CIN	U51909WB2008PTC124369
Registered Office	9/12, Lal Bazar Street, 3rd Floor, Block-B, Kolkata-700001
Nature of Activities	Investment into immovable properties

Board of Directors:

Name	Designation
Rashmi Saraf	Director
Pankaj Saraf	Director

Financial Performance

The brief financials of M/s. Virtual Vinimay Private Limited for the last three (3) years based on audited financial statements are as under:

(Rs. in Lacs except per share data)

Particulars	FY 2013	FY 2012	FY 2011
Equity Share Capital	1.60	1.60	1.35
Reserves	271.38	271.44	17.00
Net Worth	272.93	273.03	18.35
Sales & Other Income	-	0.16	0.09
Profit After Tax	(0.05)	(0.01)	(0.01)

Shareholding Pattern:

As on date of filing, the shareholding pattern of M/s. Virtual Vinimay Private Limited is as follows:

Sr. No.	Name of Shareholder	No. of shares
1	Vineet Kumar Kedia	5000
2	Sachet Saraf	5000
3	Rashmi Saraf	200
4	Pankaj Saraf	100
5	Encash Securities Ltd	3200
6	Aromatic Tie Up Pvt Ltd	600
7	Expert Dealers Pvt Ltd	700
8	Behemoth Comosales Pvt Ltd	650
9	Trapezium Management Pvt Ltd	597
TOTAL		16047

M/s. Virtual Vinimay Private Limited is an unlisted Company and is neither a sick company within the meaning of the Sick Industrial Companies (Special Provisions) Act, 1985 nor is under winding up.

11. M/S. MARIGOLD VANIJYA PRIVATE LIMITED

Date of Incorporation	16 th January, 2008
CIN	U51109WB2008PTC121797
Registered Office	9, Lal Bazar Street, 3rd Floor, Block-A, Kolkata-700001
Nature of Activities	MCX-SX Member

Board of Directors:

Name	Designation
Sachet Saraf	Director
Nirmal Kumar Kothari	Director

Financial Performance

The brief financials of M/s. Marigold Vanijya Private Limited for the last three (3) years based on audited financial statements are as under:

(Rs. in Lacs except per share data)

Particulars	FY 2013	FY 2012	FY 2011
Equity Share Capital	43.75	43.75	43.75
Reserves	806.97	811.33	811.91
Net Worth	846.38	854.50	855.54
Sales & Other Income	24.48	36.92	34.78
Profit After Tax	(4.35)	(0.58)	(0.11)

Shareholding Pattern:

As on date of filing, the shareholding pattern of M/s. Marigold Vanijya Private Limited is as follows:

Sr. No.	Name of Shareholder	No. of shares
1	Sachet Saraf	117000
2	Nirmal Kr Kothari	73000
3	Everlike Mercantile Pvt Ltd	19500
4	Gannayak Mercantile Pvt Ltd	20500
5	Jupiter Commodeal Pvt Ltd	24500
6	Pameshwar Commercial Pvt Ltd	18500
7	Ramdoot Tradelink Pvt Ltd	21000
8	Suvidha Stock Management Pvt Ltd	18500
9	Trimudra Vyapaar Pvt Ltd	23000
10	Vidhi Vinimay Pvt Ltd	19000
11	Pankaj Saraf	22000
12	Shakuntala Saraf	17000
13	Kashinath Saraf	5000
14	Neha Kedia	7000
15	Anil Kumar Bhandawat	5000
16	Vineet Kedia	27000
TOTAL		437500

M/s. Marigold Vanijya Private Limited is an unlisted Company and is neither a sick company within the meaning of the Sick Industrial Companies (Special Provisions) Act, 1985 nor is under winding up.

12. M/S. DAGA PICTURES LIMITED

Date of Incorporation	8 th September, 1958
CIN	U92112WB1958PLC024363
Registered Office	3, Chittaranjan Avenue, Kolkata-700001
Nature of Activities	Business of Film Distribution

Board of Directors:

Name	Designation
Rashmi Saraf	Director
Pankaj Saraf	Director
Sachet Saraf	Director

Financial Performance

The brief financials of M/s. Daga Pictures Limited for the last three (3) years based on audited financial statements are as under:

(Rs. in Lacs except per share data)

Particulars	FY 2013	FY 2012	FY 2011
Equity Share Capital	5.01	5.01	5.01
Reserves	(7.99)	(7.84)	(7.68)
Net Worth	(2.98)	(2.84)	(2.68)
Sales & Other Income	1.35	1.61	1.74
Profit After Tax	(0.14)	(0.16)	(0.03)

Shareholding Pattern:

As on date of filing, the shareholding pattern of M/s. Daga Pictures Limited is as follows:

Sr. No.	Name of Shareholder	No. of shares
1	Sachet Saraf	2937
2	Rashmi Saraf	2069
TOTAL		5006

M/s. Daga Pictures Limited is an unlisted Company and is neither a sick company within the meaning of the Sick Industrial Companies (Special Provisions) Act, 1985 nor is under winding up.

13. M/S. RAMDOOT MANAGEMENT PRIVATE LIMITED

Date of Incorporation	2 nd March, 2005
CIN	U74140WB2005PTC101981
Registered Office	9, Lal Bazar Street, 3rd Floor, Block-A, Kolkata-700001
Nature of Activities	MCX Member

Board of Directors:

Name	Designation
Sachet Saraf	Director
Pankaj Saraf	Director

Financial Performance

The brief financials of M/s. Ramdoot Management Private Limited for the last three (3) years based on audited financial statements are as under:

(Rs. in Lacs except per share data)

Particulars	FY 2013	FY 2012	FY 2011
Equity Share Capital	13.20	13.20	13.20
Reserves	56.44	56.80	56.96
Net Worth	69.28	69.84	70.16
Sales & Other Income	1.24	4.12	6.98
Profit After Tax	(0.36)	(0.16)	0.09

Shareholding Pattern:

As on date of filing, the shareholding pattern of M/s. Ramdoot Management Private Limited is as follows:

Sr. No.	Name of Shareholder	No. of shares
1	Sachet Saraf	24000
2	Pankaj Saraf	22000
3	Rashmi Saraf	10000
4	Deepak Saraf	8000
5	Rohit Saraf	8000
6	Sachet Saraf & Sons Huf	7000
7	Kashi Nath Saraf	7000
8	Duli Chand Saraf	7000
9	Vineet Kedia	7000
10	Neha Kedia	7000
11	Sumit Kumar Kedia	6000
12	Anil Kumar Bhandawat	3500
13	Shilpi Bhandawat	3500
14	Sukesh Kochar	3000
15	Chandan Kumar Singh	3000
16	Biswajit Dey	3000
17	Susanta Naskar	3000
TOTAL		132000

M/s. Ramdoot Management Private Limited is an unlisted Company and is neither a sick company within the meaning of the Sick Industrial Companies (Special Provisions) Act, 1985 nor is under winding up.

COMMON PURSUITS

Two of our Promoter Group Companies i.e. M/s Vignesh Films Private Limited and M/s Daga Pictures Limited whose Main object enables them to conduct similar business to that of our Company's business.

LITIGATION/ DEFAULTS

For details relating to legal proceedings involving the Promoters and Members of the Promoter Group, see the section titled "Outstanding Litigation and Material Developments" beginning on page 125 of this Prospectus.

DISASSOCIATION WITH COMPANIES/FIRMS BY THE PROMOTERS OF OUR COMPANY DURING THE PRECEDING THREE (3) YEARS

Our Promoters have not disassociated with any of entity during the preceding three (3) years.

INTEREST OF PROMOTER GROUP COMPANIES

Our Promoter Group companies are interested parties to the extent of their shareholding in the Company, if any dividend and distributions which may be made by the Company in future and to the extent of the related party transactions disclosed in the section titled "*Related Party Transactions*" beginning on page 104 of the Prospectus.

RELATED BUSINESS TRANSACTION WITHIN THE GROUP AND SIGNIFICANCE ON FINANCIAL PERFORMANCE

There is no business transactions between our Company and the Promoter Group Companies except as stated on page 104 under section titled as "*Related Party Transactions*".

SALE OR PURCHASE BETWEEN OUR COMPANY AND OUR PROMOTER GROUP COMPANIES

There are no sales or purchases between our Company and any company in the Promoter Group exceeding 10% of the sales or purchases of our Company.

SICK COMPANIES

There are no Companies in our group listed above which have been declared as a sick company under the SICA. There are no winding up proceedings against any of Promoter Group Companies. The Promoter Group Companies do not have negative net worth. Further, no application has been made by any of them to RoC to strike off their names.

CONFIRMATION

Our Promoters and persons forming part of Promoter Group have confirmed that they have not been declared as willful defaulters by the RBI or any other governmental authority and there are no violations of securities laws committed by them in the past and no proceedings pertaining to such penalties are pending against them. Additionally, none of the Promoters and persons forming part of Promoter Group has been restrained from accessing the capital markets for any reasons by SEBI or any other authorities. None of the Promoter or Group Companies has a negative net worth as of the date of the respective last audited financial statements.

RELATED PARTY TRANSACTIONS

For details on Related Party Transactions of our Company, please refer to Annexure 14 of restated financial statement under the section titled “*Financial Information*” on page 120 of the Prospectus.

DIVIDEND POLICY

Under the Companies Act, our Company can pay dividends upon a recommendation by our Board of Directors and approval by a majority of the shareholders at the General Meeting. The shareholders of our Company have the right to decrease not to increase the amount of dividend recommended by the Board of Directors. The dividends may be paid out of profits of our Company in the year in which the dividend is declared or out of the undistributed profits or reserves of previous fiscal years or out of both. The Articles of Association of our Company also gives the discretion to our Board of Directors to declare and pay interim dividends.

There are no dividends declared by our Company since incorporation.

Our Company does not have any formal dividend policy for the Equity Shares. The declaration and payment of dividend will be recommended by our Board of Directors and approved by the shareholders of our Company at their discretion and will depend on a number of factors, including the results of operations, earnings, capital requirements and surplus, general financial conditions, applicable Indian legal restrictions and other factors considered relevant by our Board of Directors.

SECTION V - FINANCIAL INFORMATION

Financial Information of Our Company

Auditors' Report

To,
The Board of Directors,
Encash Entertainment Limited.
9, Lal Bazar Street
3rd Floor, Mercantile Building
Kolkata-700001

Dear Sirs,

We have examined the Financial Information of **Encash Entertainment Limited** (the Company') described below and annexed to this report for the purpose of inclusion in the offer document. The Financial Information has been prepared in accordance with the requirements of Companies Act ('the Act'), The Securities and Exchange Board of India (SEBI)- Issue of Capital and Disclosure Requirements Regulations, 2009 ('ICDR Regulations') notified on August 26, 2009, the Guidance Note on Reports in Company Prospectuses (Revised) issued by the Institute of Chartered Accountants of India (ICAI) and in terms of the engagement agreed upon by us with the Company.

The Financial Information has been approved by its Board of Directors and Audit Committee of Board of Directors.

Company proposes to make an Initial Public Offer (IPO) for the fresh issue of equity shares having a face value Rs 10/- each.

In terms of Schedule VIII, Clause IX (9) of the SEBI (ICDR) Regulations, 2009 and other provisions relating to accounts of Encash Entertainment Limited, we, M/s. Ramanand & Associates, Chartered Accountants, have been subjected to the peer review process of the Institute of Chartered Accountants of India (ICAI) and hold a valid certificate issued by the 'Peer Review Board' of the ICAI.

Audit for the financial year ended 31st March, 2010 was conducted by M/s. Manabendra Bhattacharyya & Co., for financial year ended 31st March, 2011 was conducted by M/s. Saral Kumar Ganguly, for financial year ended 31st March, 2012 was conducted by M/s. Mahato Prabir & Associates, for financial year ended 31st March, 2013 was conducted by M/s. C Ghatak & Co. and for financial year ended 31st March, 2014 was conducted by M/s. Jyoti K Agarwal & Associates, and accordingly reliance has been placed on the financial information examined by them for the said years. The financial report included for these years is based solely on the report submitted by them.

The Restated Financial Statements have been extracted from audited Financial Statements of the Company for the year ended March 31, 2010, 2011, 2012, 2013 and 2014 which have been approved by the Board of Directors.

A. Financial Information as per Audited Financial Statements:

We have examined:

- a. the attached Statement of Assets and Liabilities, as Restated as at year ended March 31, 2010, 2011, 2012, 2013 and 2014 (Annexure 1);
- b. the attached Statement of Profits and Losses, as Restated for the year ended March 31, 2010, 2011, 2012, 2013 and 2014 (Annexure 2);
- c. the attached Statement of Cash Flows, as Restated for the year ended March 31, 2010, 2011, 2012, 2013 and 2014 (Annexure 3);
- d. the significant accounting policies adopted by the Company and notes to the Restated Financial Statements along with adjustments on account of audit qualifications / adjustments / regroupings. (Annexure 4);

(Collectively hereinafter referred as "Restated Financial Statements")

The Restated Financial Statements have been extracted from audited Financial Statements of the Company for the year ended March 31, 2010, 2011, 2012, 2013 and 2014 which have been approved by the Board of Directors.

Based on our examination and in accordance with the requirements of the Act, ICDR Regulations, we state that:

- Restated Statement of Assets and Liabilities of the Company as at March 31, 2010, 2011, 2012, 2013 and 2014 are as set out in Annexure 1, which are after making such material adjustments and regroupings as, in our opinion are appropriate, and are to be read with the significant accounting policies and notes thereon in Annexure 4;
- Restated Statement of Profits and Losses of the Company for the year ended March 31, 2010, 2011, 2012, 2013 and 2014 are as set out in Annexure 2, which have been arrived at after making such material adjustments and regroupings to the audited financial statements as, in our opinion are appropriate, and are to be read with the significant accounting policies and notes thereon in Annexure 4;
- Restated Statement of Cash Flows of the Company for the year ended March 31 2010, 2011, 2012, 2013 and 2014 are as set out in Annexure 3 after making such material adjustments and regroupings;
- Adjustments for any material amounts in the respective financial years have been made to which they relate; and
- There are no Extra-ordinary items that need to be disclosed separately in the Restated Summary Statements or Auditor's qualification requiring adjustments.
- Adjustments in Financial Statements has been made in accordance with the correct accounting policies
- There was no change in accounting policies, which needs to be adjusted in the "Restated Financial Statements".
- There are no revaluation reserves, which need to be disclosed separately in the "Restated Financial Statements".
- There are no audit qualifications in the "Restated Financial Statements".

B. Other Financial Information:

We have also examined the following Financial Information relating to the Company, which is based on the Restated Financial Statements and approved by the Board of Directors of the Company and annexed to this report, is proposed to be included in the Offer Document:

1. Statement of Details of Reserves & Surplus as at March 31, 2010, 2011, 2012, 2013 and 2014 as set out in **Annexure 5** to this report.
2. Statement of Accounting Ratios for the year ended on March 31, 2010, 2011, 2012, 2013 and 2014 as set out in **Annexure 6** to this report.
3. Capitalization Statement as at March 31, 2014 as set out in **Annexure 7** to this report.
4. Statement of Tax Shelters for the year ended on March 31, 2010, 2011, 2012, 2013 and 2014 as set out in **Annexure 8** to this report.
5. Statement of Short Term Borrowings as at March 31, 2010, 2011, 2012, 2013 and 2014 as set out in **Annexure 9** to this report.
6. Statement of Long Term Borrowings as at March 31, 2010, 2011, 2012, 2013 and 2014 as set out in **Annexure 10** to this report.
7. Statement of Details of Trade Receivables as at March 31, 2010, 2011, 2012, 2013 and 2014 as set out in **Annexure 11** to this report.
8. Statement of Details of Short Term Loans and Advances as at March 31, 2010, 2011, 2012, 2013 and 2014 as set out in **Annexure 12** to this report.
9. Statement of Details of Non-Current Investments as at March 31, 2010, 2011, 2012, 2013 and 2014 as set out in **Annexure 13** to this report

10. Statement of Details of Related Party Transactions as at March 31, 2010, 2011, 2012, 2013 and 2014 as set out in **Annexure 14** to this report.

In our opinion, the "Restated Financial Statements" and "Other Financial Information" mentioned above contained in Annexure 1 to 14 of this report have been prepared in accordance with Part II of Schedule II to the Act, the SEBI Guidelines and the Guidance Note on the reports in Company Prospectuses (Revised) issued by the Institute of Chartered Accountants of India (ICAI).

Consequently the financial information has been prepared after making such regroupings and adjustments as were, in our opinion, considered appropriate to comply with the same. As result of these regroupings and adjustments, the amount reported in the financial information may not necessarily be same as those appearing in the respective audited financial statements for the relevant years.

This report should not in any way be construed as a reissuance or redating of the previous audit report, nor should this be construed as a new opinion on any of the financial statements referred to herein.

We have no responsibility to update our report for events and circumstances occurring after the date of the report.

This report is intended solely for your information and for inclusion in the Offer Document in connection with the proposed IPO of the Company and is not to be used, referred to or distributed for any other purpose without our prior written consent.

For Ramanand & Associates.
Chartered Accountants
Firm Registration No.-117776W

Ramanand Gupta
Partner
Membership No. 103975

Place: Mumbai
Date: 30th July, 2014

ANNEXURE-01

STATEMENT OF ASSETS AND LIABILITIES, AS RESTATED

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
Equity & Liabilities					
Shareholders' Funds					
Share Capital	279.85	4.22	4.22	3.41	3.41
Reserve & Surplus	262.22	198.72	197.66	117.85	117.95
Total (A)	542.07	202.94	201.88	121.26	121.36
Non-Current Liabilities					
Long Term Borrowings	0.75	2.78	-	-	-
Deferred Tax Liabilities / (Assets)	0.22	0.30	-	-	-
Total (B)	0.97	3.08	-	-	-
Current Liabilities					
Short Term Borrowings	101.10	46.06	-	-	-
Trade Payables	42.41	78.80	8.57	-	-
Current Liabilities for Expenses	-	-	0.25	0.03	0.02
Other Current Liabilities	4.67	1.89	-	58.40	61.00
Short Term Provisions	-	0.22	0.05	-	-
Total (C)	148.18	126.97	8.87	58.43	61.02
Total (D=A+B+C)	691.22	332.99	210.75	179.69	182.38
Assets					
Fixed Assets:					
Tangible Assets	13.48	15.68	-	-	-
Non-Current Investments	233.98	112.78	104.43	172.24	176.50
Preliminary Expenses (To the extent not written off)	0.07	0.13	0.20	0.04	0.05
Total (E)	247.53	128.59	104.63	172.28	176.55
Current Assets					
Trade Receivables	191.89	45.04	17.72	-	-
Inventories / Films in Process	184.37	155.98	84.75	1.86	-
Cash & Bank Balances	61.66	2.81	3.08	5.55	0.83
Short Term Loans & Advances	5.77	0.57	0.57	-	5.00
Total (F)	443.69	204.40	106.12	7.41	5.83
Total (G=E+F)	691.22	332.99	210.75	179.69	182.38

ANNEXURE-02

STATEMENT OF PROFIT AND LOSS, AS RESTATED

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
Income					
Income from Media & Entertainment Activities	109.15	-	-	-	-
Sales of Dress material / Fashion Designing	101.59	98.10	75.05		
Other Income	-	-	5.71	0.48	-
Total	210.74	98.10	80.76	0.48	-
Expenditure					
Purchases / Operative Cost	185.28	66.95	73.55	-	-
Employees Benefit Expenses	22.78	20.59	4.55	-	-
Administrative, Selling & Other Expenses	7.67	5.58	2.44	0.56	0.06
Total	215.73	93.12	80.54	0.56	0.06
Profit before Depreciation, Interest and Tax	(4.99)	4.98	0.22	(0.08)	(0.06)
Depreciation & Amortisation Expenses	3.48	3.05	0.06	0.02	0.02
Profit before Interest & Tax	(8.47)	1.93	0.16	(0.10)	(0.08)
Finance Cost	2.59	0.40	-	-	-
Net Profit before Tax	(11.06)	1.53	0.16	(0.10)	(0.08)
Less: Provision for Taxes:					
Current Tax	0.25	0.17	0.05	-	-
Deferred Tax	(0.08)	0.30	-	-	-
Net Profit After Tax & Before Extraordinary Items	(11.23)	1.06	0.11	(0.10)	(0.08)
Extra Ordinary Items (Net of Tax)	-	-	-	-	-
Net Profit	(11.23)	1.06	0.11	(0.10)	(0.08)

ANNEXURE-03

STATEMENT OF CASH FLOW, AS RESTATED

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
CASH FLOW FROM OPERATING ACTIVITIES					
Net profit before taxes	(11.06)	1.53	0.16	(0.10)	(0.08)
Adjustment for:					
Add: Depreciation & Amortisation Expenses	3.48	3.05	0.06	0.02	0.02
Operating Profit before Working capital changes	(7.58)	4.58	0.22	(0.08)	(0.06)
Adjustments for:					
Decrease (Increase) in Trade Receivables	(146.85)	(27.32)	(17.72)	-	-
Decrease (Increase) in Inventories	(28.39)	(71.23)	(82.89)	(1.86)	-
Decrease (Increase) in Short Term Loans & Advances	(5.20)	-	(0.57)	5.00	(3.00)
Increase (Decrease) in Trade Payables	(36.39)	70.23	8.57	-	-
Increase (Decrease) in Current Liabilities for Expenses	-	(0.25)	0.22	0.01	0.02
Increase (Decrease) in Other Current Liabilities	2.78	1.89	(58.40)	(2.60)	60.99
Income Tax Refund / (Paid)	(0.47)				
Net Changes in Working Capital	(214.52)	(26.68)	(150.79)	0.55	58.01
Net Cash Flow from Operating Activities (A)	(222.10)	(22.10)	(150.57)	0.47	57.95
CASH FLOW FROM INVESTING ACTIVITIES					
Sale /(Purchase) of Fixed Assets	(1.22)	(18.67)	-	-	-
Sale /(Purchase) of Non Current Investments	(121.20)	(8.35)	67.81	4.26	(58.00)
Net Cash Flow from Investing Activities (B)	(122.42)	(27.02)	67.81	4.26	(58.00)
CASH FLOW FROM FINANCING ACTIVITIES					
Issue of share capital	356.17	-	80.50	-	-
Preliminary Expenses Incurred	(5.80)	-	(0.22)	-	-
Increase (Decrease) in Short Term Borrowings	55.04	46.06	-	-	-
Increase / (Repayment) of Long Term Borrowings	(2.03)	2.78	-	-	-
Net Cash Flow from Financing Activities (C)	403.38	48.84	80.28	-	-
Net Increase / (Decrease) in Cash & Cash Equivalents	58.86	(0.28)	(2.48)	4.73	(0.05)
Cash and cash equivalents at the beginning of the year / Period	2.80	3.08	5.56	0.83	0.88
Cash and cash equivalents at the end of the year/ Period	61.66	2.80	3.08	5.56	0.83

SIGNIFICANT ACCOUNTING POLICIES AND NOTES ON ACCOUNT FOR PREPARATION OF RESTATED FINANCIAL STATEMENT

A. SIGNIFICANT ACCOUNTING POLICIES:

1. Basis of Preparation of Financial Statements

The Restated Financial Statements have been prepared under Historical Cost conventions and on accrual basis in accordance with the Generally Accepted Accounting Principles ('GAAP') applicable in India, Companies (Accounting Standard) Rules, 2006 notified by Ministry of Company Affairs and Accounting Standards issued by the Institute of Chartered Accountants of India as applicable and relevant provisions of the Companies Act, 1956 and Companies Act, 2013 (to the extent notified), as adopted consistently by the Company.

2. Use of Estimates

The preparation of Financial Statements in conformity with generally accepted accounting principles requires estimates and assumptions to be made, that affects the reported amounts of assets and liabilities on the date of the Financial Statements and the reported amounts of revenue and expenses during the reporting period. Differences between the actual results and estimates are recognized in the period in which the results are known / materialized.

3. Fixed Assets

Fixed Assets are capitalized at cost inclusive of erection expenses & other incidental expenses in connection with the acquisition of assets, net of VAT, if any, less accumulated depreciation. Financing costs relating to acquisition of fixed assets are also included to the extent they relate to the period till such assets are ready to be put to use.

4. Depreciation / Amortization

Depreciation on fixed assets is provided on Written Down Value Method (WDV) at the rates and in the manner prescribed in the Companies Act. In respect of additions made or asset sold / discarded during the year pro-rata Depreciation has been provided.

5. Revenue Recognition

Sales (Including Programs, Film Rights, Merchandise) has been recognized, when the significant risk and reward have been transferred to Customers. Revenue from Service is recognized on completion of service.

6. Investment

Investments that are readily realizable and intended to be held for not more than a year are classified as "Current Investments". All other Investments are classified as Long Term Investments. Current Investments are carried at lower of cost or Market / Fair Value determined on an individual investment basis. Long Term investments are valued at cost. Provision for diminution in the value of long-term investment is made only if such decline is other than temporary in nature.

7. Borrowing Costs

Borrowing costs that are attributable to the acquisition or construction of qualifying assets are capitalized as part of the cost of such assets. A qualifying asset is one that takes necessarily substantial period of time to get ready for its intended use. All other borrowing costs are charged to revenue.

8. Taxation

Tax expenses for the year comprise of current tax and deferred tax. Current tax is measured after taking into consideration the deductions and exemptions admissible under the provision of Income Tax Act, 1961.

Deferred Tax assets or liabilities are recognized for further tax consequence attributable to timing difference between taxable income and accounting income that are measured at relevant enacted tax rates and in accordance with Accounting Standard 22 on "Accounting for Taxes on Income", issued by ICAI. At each Balance Sheet date the Company reassesses unrecognized deferred tax assets, to the extent they become reasonably

certain or virtually certain of realization, as the case may be. No Tax whether current or deferred has been charged on exempted incomes.

9. Leases

Finance Lease

Leases which effectively transfer to the Company all risks and benefits incidental to ownership of the leased item are classified as Finance Lease. Lease rentals are capitalized at the lower of the fair value and present value of the minimum lease payments at the inception of the lease term and disclosed as leased assets. Lease payments are apportioned between the finance charges and reduction of the lease liability based on the implicit rate of return.

Operating Lease

Lease where the lesser effectively retains substantially all risks and benefits of the asset are classified as Operating lease. Operating lease payments are recognized as an expense in the Profit & Loss account on a Straight Line Basis over the Lease term.

10. Impairment of Assets

As on Balance Sheet date, the Company reviews the carrying amount of Fixed Assets to determine whether there are any indications that those assets have suffered "Impairment Loss". Impairment loss, if any, is provided to the extent, the carrying amount of assets exceeds their recoverable amount. Recoverable amount is higher of an asset's net selling price and its value in use. Value in use is the present value of estimated future cash flows expected to arise from continuing use of an asset and from its disposal at the end of its useful life.

11. Foreign Exchange Transactions

Initial Recognition:

Foreign currency transactions are recorded in the reporting currency, by applying to the foreign currency amount the exchange rate between the reporting currency and the foreign currency at the date of transaction.

Conversion:

All Loans and deferred credits repayable in foreign currency and outstanding at the close of year are expressed in Indian Currency at the date prevailing at the balance sheet date.

Exchange Difference:

Exchange difference arising on the settlement of monetary items or on reporting of such monetary items at rates different from those at which they are initially recorded during the year, or reported in previous financial statements, are recognized as income or expenses in the year in which they arise.

12. Earnings per Share

In determining the Earnings Per share, the company considers the net profit after tax which includes any post tax effect of any extraordinary / exceptional item. The number of shares used in computing basic earnings per share is the weighted average number of shares outstanding during the period.

The number of shares used in computing Diluted earnings per share comprises the weighted average number of shares considered for computing Basic Earnings per share and also the weighted number of equity shares that would have been issued on conversion of all potentially dilutive shares.

In the event of issue of bonus shares, or share split the number of equity shares outstanding is increased without an increase in the resources. The number of Equity shares outstanding before the event is adjusted for the proportionate change in the number of equity shares outstanding as if the event had occurred at the beginning of the earliest period reported.

13. Contingent Liabilities & Provisions

Provisions are recognized only when there is a present obligation as a result of past events and when a reliable estimate of the amount of obligation can be made.

Contingent Liability is disclosed for

- a) Possible obligation which will be confirmed only by future events not wholly within the control of the Company or
- b) Present obligations arising from the past events where it is not probable that an outflow of resources will be required to settle the obligation or a reliable estimate of the amount of the obligation cannot be made.
- c) Contingent Assets are not recognized in the financial statements since this may result in the recognition of income that may never be realized.

B. CHANGES IN ACCOUNTING POLICIES IN THE YEARS/PERIODS COVERED IN THE RESTATED FINANCIALS

There is no change in significant accounting policies during the reporting periods.

C. NOTES ON RESTATED FINANCIAL STATEMENTS

NOTES ON RESTATEMENTS MADE IN THE RESTATED FINANCIALS

MATERIAL ADJUSTMENTS [AS PER SEBI (ICDR) REGULATIONS, 2009]

- A. The reconciliation of Profit after tax as per audited results and the Profit after tax as per Restated Accounts is presented below. This summarizes the results of restatements made in the audited accounts for the respective years and its impact on the profit & losses of the company.

	(Rs. In Lacs)				
Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
Profit after tax before appropriation (as per Audited accounts)	(11.23)	1.06	0.11	(0.10)	(0.08)
Material Adjustments	-	-	-	-	-
Profit after Tax as per Restated Profit & Loss Account	(11.23)	1.06	0.11	(0.10)	(0.08)

2. Other Notes

1. General

The Company was incorporated during the year 1996 and restated financial statements has been prepared for the fiscal year ended March 31, 2010, 2011, 2012, 2013 and 2014.

2. Segment Reporting

Based on the guidelines of Accounting Standards on segment reporting(AS-17) issued by The Institute of Chartered Accountants of India, the Company was engaged in two business segment in context of accounting standards 17 on Segment Reporting issued by ICAI i.e. (1) Media & Entertainment Activities and (2) Dress material / Fashion Designing. The breakup of segment revenue are as under:

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
Income from Media & Entertainment Activities	109.15	-	-	-	-
Sales of Dress material / Fashion Designing	101.59	98.10	75.05	-	-

The company is not operating in any of the geographical segment.

3. Earnings per Share

The details of Earnings per Share as per AS-20 are provided in Annexure 6.

4. Related Party Transactions:

The details of Related Party Transactions as per Accounting Standard -18 are provided in Annexure 14.

5. The figures in the Restated Financial Statements and Other Financial Information are stated in Lacs and rounded off to two decimals and minor rounding off difference is ignored.

ANNEXURE- 05

STATEMENT OF DETAILS OF RESERVES & SURPLUS, AS RESTATED

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
Securities Premium	197.81	197.81	118.11	118.11	118.11
Add: Issue of Equity Shares	204.97	-	79.70	-	-
Less: Utilized for Bonus Issue	124.44	-	-	-	-
Less: Utilized for Preliminary Expenses	5.80	-	-	-	-
Net Securities Premium (A)	272.54	197.81	197.81	118.11	118.11
Profit / (Loss) Brought Forward	0.91	(0.15)	(0.26)	(0.16)	(0.08)
Add: Profit / (Loss) for the Year	(11.23)	1.06	0.11	(0.10)	(0.08)
Less: Utilized for Bonus Issue	-	-	-	-	-
Profit / (Loss) Carried Forward (B)	10.32	0.91	(0.15)	(0.26)	(0.16)
Reserves & Surplus (A+B)	262.22	198.72	197.66	117.85	117.95

ANNEXURE- 06

STATEMENT OF ACCOUNTING RATIOS

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
Networth (A)	542.00	202.81	201.68	121.22	121.31
Net Profit after Tax (B)	(11.23)	1.06	0.11	(0.10)	(0.08)
No. of Shares outstanding at the end [F.V Rs.10] (C)	27,98,496	42,154	42,154	34,104	34,104
Weighted average number of shares outstanding (Excluding Bonus Shares) [F.V Rs.10] (D)	3,69,216	42,154	39,449	34,104	34,104
Bonus Shares (D)	12,44,392	12,44,392	12,44,392	11,81,100	11,81,100
Weighted average number of shares outstanding Post Bonus Shares [F.V Rs.10] (F)	16,13,608	12,86,546	12,83,841	12,15,204	12,15,204
Earnings per Share (EPS) (B / F) (Rs.)	(0.70)	0.08	0.01	(0.01)	(0.01)
Return on Networth (B / A)	(2.07)%	0.52%	0.05%	-0.08%	-0.07%
Net Assets Value per Share (A / F)	33.59	15.76	15.71	9.98	9.98

Definitions of key ratios:

I. **Earnings per share (Rs.):** Net Profit attributable to equity shareholders / weighted average number of equity shares outstanding as at the end of the year / period. Earnings per share are calculated in accordance with Accounting Standard 20 "Earnings per Share" issued by the Institute of Chartered Accountants of India.

II. **Return on Net Worth (%):** Net Profit after tax / Net worth as at the end of the year / period.

III. **Net Asset Value (Rs.):** Net Worth at the end of the year / Number of equity shares outstanding at the end of the year / period.

IV. Net Profit, as appearing in the Statement of restated profits and losses, and Net Worth as appearing in the restated statement of Assets & Liabilities has been considered for the purpose of computing the above ratios.

V. In case of a bonus issue, the per share calculations for those Financial statements and any prior period Financial Statements presented are based on the new no. of shares after giving effect of Bonus Issue to the extent of reserves available

ANNEXURE- 07

CAPITALIZATION STATEMENT

(Rs. In Lacs)

Particulars	Pre-issue as at 31.03.2014	Post Issue *
Borrowing		
Short - Term Debt	101.10	
Long - Term Debt	0.75	
Total Debt	101.85	
Shareholders' Funds		
Share Capital		
- Equity	279.85	
Less: Calls - in - arrears	-	
- Preference	-	
Reserves & Surplus	262.22	
Total Shareholders' Funds	542.07	
Long - Term Debt / Shareholders Fund	0.00	
Short - Term Debt / Shareholders Fund	0.19	

* The Post Issue Capitalization will be determined only after the completion of the allotment of equity shares in the IPO.

ANNEXURE- 08

STATEMENT OF TAX SHELTERS

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
Profit before tax as per Restated P/L	(11.06)	1.53	0.16	(0.10)	(0.08)
Applicable Corporate Tax Rate	30.90%	30.90%	30.90%	30.90%	30.90%
Tax at Notional Rate	(3.42)	0.47	0.05	(0.03)	(0.02)
Adjustments					
Difference between Tax Depreciation and Book Depreciation	1.00	0.99	-	-	-
Exempted Income and Its Expenses	-	-	-	-	-
Disallowance	-	-	-	-	-
Items Chargeable at special rates	-	-	-	-	-
Other Items	-	-	-	-	-
Set off of Business Losses / Unabsorbed Depreciation	-	-	-	-	-
Net Adjustments	1.00	0.99	-	-	-
Tax Saving thereon	0.31	0.31	-	-	-
Tax Saving to the extent of Tax at Notional Rate	0.31	0.31	-	(0.03)	(0.02)
Tax Payable [A]	-	0.17	0.05	-	-
Tax Payable on items chargeable at special rates [B]	-	-	-	-	-
Total Tax Payable [C=A+B]	-	0.17	0.05	-	-
Tax Rebates [D]	-	-	-	-	-
Net Tax Payable [E=C-D]	-	0.17	0.05	-	-

ANNEXURE- 09

STATEMENT OF DETAILS OF SHORT TERM BORROWINGS

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10	31.03.09
<u>Unsecured Loans*</u>						
From Promoter/Group Companies and Directors	-	2.60	-	-	-	-
Inter Corporate Loans	81.10	43.35	-	-	-	-
From Others	20.00	0.11	-	-	-	-
Total	101.10	46.06	-	-	-	-

* Unsecured Loans, repayable on demand

ANNEXURE- 10

STATEMENT OF DETAILS OF LONG TERM BORROWINGS

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10	31.03.09
Secured:						
Vehicle Loan from Banks	0.75	2.78	-	-	-	-
Total	0.75	2.78	-	-	-	-

Terms of Secured Loans as on 31.03.2014:

Secured by Hypothecation over Vehicles

ANNEXURE- 11

STATEMENT OF DETAILS OF TRADE RECIEVABLES

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
(A) Unsecured, Considered good outstanding for a period less than six months					
Others	157.30	29.30	-	-	-
Amount due from Promoter/Group Companies and Directors	-	-	-	-	-
(B)Unsecured, Considered good outstanding for a period more than six months					
Others	34.59	15.74	17.72	-	-
Amount due from Promoter/Group Companies and Directors	-	-	-	-	-
Total	191.89	45.04	17.72	-	-

ANNEXURE- 12

STATEMENT OF DETAILS OF SHORT TERM LOANS & ADVANCES

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
Advance for Expenses	5.77	-	-	-	
Advance Tax / TDS	-	0.57	0.57	-	
Misc. Advances	-	-	-	-	5.00
Total	5.77	0.57	0.57	-	5.00

ANNEXURE-13

STATEMENT OF DETAILS OF NON CURRENT INVESTMENTS

(Qty in Lac Shares and Amount Rs. In Lacs)

Particulars	31.12.13		31.03.13		31.03.12		31.03.11		31.03.10	
<u>Unquoted Shares:</u>	QTY	AMT	QTY	AMT	QTY	AMT	QTY	AMT	QTY	AMT
Aromatic Tie Up Pvt Ltd	0.1800	0.18	0.1800	0.18	0.1800	0.18	-	-	-	-
Brijdham Vanijya Pvt Ltd	-	-	-	-	-	-	-	-	0.0400	4.00
Baviscon Tradecom Pvt Ltd	0.0107	10.72	0.0116	11.57	0.0127	12.72	0.0153	15.25	0.0250	25.00
Esteem Vanijya Pvt Ltd	-	-	-	-	-	-	-	-	0.0800	8.00
Expert Dealers Pvt Ltd	0.1850	0.19	0.1850	0.19	0.1850	0.19	-	-	-	-
Fairland Sales Pvt Ltd	0.0357	35.66	0.0357	35.66	0.0357	35.66	0.0331	33.06	-	-
Fortune Vincom Pvt Ltd	-	-	-	-	-	-	-	-	0.0125	2.50
Galaxy Vanijya Pvt Ltd	-	-	-	-	-	-	-	-	0.0300	3.00
Gangesview Vanijya Pvt Ltd	-	-	-	-	-	-	-	-	0.0400	4.00
Gangour Commercial Pvt Ltd	-	-	-	-	-	-	-	-	0.0925	18.50
Happy Vincom Pvt Ltd	0.01095	10.95	0.0105	10.50	0.0105	10.50	0.0305	30.50	-	-
Imperial Nirman Pvt Ltd	-	-	-	-	-	-	-	-	0.0200	2.00
Innovative Commercial Pvt Ltd	0.0002	0.02	0.0002	0.02	0.0002	0.02	0.0002	0.02	-	-
Kalimata Forgings Pvt Ltd	-	-	-	-	-	-	-	-	0.1000	5.00
Kalptaru Vanijya Pvt Ltd	-	-	-	-	-	-	-	-	0.0400	4.00
Khatu Naresh steels Pvt Ltd	-	-	-	-	-	-	-	-	0.2500	5.00
Link Mercantile Pvt Ltd	-	-	-	-	-	-	-	-	0.0400	8.00
Linkpoint Tradelinks Pvt Ltd	0.0401	40.11	0.0401	40.11	0.0401	40.11	0.0401	40.11	-	-
Loknath Merchants Pvt Ltd	-	-	-	-	-	-	-	-	0.0950	19.00
Monstro Management Pvt Ltd	0.0018	18.00	-	-	-	-	-	-	-	-
Natraj Management Pvt Ltd	-	-	-	-	-	-	-	-	0.0500	10.00
Neptune Commosales Pvt Ltd	-	-	-	-	-	-	0.0163	16.25	0.0100	10.00
New Age Suppliers Pvt Ltd	-	-	-	-	-	-	0.0320	32.00	0.0260	26.00
Omnio Vintrade Pvt Ltd	0.0016	15.50	-	-	-	-	-	-	-	-
Phagun Commotrade Pvt Ltd	0.0026	26.00	-	-	-	-	-	-	-	-
Pinnaculum Management Pvt Ltd	0.0062	62.10	-	-	-	-	-	-	-	-
Rangoli Dealtrade Pvt Ltd	0.0051	5.05	0.0051	5.05	0.0051	5.05	0.0051	5.05	-	-
Sanskar Dealtrade Pvt Ltd	0.0095	9.50	0.0095	9.50	-	-	-	-	-	-

Particulars	31.12.13		31.03.13		31.03.12		31.03.11		31.03.10	
Standard Tie Up Pvt Ltd	-	-	-	-	-	-	-	-	0.0500	10.00
Stepping Vinimay Pvt Ltd	-	-	-	-	-	-	-	-	0.0400	8.00
Suhana Tradelink Pvt Ltd	-	-	-	-	-	-	-	-	0.0125	2.50
Vedic Complex Pvt Ltd	-	-	-	-	-	-	-	-	0.0200	2.00
TOTAL		233.98		112.78		104.43		172.24		176.50

ANNEXURE-14

STATEMENT OF DETAILS OF RELATED PARTY TRANSACTIONS

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
<u>REVENUE ITEMS :</u>					
Rent Paid to Daga Pictures Limited	1,20,000	0.90	-	-	-
<u>NON-REVENUE ITEMS :</u>					
Loans & Advances Due From:	-	-	-	-	-
Loans & Advances Payable To:					
Sachet Saraf	-	2.60	-	-	-

MANAGEMENT DISCUSSION & ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

You should read the following discussion and analysis of our financial condition and results of operations together with our audited restated financial statements prepared in accordance with paragraph B of Part II of Schedule II to the Companies Act and SEBI (ICDR) Regulations, including the schedules, annexure and notes thereto and the reports thereon of each of the financial years ended March 31, 2010, 2011, 2012, 2013 and 2014 in the chapter titled "Financial Information" on page 106 of the Prospectus. The following discussion relates to our Company and, unless otherwise stated, is based on our restated financial statements, which have been prepared in accordance with Indian GAAP, the Accounting Standards and other applicable provisions of the Companies Act and the SEBI (ICDR) Regulations. Our fiscal year ends on March 31 of each year so accordingly all references to a particular financial year are to the twelve months ended March 31 of that year.

INDUSTRY OVERVIEW

INDIAN MEDIA & ENTERTAINMENT INDUSTRY:

Industry size and projections

The Indian M&E industry grew from INR 728 billion in 2011 to INR 820 billion in 2012, registering an overall growth of 12.6 percent. While 2012 was challenging Backed by strong consumption in Tier 2 and 3 cities, continued growth of regional media and fast increasing new media businesses, the industry is estimated to achieve a growth of 13 percent in 2012 to touch INR 823 billion. Going forward, the sector is projected to grow at a healthy CAGR of 14.9 percent to reach INR 1,457 billion by 2016.

Television continues to be the dominant segment, however the report records growth posted by new media sectors, animation /VFX, and a comeback in the **Films and Music** sectors on the back of strong content and the benefits of digitization. **Radio** is anticipated to see a spurt in growth at a CAGR of 16.6 percent over the period 2012-2017, post the rollout of Phase 3 licensing.

BUSINESS OVERVIEW

Our Company was originally incorporated in Kolkata as "Brindavan Suppliers Private Limited" on 28th March, 2008, under the Companies Act, 1956 vide certificate of incorporation issued by the Registrar of Companies, West Bengal. Subsequently on 21st March, 2011 the name of our company was changed to "Encash Entertainment Private Limited". Our Company was converted in to a public limited company and consequently the name was changed to "Encash Entertainment Limited" vide fresh certificate of incorporation dated 29th July, 2013 issued by the Registrar of Companies, Kolkata, West Bengal.

We are engaged in the business of production of films, corporate films, feature films and have plans of coming up with serials on television. We are outsourcing the processing services like content development, multi-media, editing and sound recording from specialized professionals of the media fields, based at Kolkata.

FACTORS AFFECTING OUR FUTURE RESULTS OF OPERATIONS

Our results of operations could potentially be affected by the following factors amongst others:

- Changes in government policies
- Material changes in the duty or tax structure
- Competition from existing and new entrants
- Audiences taste and behavior
- Advertising budgets of sponsors

DISCUSSION ON THE RESULTS OF OPERATIONS

The following discussion on the financial operations and performance is based on our restated financial statements for the FY 2009-2010, 2010-2011, 2011-2012, 2012-2013 and 2013-2014. The same should be read in conjunction with the restated audited financial results of our Company for the years ended March 31, 2010, 2011, 2012, and 2013 and 2014.

For period ended 31st March, 2014

Particulars	For Period ended 31.03.2014 (Rs. In Lacs)	% of Total Income
Total Income	210.74	100.00
Expenditure (Excluding Depreciation ,Interest & Tax)	217.73	103.32
Depreciation & Amortization Expenses	3.48	1.65
Interest & Finance Charges	2.59	1.23
Net Profit before Tax	(11.06)	(5.25)
Taxes	0.17	0.08
Net Profit after Taxes	(11.23)	(5.33)

Analysis on Results of Operation

Considering the various Key factors affecting our income and expenditure, our results of operations may vary from period to period. The following table sets forth certain information with respect to our results of operations for the periods indicated read together with notes to accounts, accounting policies and auditor's report as appearing in this Prospectus.

(Rs. In Lacs)				
Particulars	31.03.14	31.03.13	31.03.12	31.03.11
Total Income	210.74	98.10	75.05	-
<i>Increase/ (Decrease) (%)</i>	114.82	30.71	-	-
Other Income	-	-	5.71	0.48
Total	210.74	98.10	80.76	0.48
Expenditure:				
Purchases / Operative Cost	185.28	66.95	73.55	-
<i>Increase/ (Decrease) (%)</i>	176.74	(8.97)	-	-
Employees Benefit Expenses	22.78	20.59	4.55	-
<i>Increase/ (Decrease) (%)</i>	10.64	352.53	-	-
Administrative, Selling & Other Expenses	7.67	5.58	2.44	0.56
<i>Increase/ (Decrease) (%)</i>	37.46	128.69	335.71	833.33
Total	215.73	93.12	80.54	0.56
Profit before Depreciation, Interest and Tax	(4.99)	4.98	0.22	(0.08)
<i>Increase/ (Decrease) (%)</i>	(200.20)	2163.64	-	-
Depreciation	3.48	3.05	0.06	0.02
<i>Increase/ (Decrease) (%)</i>	14.10	4983.33	200.00	-
Profit before Interest & Tax	(8.47)	1.93	0.16	(0.10)
<i>Increase/ (Decrease) (%)</i>	(538.86)	1106.25	-	-
Interest & Finance Charges	2.59	0.40	-	-
Net Profit before Tax	(11.06)	1.53	0.16	(0.10)
<i>Increase/ (Decrease) (%)</i>	(822.88)	856.25	-	-
Less: Provision for Taxes	0.17	0.47	0.05	-
Net Profit After Tax & Before Extraordinary Items	(11.23)	1.06	0.11	(0.10)

Particulars	31.03.14	31.03.13	31.03.12	31.03.11
<i>Increase/ (Decrease) (%)</i>	<i>(1159.43)</i>	<i>863.64</i>	-	-

COMPARISON OF FINANCIAL YEAR ENDED 31st MARCH, 2014 WITH FINANCIAL YEAR ENDED 31st MARCH, 2013

Income: Operational Income for the financial year ended 31st March, 2014 was at Rs. 210.74 Lacs as against the total of Rs. 98.10 Lacs for the fiscal 2014 with increase of 114.82 % and such increase was attributed to increase in sale of products.

Expenditure: Purchases & Operative Costs have registered increase of 176.74 % at Rs. 185.28 Lacs in fiscal 2014 as compared to Rs. 66.95 Lacs for the fiscal 2013; Personnel Expenses have registered increase of 10.64% at Rs. 22.78 Lacs in fiscal 2014 as compared to Rs. 20.59 Lacs in fiscal 2013 and administrative & selling expenses have shown an increase of 37.46% at Rs. 7.67 Lacs in fiscal 2014 as compared to Rs. 5.58 Lacs in fiscal 2013. The increase in expenses in fiscal 2014 is in line with increase in volume of operations. Depreciation has increased to Rs. 3.48 Lacs in fiscal 2014 as compared to Rs. 3.05 Lacs in fiscal 2013 due to addition in line of fixed assets.

Profits after Taxes (PAT): PAT of Company has shown decline of loss at Rs. 11.23 Lacs for fiscal 2014 as against Rs. 1.06 Lacs for fiscal 2013.

COMPARISON OF FINANCIAL YEAR ENDED 31st MARCH, 2013 WITH FINANCIAL YEAR ENDED 31st MARCH, 2012

Income: Operational Income for the financial year ended 31st March, 2013 was at Rs. 98.10 Lacs as against the total of Rs. 75.05 Lacs for the fiscal 2012 with increase of 30.71 % and such increase was attributed to increase in sale of products.

Expenditure: Purchases & Operative Costs have registered decline of 8.97 % at Rs. 66.95 Lacs in fiscal 2013 as compared to Rs. 73.55 Lacs for the fiscal 2012; Personnel Expenses have registered increase of 352.53% at Rs. 20.59 Lacs in fiscal 2013 as compared to Rs. 4.55 Lacs in fiscal 2012 and administrative & selling expenses have shown an increase of 128.69% at Rs. 5.58 Lacs in fiscal 2013 as compared to Rs. 2.44 Lacs in fiscal 2012. The increase in expenses in fiscal 2013 is in line with increase in volume of operations. Depreciation has increased to Rs. 3.05 Lacs in fiscal 2013 as compared to Rs. 0.06 Lacs in fiscal 2012 due to addition in line of fixed assets.

Profits after Taxes (PAT): PAT of Company has recorded a jump of 863.64 % at Rs. 1.06 Lacs for fiscal 2013 as against Rs. 0.11 Lacs for fiscal 2012 due to increase in volume of operations.

COMPARISON OF FINANCIAL YEAR ENDED 31st MARCH, 2012 WITH FINANCIAL YEAR ENDED 31st MARCH, 2011

Income: Operational Income for the financial year ended 31st March, 2012 was at Rs. 75.05 Lacs as against no income for the fiscal 2011 due to fiscal 2012 being first full year of operations.

Expenditure: Purchases & Direct expenses have stood at Rs. 73.55 Lacs in fiscal 2012 as compared to Rs. Nil for the fiscal 2011; Personnel Expenses at Rs. 4.55 Lacs in fiscal 2012 as compared to Rs. Nil in fiscal 2011 and administrative & selling expenses at Rs. 2.44 Lacs in fiscal 2012 as compared to Rs. 0.56 Lacs in fiscal 2011. The increase in expenses in fiscal 2012 is due to fiscal 2012 being first full year of operations

Profits after Taxes (PAT): PAT of Company has recorded at Rs. 0.11 Lacs for fiscal 2012 as against loss of Rs. 0.10 Lacs for fiscal 2011.

Other Information required as per SEBI Regulations

- Unusual or infrequent events or transactions***

There are no unusual or infrequent events or transactions that have significantly affected operations of the Company.

- Significant economic changes that materially affected or are likely to affect income from continuing operations**

There are no significant economic changes that materially affected Company's operations or are likely to affect income from continuing operations. Any slowdown in the growth of Indian economy or future volatility in global commodity prices, could affect the business, including the future financial performance, shareholders' funds and ability to implement strategy and the price of the Equity Shares.

- ***Known trends or uncertainties that have had or are expected to have a material adverse impact on sales, revenue or income from continuing operations.***

Apart from the Risks disclosed under the section titled "Risk Factors" no known trends or uncertainties are envisaged or are expected to have a material adverse impact on sales, revenue or income from continuing operations to Company's knowledge.

- ***Future changes in relationship between costs and revenues in case of events such as future increase in labor or material cost or prices that will cause material change.***

According to our knowledge, there are no future relationship between cost and income that would be expected to have a material adverse impact on our operations and revenues. However Increase in the cost of the products in which the Company deals, will affect the profitability of the Company. Further, the Company may not able to pass on the increase in prices of the product to the customers in full and this can be offset through cost reduction.

- ***The extent to which material increases in net sales / revenue is due to increase in sales volume, introduction of new products or services or increased sales prices***

The increase in revenues is by and large linked to increases in volume of all the activities carried out by the Company.

- ***Total turnover of each major industry segment in which the Company operated***

The Company operates in two business segment in context of accounting standards 17 on Segment Reporting issued by ICAI i.e. (1) Media & Entertainment Activities and (2) Dress material / Fashion Designing. The breakup of segment revenue are as under:

Particulars	31.03.14	31.03.13	31.03.12	31.03.11	31.03.10
Income from Media & Entertainment Activities	109.15	-	-	-	-
Sales of Dress material / Fashion Designing	101.59	98.10	75.05	-	-

- ***Status of any publicly announced New Products or Business Segment***

The Company has not announced any new products or business segment.

- ***The extent to which our Company's business is seasonal***

Our revenue and operating results are seasonal in nature due to the impact on income of the timing of advertising spend, acquisition activities of television broadcasters and overall entertainment consumption patterns of consumers. Entertainment consumption patterns and advertising spends have traditionally been highest during vacations, national holidays and the festivals. They are also affected by competing leisure and entertainment activities such as cricket among others. As a result quarterly results can vary from one year to the next and the results of one quarter are not necessarily indicative of results for the next or any future quarter.

- ***Any significant dependence on a single or few suppliers or customers***

We are not under threat of dependence from any single supplier or customer.

- ***Competitive conditions***

The media & entertainment industry is getting more competitive with the increase in number of organized players as well there are more number of production houses coming up and one of the major reasons for that is no entry barriers.

SECTION VI: LEGAL AND OTHER INFORMATION

OUTSTANDING LITIGATION AND MATERIAL DEVELOPMENTS

Except as stated herein, there are no outstanding or pending litigation, suits, civil prosecution, criminal proceedings or tax liabilities against our Company, our Directors, our Promoters and Promoter Group and there are no defaults, non-payment of statutory dues, over dues to banks and financial institutions, defaults against bank and financial institutions and there are no outstanding debentures, bonds, fixed deposits or preference shares issued by our Company; no default in creation of full security as per the terms of the issue, no proceedings initiated for economic or other offences (including past cases where penalties may or may not have been awarded), and no disciplinary action has been taken by SEBI or any stock exchanges against our Promoters, our Directors or Promoter Group Companies.

I. CASES FILED BY OUR COMPANY

Civil Cases

Our Company has filed a civil suit at Hon'ble High Court at Calcutta, against Mr. Rakesh Singh & Others for protection of our copyright in respect of Bengali feature film "Ichhe". Mr. Rakesh Singh has entered in to an agreement dated 8th June, 2011 with ourselves, assigning entire copyrights of Bengali Color film "Ichhe". The Film was released on 15th July, 2011 at several cinema halls in and around Kolkata, infringing our copyrights and violating the terms of captioned agreement. We have sought relief by restraining respondents to infringe copyrights, injunction to keep custody of negative etc., transfer the of negative etc. in our favor, injunction to render accounts from exploitation of such movie and its audio rights, injunction to restraining respondent to receive any benefit from that movie, handing over the distributor's share to our favour, Court receiver to be appointed for collection etc.

Hon'ble High Court at Calcutta vide its order dated 8th September, 2011 granted an order of injunction restraining the first and second defendants from realizing or appropriating any part of the proceeds arising out of the exhibition of the cinematograph film "Ichche". The third defendant is enjoined from dealing with or disposing of or encumbering or exploiting the satellite and television rights relating to the film in any manner without the previous leave of Court.

Hon'ble High Court at Calcutta vide its order dated 8th September, 2011 appointed Mr. Arindam Sinha, Advocate as Receiver for the purpose of collecting all proceeds arising out of the exhibition of the cinematograph film 'Ichche' from all the exhibitors (cinema halls).

The Matter will come up for hearing in due course of time.

Criminal Cases

There are no criminal proceedings filed by our Company.

II. CASES FILED AGAINST OUR COMPANY

Civil proceedings

There are no civil proceedings filed against our Company.

Criminal Proceedings

There are no criminal proceedings filed against our Company.

III. INDIRECT TAX PROCEEDINGS INVOLVING OUR COMPANY

NIL

IV. LITIGATIONS INVOLVING OUR PROMOTER

(i) Proceedings of Civil nature

(a) By the promoters

NIL

(b) Against the promoters

NIL

(ii) Proceedings of a Criminal nature-

(a) By the promoters

NIL

(b) Against the promoters

NIL

V. LITIGATIONS INVOLVING DIRECTORS OF OUR COMPANY

(a) By the Directors of our Company

NIL

(b) Against the Directors of our Company

NIL

VI. LITIGATIONS INVOLVING OUR GROUP COMPANIES

(i) Proceedings of Civil nature

(a) By our Group Companies

NIL

(b) Against our Group Companies

NIL

(ii) Proceedings of a Criminal nature

(a) By our Group Companies

NIL

(b) Against our Group Companies

NIL

MATERIAL DEVELOPMENTS

In the opinion of the Board of Directors of our Company, they have not arisen, since the date of the last audited financial statements disclosed in this Prospectus, any circumstances that materially or adversely affect or are likely to affect our profitability or value of assets or our ability to pay material liabilities within the next twelve (12) months.

GOVERNMENT & OTHER APPROVALS

We have received all the necessary consents, licenses, permissions and approvals from the government and various government agencies/ private certification bodies for our present businesses and no further approvals are required for carrying on the present businesses except as stated in this Prospectus.

APPROVALS FOR THE ISSUE

1. The Board of Directors has, pursuant to resolution passed at its meeting held on 19th March, 2014, authorized the Issue.
2. The shareholders of our Company have, pursuant to a resolution 29th March, 2014, authorized the Issue.

INCORPORATION DETAILS

1. Certificate of incorporation 28th March, 2008 issued by Registrar of Companies Kolkata, West Bengal in the name of Brindavan Suppliers Private Limited.
 2. Fresh Certificate of incorporation 21st March, 2011 upon name change, issued by Registrar of Companies Kolkata, West Bengal, in the name of Encash Entertainment Private Limited.
 3. Fresh Certificate of incorporation 29th July, 2013 upon conversion to public limited company from private limited company, issued by Registrar of Companies Kolkata, West Bengal, in the name of Encash Entertainment Private Limited
3. The Company Identification Number (CIN) is U92413WB200PLC124559.

CORPORATE APPROVALS OF OUR COMPANY

1. Permanent Account Number (AADCB4721B) under the Income Tax Act, 1961.
2. Tax Deduction Account Number (CALE03594D) under the Income Tax Act, 1961.
3. ISIN Number is INE552Q01018.

APPROVALS TO BE OBTAINED FOR THE OBJECTS OF THE ISSUE

We would have to obtain series of approval for production of films as depicted in the objects of the issue and we would be applying for the same in due course of time.

OTHER REGULATORY AND STATUTORY DISCLOSURES

AUTHORITY FOR THE ISSUE

The shareholders of Encash Entertainment Limited approved the present Issue by a special resolution in accordance with Section 81(1A) of the Companies Act, 1956 passed at the Extra Ordinary General Meeting of our Company held on 29th March, 2014.

Our Board has approved this Prospectus at its meeting held on 14th August, 2014.

We have received approval from BSE vide letter dated 14th July, 2014 to use the name of BSE in this offer document for listing of our Equity Shares on SME Platform of BSE. BSE is the Designated Stock Exchange.

PROHIBITION BY SEBI

The Company, its Promoters, its Directors or any of the Company's Associates or Group Companies and companies with which the Directors of the Company are associated as Directors or Promoters, or Directors or Promoters in control of, of the promoting Company, are currently not prohibited from accessing or operating in the capital market under any order or direction passed by SEBI.

PROHIBITION BY RBI

Our Company, our Promoters, Promoting Companies, their relatives, Group Concerns and Associate Companies have not been declared as willful defaulters by the RBI or any other government authorities.

ELIGIBILITY FOR THE ISSUE

Our Company is an "Unlisted Issuer" in terms of the SEBI (ICDR) Regulations; and this Issue is an "Initial Public Offer" in terms of the SEBI (ICDR) Regulations.

Our Company is eligible for the Issue in accordance with Regulation 106(M) (1) and other provisions of Chapter XB of the SEBI (ICDR) Regulations, as we are an Issuer whose post issue paid up capital does not exceed ten crores rupees shall issue its specified securities in accordance with provisions of chapter XB Issue of specified securities by small and medium enterprises] of ICDR regulations. (In this case being the "SME Platform of BSE").

We confirm that:

a) In accordance with Regulation 106(P) of the SEBI (ICDR) Regulations, this Issue has been hundred percent underwritten and that the Lead Manager to the Issue has underwritten more than 15% of the Total Issue Size. For further details pertaining to said underwriting, please refer to "General Information - Underwriting" on page 30 of this Prospectus.

b) In accordance with Regulation 106(R) of the SEBI (ICDR) Regulations, we shall ensure that the total number of proposed Allottees in the Issue is greater than or equal to fifty, otherwise, the entire application money will be refunded forthwith. If such money is not repaid within eight days from the date our Company becomes liable to repay it, then our Company and every officer in default shall, on and from expiry of eight days, be liable to repay such application money, with interest as prescribed under Section 40 of the Companies Act, 2013.

c) In accordance with Regulation 106(O) the SEBI (ICDR) Regulations, we have not filed any Draft Offer Document with SEBI nor has SEBI issued any observations on our Offer Document. Also, we shall ensure that our Lead Manager submits the copy of Prospectus along with a Due Diligence Certificate including additional confirmations as required to SEBI at the time of filing the Prospectus with Stock Exchange and the Registrar of Companies.

d) In accordance with Regulation 106(V) of the SEBI (ICDR) Regulations, we have entered into an agreement with the Lead Manager and Market Maker to ensure compulsory Market Making for a minimum period of three years from the date of listing of equity shares offered in this Issue.

For further details of the arrangement of market making please refer to "General Information - Details of the Market Making Arrangements for this Issue" on page 30 of this Prospectus.

We further confirm that we shall be complying with all the other requirements as laid down for such an Issue under Chapter X-B of SEBI (ICDR) Regulations, as amended from time to time and subsequent circulars and guidelines issued by SEBI and the Stock Exchange.

As per Regulation 106(M)(3) of SEBI (ICDR) Regulations, 2009, the provisions of Regulations 6(1), 6(2), 6(3), Regulation 7, Regulation 8, Regulation 9, Regulation 10, Regulation 25, Regulation 26, Regulation 27 and Sub-regulation (1) of Regulation 49 of SEBI (ICDR) Regulations, 2009 shall not apply to us in this Issue.

BSE ELIGIBILITY NORMS: ([www. http://www.bsesme.com/aboutpublicissue.aspx](http://www.bsesme.com/aboutpublicissue.aspx))

1. Net Tangible assets of at least Rs. 1 crore as per the latest audited financial results

Our Company has Net Tangible Assets of Rs. 308.99 Lacs, which is in excess of Rs. 1 Crore as per the latest audited financial results. Our Net Tangible Assets as on 31st March, 2014 are disclosed as under:

(Rs. Lacs)	
Particulars	31.03.2014
Fixed Assets- Net Block	13.48
<i>Current Assets, Loans and Advances:</i>	
Receivables	191.89
Inventories / Films in Process	184.37
Cash & Bank Balances	61.66
Short Term Loans & Advances	5.77
Total Assets (A)	457.17
<i>Less: Current Liabilities & Provisions:</i>	
Short Term Borrowings	101.10
Trade Payables	42.41
Current Liabilities	4.67
Short Term Provisions	-
Total Current Liabilities & Provisions (B)	148.18
Net Tangible Assets (A-B)	308.99

Net tangible assets are defined as sum of Fixed Assets (including capital work in progress and excluding revaluation reserve), trade investments and current assets (excluding deferred tax assets and intangible assets as defined in AS-26 issued by ICAI) less current liabilities & Provisions.

2. Net worth (excluding revaluation reserves) of at least Rs. 1 crore as per the latest audited financial results

Our Company satisfies the above criteria. Our Net Worth as per the restated audited financial statements as on 31st March, 2014 is as under:

(Rs. Lacs)	
Particulars	31.03.2014
Share Capital	279.85
Add: Reserves & Surplus	262.22
Less: Preliminary Expenses (To the extent not written off)	0.07
Net Worth	542.00

Net worth includes Equity Share Capital and Reserves, (Net of Miscellaneous Expenditure not written off, if any.)

3. Track record of distributable profits in terms of sec. 205 of Companies Act, 1956 for at least two years out of immediately preceding three financial years and each financial year has to be a period of at least 12 months. Extraordinary income will not be considered for the purpose of calculating distributable profits. Otherwise, the Net Worth shall be at least Rs. 3 Crores.

Our Company has distributable profits in terms of sec. 205 of Companies Act, 1956, as detailed below:

(Rs. In Lacs)

Particulars	31.03.14	31.03.13	31.03.12
Net Profit	(11.23)	1.06	0.11

In addition to that we have a net worth of Rs. 542.00 Lacs as on 31st March, 2014

4. Other Requirements

- i. ***The post-issue paid up capital of the company shall be at least Rs. 1 crore.***

As on the date of Prospectus i.e. 14th August, 2014 Our Company has a paid up capital in Rs. 279.85 Lacs, which is in excess of Rs. 1 crore, and the Post Issue Capital shall also be in excess of Rs. 1 crore.

- ii. ***The company shall mandatorily facilitate trading in demat securities and enter into an agreement with both the depositories.***

We have entered tripartite agreements with NSDL & CDSL along with our Registrar for facilitating trading in dematerialized mode.

- iii. ***Companies shall mandatorily have a website.***

Our Company has a live and operational website: www.encashentertainment.com

5. Certificate from the applicant company / promoting companies stating the following:

- a. ***The Company has not been referred to the Board for Industrial and Financial Reconstruction (BIFR).***

Our Company has not been referred to the Board for Industrial and Financial Reconstruction (BIFR).

- b. ***There is no winding up petition against the company that has been accepted by a court.***

There is no winding up petition against our Company that has been accepted by a court or liquidator has been appointed.

- c. ***There is no change in the promoter/s of the Company in the preceding one year from date of filing application to BSE for listing on SME segment.***

There is no change in the promoter/s of the Company in the preceding one year from date of filing application to BSE for listing on SME segment.

DISCLAIMER CLAUSE OF SEBI

IT IS TO BE DISTINCTLY UNDERSTOOD THAT SUBMISSION OF OFFER DOCUMENT TO SEBI SHOULD NOT IN ANY WAY BE DEEMED OR CONSTRUED THAT THE SAME HAS BEEN CLEARED OR APPROVED BY SEBI. SEBI DOES NOT TAKE ANY RESPONSIBILITY EITHER FOR THE FINANCIAL SOUNDNESS OF ANY SCHEME OR THE PROJECT FOR WHICH THE ISSUE IS PROPOSED TO BE MADE OR FOR THE CORRECTNESS OF THE STATEMENTS MADE OR OPINIONS EXPRESSED IN THE OFFER DOCUMENT. THE LEAD MERCHANT BANKER, GUINNESS CORPORATE ADVISORS PRIVATE LIMITED, HAS CERTIFIED THAT THE DISCLOSURES MADE IN THE OFFER DOCUMENT ARE GENERALLY ADEQUATE AND ARE IN CONFORMITY WITH SEBI (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2009 IN FORCE FOR THE TIME BEING. THIS REQUIREMENT IS TO FACILITATE INVESTORS TO TAKE AN INFORMED DECISION FOR MAKING AN INVESTMENT IN THE PROPOSED ISSUE.

IT SHOULD ALSO BE CLEARLY UNDERSTOOD THAT WHILE THE COMPANY IS PRIMARILY RESPONSIBLE FOR THE CORRECTNESS, ADEQUACY AND DISCLOSURE OF ALL RELEVANT INFORMATION IN THE OFFER DOCUMENT, THE LEAD MERCHANT BANKER IS EXPECTED TO EXERCISE DUE DILIGENCE TO ENSURE THAT THE COMPANY DISCHARGES ITS RESPONSIBILITY ADEQUATELY IN THIS BEHALF AND TOWARDS THIS PURPOSE, THE LEAD

MERCHANT BANKER, GUINNESS CORPORATE ADVISORS PRIVATE LIMITED HAS FURNISHED, A DUE DILIGENCE CERTIFICATE DATED 28th MAY, 2014 WHICH READS AS FOLLOWS:

- 1) WE HAVE EXAMINED VARIOUS DOCUMENTS INCLUDING THOSE RELATING TO LITIGATION LIKE COMMERCIAL DISPUTES, PATENT DISPUTES, DISPUTES WITH COLLABORATORS, ETC. AND OTHER MATERIAL IN CONNECTION WITH THE FINALISATION OF THE PROSPECTUS PERTAINING TO THE SAID ISSUE;
- 2) ON THE BASIS OF SUCH EXAMINATION AND THE DISCUSSIONS WITH THE ISSUER, ITS DIRECTORS AND OTHER OFFICERS, OTHER AGENCIES, AND INDEPENDENT VERIFICATION OF THE STATEMENTS CONCERNING THE OBJECTS OF THE ISSUE, PRICE JUSTIFICATION AND THE CONTENTS OF THE DOCUMENTS AND OTHER PAPERS FURNISHED BY THE ISSUER, WE CONFIRM THAT:
 - (A) THE PROSPECTUS FILED WITH THE BOARD IS IN CONFORMITY WITH THE DOCUMENTS, MATERIALS AND PAPERS RELEVANT TO THE ISSUE;
 - (B) ALL THE LEGAL REQUIREMENTS RELATING TO THE ISSUE AS ALSO THE REGULATIONS GUIDELINES, INSTRUCTIONS, ETC. FRAMED/ISSUED BY THE BOARD, THE CENTRAL GOVERNMENT AND ANY OTHER COMPETENT AUTHORITY IN THIS BEHALF HAVE BEEN DULY COMPLIED WITH; AND
 - (C) THE DISCLOSURES MADE IN THE PROSPECTUS ARE TRUE, FAIR AND ADEQUATE TO ENABLE THE INVESTORS TO MAKE A WELL INFORMED DECISION AS TO THE INVESTMENT IN THE PROPOSED ISSUE AND SUCH DISCLOSURES ARE IN ACCORDANCE WITH THE REQUIREMENTS OF THE COMPANIES ACT, 1956, THE COMPANIES ACT, 2013 (TO THE EXTENT NOTIFIED), THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2009 AND OTHER APPLICABLE LEGAL REQUIREMENTS.
- 3) WE CONFIRM THAT BESIDES OURSELVES, ALL THE INTERMEDIARIES NAMED IN THE PROSPECTUS ARE REGISTERED WITH THE BOARD AND THAT TILL DATE SUCH REGISTRATION IS VALID.
- 4) WE HAVE SATISFIED OURSELVES ABOUT THE CAPABILITY OF THE UNDERWRITERS TO FULFIL THEIR UNDERWRITING COMMITMENTS.
- 5) WE CERTIFY THAT WRITTEN CONSENT FROM PROMOTERS HAS BEEN OBTAINED FOR INCLUSION OF THEIR SPECIFIED SECURITIES AS PART OF PROMOTERS' CONTRIBUTION SUBJECT TO LOCK-IN AND THE SPECIFIED SECURITIES PROPOSED TO FORM PART OF PROMOTERS' CONTRIBUTION SUBJECT TO LOCK-IN SHALL NOT BE DISPOSED / SOLD / TRANSFERRED BY THE PROMOTERS DURING THE PERIOD STARTING FROM THE DATE OF FILING OF THE PROSPECTUS WITH THE BOARD TILL THE DATE OF COMMENCEMENT OF LOCK-IN PERIOD AS STATED IN THE PROSPECTUS.
- 6) WE CERTIFY THAT REGULATION 33 OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2009, WHICH RELATES TO SPECIFIED SECURITIES INELIGIBLE FOR COMPUTATION OF PROMOTERS CONTRIBUTION, HAS BEEN DULY COMPLIED WITH AND APPROPRIATE DISCLOSURES AS TO COMPLIANCE WITH THE SAID REGULATION HAVE BEEN MADE IN THE PROSPECTUS.
- 7) WE UNDERTAKE THAT SUB-REGULATION (4) OF REGULATION 32 AND CLAUSE (C) AND (D) OF SUB-REGULATION (2) OF REGULATION 8 OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2009 SHALL BE COMPLIED WITH. WE CONFIRM THAT ARRANGEMENTS HAVE BEEN MADE TO ENSURE THAT PROMOTERS' CONTRIBUTION SHALL BE RECEIVED AT LEAST ONE DAY BEFORE THE OPENING OF THE ISSUE. WE UNDERTAKE THAT AUDITORS' CERTIFICATE TO THIS EFFECT SHALL BE DULY SUBMITTED TO THE BOARD. WE FURTHER CONFIRM THAT ARRANGEMENTS HAVE BEEN MADE TO ENSURE THAT PROMOTERS' CONTRIBUTION SHALL BE KEPT IN AN ESCROW ACCOUNT WITH A SCHEDULED COMMERCIAL BANK AND SHALL BE RELEASED TO THE ISSUER ALONG WITH THE PROCEEDS OF THE PUBLIC ISSUE. - NOT APPLICABLE
- 8) WE CERTIFY THAT THE PROPOSED ACTIVITIES OF THE ISSUER FOR WHICH THE FUNDS ARE BEING RAISED IN THE PRESENT ISSUE FALL WITHIN THE 'MAIN OBJECTS' LISTED IN THE OBJECT CLAUSE OF THE MEMORANDUM OF ASSOCIATION OR OTHER CHARTER OF THE ISSUER AND THAT THE ACTIVITIES

WHICH HAVE BEEN CARRIED OUT UNTIL NOW ARE VALID IN TERMS OF THE OBJECT CLAUSE OF ITS MEMORANDUM OF ASSOCIATION.

- 9) WE CONFIRM THAT NECESSARY ARRANGEMENTS HAVE BEEN MADE TO ENSURE THAT THE MONEYS RECEIVED PURSUANT TO THE ISSUE ARE KEPT IN A SEPARATE BANK ACCOUNT AS PER THE PROVISIONS OF SUB-SECTION (3) OF SECTION 40 OF THE COMPANIES ACT, 2013 AND THAT SUCH MONEYS SHALL BE RELEASED BY THE SAID BANK ONLY AFTER PERMISSION IS OBTAINED FROM THE STOCK EXCHANGE MENTIONED IN THE PROSPECTUS. WE FURTHER CONFIRM THAT THE AGREEMENT ENTERED INTO BETWEEN THE BANKERS TO THE ISSUE AND THE ISSUER SPECIFICALLY CONTAINS THIS CONDITION.
- 10) WE CERTIFY THAT A DISCLOSURE HAS BEEN MADE IN THE PROSPECTUS THAT THE INVESTORS SHALL BE GIVEN AN OPTION TO GET THE SHARES IN DEMAT OR PHYSICAL MODE-NOT APPLICABLE
- 11) WE CERTIFY THAT ALL THE APPLICABLE DISCLOSURES MANDATED IN THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2009 HAVE BEEN MADE IN ADDITION TO DISCLOSURES WHICH, IN OUR VIEW, ARE FAIR AND ADEQUATE TO ENABLE THE INVESTOR TO MAKE A WELL INFORMED DECISION.
- 12) WE CERTIFY THAT THE FOLLOWING DISCLOSURES HAVE BEEN MADE IN THE PROSPECTUS:
 - (A) AN UNDERTAKING FROM THE ISSUER THAT AT ANY GIVEN TIME, THERE SHALL BE ONLY ONE DENOMINATION FOR THE EQUITY SHARES OF THE ISSUER AND
 - (B) AN UNDERTAKING FROM THE ISSUER THAT IT SHALL COMPLY WITH SUCH DISCLOSURE AND ACCOUNTING NORMS SPECIFIED BY THE BOARD FROM TIME TO TIME.
- 13) WE UNDERTAKE TO COMPLY WITH THE REGULATIONS PERTAINING TO ADVERTISEMENT IN TERMS OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2009 WHILE MAKING THE ISSUE.
- 14) WE ENCLOSE A NOTE EXPLAINING HOW THE PROCESS OF DUE DILIGENCE HAS BEEN EXERCISED BY US IN VIEW OF THE NATURE OF CURRENT BUSINESS BACKGROUND OR THE ISSUER, SITUATION AT WHICH THE PROPOSED BUSINESS STANDS, THE RISK FACTORS, PROMOTERS EXPERIENCE, ETC.
- 15) WE ENCLOSE A CHECKLIST CONFIRMING REGULATION-WISE COMPLIANCE WITH THE APPLICABLE PROVISIONS OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2009, CONTAINING DETAILS SUCH AS THE REGULATION NUMBER, ITS TEXT, THE STATUS OF COMPLIANCE, PAGE NUMBER OF THE PROSPECTUS WHERE THE REGULATION HAS BEEN COMPLIED WITH AND OUR COMMENTS, IF ANY.
- 16) WE ENCLOSE STATEMENT ON 'PRICE INFORMATION OF PAST ISSUES HANDLED BY MERCHANT BANKERS, AS PER FORMAT SPECIFIED BY THE BOARD THROUGH CIRCULAR.
- 17) WE CERTIFY THAT PROFITS FROM RELATED PARTY TRANSACTIONS HAVE ARISEN FROM LEGITIMATE BUSINESS TRANSACTIONS

THE FILING OF THIS OFFER DOCUMENT DOES NOT, HOWEVER, ABSOLVE OUR COMPANY FROM ANY LIABILITIES UNDER SECTION 63 OR SECTION 68 OF THE COMPANIES ACT, 1956 (SECTION 34 OR SECTION 36 OF THE COMPANIES ACT, 2013) OR FROM THE REQUIREMENT OF OBTAINING SUCH STATUTORY AND/OR OTHER CLEARANCES AS MAY BE REQUIRED FOR THE PURPOSE OF THE PROPOSED ISSUE. SEBI FURTHER RESERVES THE RIGHT TO TAKE UP AT ANY POINT OF TIME, WITH THE LEAD MANAGER ANY IRREGULARITIES OR LAPSES IN THE OFFER DOCUMENT.

ADDITIONAL CONFIRMATIONS/ CERTIFICATION TO BE GIVEN BY MERCHANT BANKER IN DUE DILIGENCE CERTIFICATE TO BE GIVEN ALONG WITH OFFER DOCUMENT REGARDING SME EXCHANGE

- (1) WE CONFIRM THAT NONE OF THE INTERMEDIARIES NAMED IN THE PROSPECTUS HAVE BEEN DEBARRED FROM FUNCTIONING BY ANY REGULATORY AUTHORITY.

- (2) WE CONFIRM THAT ALL THE MATERIAL DISCLOSURES IN RESPECT OF THE ISSUER HAVE BEEN MADE IN PROSPECTUS AND CERTIFY THAT ANY MATERIAL DEVELOPMENT IN THE ISSUER OR RELATING TO THE ISSUE UP TO THE COMMENCEMENT OF LISTING AND TRADING OF THE SPECIFIED SECURITIES OFFERED THROUGH THIS ISSUE SHALL BE INFORMED THROUGH PUBLIC NOTICES/ ADVERTISEMENTS IN ALL THOSE NEWSPAPERS IN WHICH PRE-ISSUE ADVERTISEMENT AND ADVERTISEMENT FOR OPENING OR CLOSURE OF THE ISSUE HAVE BEEN GIVEN.
- (3) WE CONFIRM THAT THE ABRIDGED PROSPECTUS CONTAINS ALL THE DISCLOSURES AS SPECIFIED IN THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2009.-NOTED
- (4) WE CONFIRM THAT AGREEMENTS HAVE BEEN ENTERED INTO WITH THE DEPOSITORIES FOR DEMATERIALISATION OF THE SPECIFIED SECURITIES OF THE ISSUER.
- (5) WE CERTIFY THAT AS PER THE REQUIREMENTS OF FIRST PROVISIO TO SUB-REGULATION (4) OF REGULATION 32 OF SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2009, CASH FLOW STATEMENT HAS BEEN PREPARED AND DISCLOSED IN THE PROSPECTUS. - NOT APPLICABLE
- (6) WE CONFIRM THAT UNDERWRITING AND MARKET MAKING ARRANGEMENTS AS PER REQUIREMENTS OF REGULATION 110[106P] AND 111[106V] OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2009 HAVE BEEN MADE.
- (7) WE CONFIRM THAT THE ISSUER HAS REDRESSED AT LEAST NINETY FIVE PER CENT OF THE COMPLAINTS RECEIVED FROM THE INVESTORS TILL THE END OF THE QUARTER IMMEDIATELY PRECEDING THE MONTH OF THE FILING OF THE PROSPECTUS WITH THE REGISTRAR OF COMPANIES. - NOT APPLICABLE

DISCLAIMER CLAUSE OF BSE

BSE Limited ("BSE") has given vide its letter dated 14th July, 2014 permission to this Company to use its name in this offer document as one of the stock exchanges on which this company's securities are proposed to be listed on the SME Platform. BSE has scrutinized this offer document for its limited internal purpose of deciding on the matter for granting the aforesaid permission to this company. BSE does not in any manner:-

- i. Warrant, certify or endorse the correctness or completeness of any of the contents of this offer document; or
- ii. Warrant that this company's securities will be listed or will continue to be listed on BSE; or
- iii. Take any responsibility for the financial or other soundness of this Company, its Promoters, its management or any scheme or project of this Company;

And it should not for any reason be deemed or construed that this offer document has been cleared or approved by BSE. Every person who desires to apply for or otherwise acquires any securities in this Company may do so pursuant to independent inquiry, investigations and analysis and shall not have any claim against BSE whatsoever by reason of loss which may be suffered by such person consequent to or in connection with such subscription/acquisition whether by reason of anything stated or omitted to be stated herein or for any other reason whatsoever.

DISCLAIMER FROM OUR COMPANY AND THE LEAD MANAGER

Our Company, its Directors and the Lead Manager accept no responsibility for statements made otherwise than those contained in this Prospectus or, in case of the Company, in any advertisements or any other material issued by or at our Company's instance and anyone placing reliance on any other source of information would be doing so at his or her own risk.

For details regarding the track record of the Lead Manager to the Issue, please refer to the website of the Lead Manager: www.16anna.com

CAUTION

The Lead Manager accepts no responsibility, save to the limited extent as provided in the MOU for Issue Management entered into among the Lead Manager and our Company dated 15th May, 2014, the Underwriting Agreement 15th May, 2014 entered into among the Underwriters and our Company and the Market Making Agreement dated 15th May, 2014 entered into among the Lead Manager, Market Maker and our Company.

All information shall be made available by us and the Lead Manager to the public and investors at large and no selective or additional information would be available for a section of the investors in any manner whatsoever including at road show presentations, in research or sales reports or at collection centers or elsewhere.

Note:

Investors who apply in the Issue will be required to confirm and will be deemed to have represented to our Company, the Underwriters and their respective directors, officers, agents, affiliates and representatives that they are eligible under all applicable laws, rules, regulations, guidelines and approvals to acquire Equity Shares of our Company and will not offer, sell, pledge or transfer the Equity Shares of our Company to any person who is not eligible under applicable laws, rules, regulations, guidelines and approvals to acquire Equity Shares of our Company. Our Company, the Underwriters and their respective directors, officers, agents, affiliates and representatives accept no responsibility or liability for advising any investor on whether such investor is eligible to acquire Equity Shares of our Company.

DISCLAIMER IN RESPECT OF JURISDICTION

This Issue is being made in India to persons resident in India {including Indian nationals resident in India who are majors, HUFs, companies, corporate bodies and societies registered under the applicable laws in India and authorized to invest in shares, Indian Mutual Funds registered with SEBI, Indian financial institutions, commercial banks, regional rural banks, co-operative banks (subject to RBI permission), or trusts under the applicable trust law and who are authorized under their constitution to hold and invest in shares, permitted insurance companies and pension funds. This Prospectus does not, however, constitute an invitation to subscribe to Equity Shares offered hereby in any other jurisdiction to any person to whom it is unlawful to make an offer or invitation in such jurisdiction. Any person into whose possession this Prospectus comes is required to inform him or herself about and to observe, any such restrictions. Any dispute arising out of this Issue will be subject to the jurisdiction of appropriate court(s) in Kolkata only.

No action has been or will be taken to permit a public offering in any jurisdiction where action would be required for that purpose. Accordingly, the Equity Shares represented thereby may not be offered or sold, directly or indirectly, and this Prospectus may not be distributed, in any jurisdiction, except in accordance with the legal requirements applicable in such jurisdiction. Neither the delivery of this Prospectus nor any sale hereunder shall, under any circumstances, create any implication that there has been any change in the affairs of our Company since the date hereof or that the information contained herein is correct as of any time subsequent to this date.

DISCLAIMER CLAUSE UNDER RULE 144A OF THE U.S. SECURITIES ACT

The Equity Shares have not been and will not be registered under the U.S. Securities Act 1933, as amended (the "Securities Act") or any state securities laws in the United States and may not be offered or sold within the United States or to, or for the account or benefit of, "U.S. persons" (as defined in Regulation S of the Securities Act), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. Accordingly, the Equity Shares will be offered and sold (i) in the United States only to "qualified institutional buyers", as defined in Rule 144A of the Securities Act, and (ii) outside the United States in offshore transactions in reliance on Regulation S under the Securities Act and in compliance with the applicable laws of the jurisdiction where those offers and sales occur. The Equity Shares have not been and will not be registered, listed or otherwise qualified in any other jurisdiction outside India and may not be offered or sold, and Applicants may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction.

FILING

The Prospectus shall not be filed with SEBI, nor will SEBI issue any observation on the offer document in term of Reg. 106(M) (3). However, a copy of the Prospectus shall be filed with SEBI at L&T Chambers, 3rd Floor, 16, Camac Street, Kolkata-700 017. A copy of the Prospectus, along with the documents required to be filed under Section 32 of the Companies Act, 2013, will be delivered to the RoC situated at Nizam Palace, 2nd MSO Building, 2nd floor, 234/4, A.J.C.B. Road, Kolkata-700020

LISTING

Application shall be made to BSE Limited for obtaining permission for listing of the Equity Shares being offered and sold in the SME Platform of BSE. BSE is the Designated Stock Exchange, with which the Basis of Allotment will be finalized for the Issue.

The BSE has given its approval vide its letter dated 14th July 2014 to use the name of BSE in this offer document for listing of Equity Shares on SME Platform of BSE. If the permission to deal in and for an official quotation of the Equity Shares is not granted by the SME Platform of BSE, our Company shall forthwith repay, without interest, all moneys received from the applicants in pursuance of the Prospectus. If such money is not repaid within eight days from the date our Company becomes liable to repay it, then our Company and every officer in default shall, on and from expiry of eight days, be liable to repay such application money, with interest at the rate of 15% *per annum* on application money, as prescribed under Section 40 of the Companies Act, 2013. Our Company shall ensure that all steps for the completion of the necessary formalities for listing and commencement of trading at the SME Platform of BSE mentioned above are taken within 12 Working Days of the Issue Closing Date.

CONSENTS

Consents in writing of: (a) the Directors, the Company Secretary and Compliance Officer, the Statutory Auditors Peer Review Auditors; and (b) the Lead Manager, Underwriters, Market Makers, Bankers to the Issue, Registrar to the Issue, to act in their respective capacities, have been obtained and shall be filed along with a copy of the Prospectus with the RoC, as required under Sections 32 of the Companies Act, 2013 and such consents shall not be withdrawn up to the time of delivery of the Prospectus for registration with the RoC.

In accordance with the Companies Act and the SEBI (ICDR) Regulations, M/s Jyoti Agarwal & Associates, Chartered Accountants, have agreed to provide their written consent to include its report on statement of funds deployed as on 31st March, 2014 dated 26th May 2014 and statement of tax benefits dated 26th May 2014 relating to the possible tax benefits, as applicable. M/s Ramanand & Associates, Peer Review Auditors have agreed to provide their written consent to include their report dated 30th July 2014 on restated financial statements and, which may be available to the Company and its shareholders, included in this Prospectus in the form and context in which they appear therein and such consent and reports will not be withdrawn up to the time of delivery of the Prospectus.

EXPERT OPINION

The Company has not obtained any opinions from an expert as per the Companies Act.

PUBLIC ISSUE EXPENSES

The Management estimates an expense of Rs. 49.20 Lacs towards Issue expense. The expenses of this Issue include, among others, underwriting and management fees, market making fees, selling commission, printing and distribution expenses, legal fees, statutory advertisement expenses and listing fees. The estimated Issue expenses are as follows:

No.	Particulars	Amount (Rs. In Lacs)
1.	Issue management fees including fees and reimbursements of Market Making fees, selling commissions, brokerages, and payment to other intermediaries such as Legal Advisors, Registrars and other out of pocket expenses.	34.20
2.	Printing & Stationery, Distribution, Postage, etc	7.00

No.	Particulars	Amount (Rs. In Lacs)
3.	Advertisement & Marketing Expenses	5.00
4.	Regulatory & other expenses	3.00
Total		49.20

DETAILS OF FEES PAYABLE

Particulars	Amount (Rs. In Lacs)	% of Total Issue Expenses	% of Total Issue Size
Issue management fees including fees and reimbursements of Market Making fees, selling commissions, brokerages, and payment to other intermediaries such as Legal Advisors, Registrars and other out of pocket expenses.	34.20	69.51	7.79
Printing & Stationery, Distribution, Postage, etc	7.00	14.23	1.59
Advertisement & Marketing Expenses	5.00	10.16	1.14
Regulatory & other expenses	3.00	6.10	0.68
Total	49.20	100.00	11.20

FEES PAYABLE TO LEAD MANAGER TO THE ISSUE

The total fees payable to the Lead Manager will be as per the Engagement Letters from our Company and Lead Manager and Memorandum of Understanding signed with the Lead Manager, copy of which is available for inspection at the Registered Office of our Company.

FEES PAYABLE TO THE REGISTRAR TO THE ISSUE

The fees payable by the Company to the Registrar to the Issue for processing of application, data entry, printing of CAN/ refund order, preparation of refund data on magnetic tape, printing of bulk mailing register will be as per the Memorandum of Understanding signed with the Company, copy of which is available for inspection at the Registered Office of our Company.

The Registrar to the Issue will be reimbursed for all out-of-pocket expenses including cost of stationery, postage, stamp duty and communication expenses. Adequate funds will be provided by the Company to the Registrar to the Issue to enable them to send refund orders or allotment advice by registered post/ speed post/ under certificate of posting.

UNDERWRITING COMMISSION, BROKERAGE AND SELLING COMMISSION

The underwriting commission and the selling commission for the Issue are as set out in the Underwriting Agreement amongst the Company and Underwriters. The underwriting commission shall be paid as set out in the Underwriting Agreement based on the Issue price and the amount underwritten in the manner mentioned on page 30 of this Prospectus.

COMMISSION AND BROKERAGE PAID ON PREVIOUS ISSUES OF OUR EQUITY SHARES

Since this is the Initial Public Offer of the Company, no sum has been paid or has been payable as commission or brokerage for subscribing to or procuring or agreeing to procure subscription for any of the Equity Shares since inception of the Company.

CAPITAL ISSUE DURING THE LAST THREE YEARS

Encash Entertainment Limited and its Group Companies have not made any capital issue viz. initial public offering, rights issue or composite issue during the last three years.

PREVIOUS PUBLIC OR RIGHTS ISSUE

There have been no public or rights issue by our Company during the last five years.

PREVIOUS ISSUES OF EQUITY SHARES OTHERWISE THAN FOR CASH

Except as stated in the section titled “Capital Structure” on page 33 of this Prospectus, we have not made any previous issues of shares for consideration otherwise than for cash.

PROMISE VIS-À-VIS PERFORMANCE

Our Company has not made any public or rights issue since its inception.

PARTICULARS IN REGARD TO OUR COMPANY AND OTHER LISTED COMPANIES UNDER THE SAME MANAGEMENT WITHIN THE MEANING OF SECTION 370(1) (B) OF THE COMPANIES ACT, 1956 / SECTION 186 OF THE COMPANIES ACT, 2013 WHICH MADE ANY CAPITAL ISSUE DURING THE LAST THREE YEARS

There are no listed companies under the same management within the meaning of Section 370(1)(b) of the Companies Act, 1956 / Section 186 of the Companies Act, 2013 that made any capital issue viz. initial public offering, rights issue or composite issue during the last three years.

OUTSTANDING DEBENTURES OR BONDS AND REDEEMABLE PREFERENCE SHARES AND OTHER INSTRUMENTS

There are no outstanding debentures or bonds or redeemable preference shares and other instruments issued by the Company as on the date of this Prospectus.

STOCK MARKET DATA FOR OUR EQUITY SHARES

This being an Initial Public Offering of the Equity Shares of our Company, the Equity Shares are not listed on any stock exchange.

INVESTOR GRIEVANCES AND REDRESSAL SYSTEM

The Company has appointed CB Management Services Private Limited as the Registrar to the Issue, to handle the investor grievances in co-ordination with the Compliance Officer of the Company. All grievances relating to the present Issue may be addressed to the Registrar with a copy to the Compliance Officer, giving full details such as name, address of the applicant, number of Equity Shares applied for, amount paid on application and name of bank and branch. The Company would monitor the work of the Registrar to ensure that the investor grievances are settled expeditiously and satisfactorily.

The Registrar to the Issue, namely, CB Management Services Private Limited, will handle investor's grievances pertaining to the Issue. A fortnightly status report of the complaints received and redressed by them would be forwarded to the Company. The Company would also be co-coordinating with the Registrar to the Issue in attending to the grievances to the investor. The Company assures that the Board of Directors in respect of the complaints, if any, to be received shall adhere to the following schedules:

Sr. No.	Nature of Complaint	Time Table
1.	Non-receipt of refund	Within 7 days of receipt of complaint subject to production of satisfactory evidence
2.	Non receipt of share certificate/Demat Credit	Within 7 days of receipt of complaint subject to production of satisfactory evidence
3.	Any other complaint in relation to Public Issue	Within 7 days of receipt of complaint with all relevant details.

Redressal of investors' grievance is given top priority by the Company. The Committee oversees redressal of complaints of shareholders/investors and other important investor related matters. The Company has adequate arrangements for redressal of investor complaints as follows:

Share transfer/ dematerialization/ rematerialization are handled by professionally managed Registrar and Transfer Agent, appointed by the Company in terms of SEBI's direction for appointment of Common Agency for

physical as well as demat shares. The Registrars are constantly monitored and supported by qualified and experienced personnel of the Company.

We have appointed Ms. Hardika Pancholi as Company Secretary and Compliance Officer and she may be contacted in case of any pre-issue or post-issue problems. She can be contacted at the following address:

Ms. Hardika Pancholi,
Company Secretary & Compliance Officer,
9, Lal Bazar Street,
3rd Floor, Mercantile Building
Kolkata-700001
Tel: 91-33- 40053913
Website:www.encashentertainment.com
E-Mail: office.rmpl@gmail.com

CHANGES IN AUDITORS

Except as stated below there has been no change in the auditors of our Company for the last three years.

Financial year	Particular of Changes	Reason
2010-11	Saral Kumar Ganguly have been appointed in the place M/s Manabendra Bhattacharya & Co.	M/s Manabendra Bhattacharya & Co. wished to resign due to their pre-occupation.
2011-12	M/s. Mahato Prabir & Associates have been appointed in the place Saral Kumar Ganguly	Saral Kumar Ganguly wished to resign due to their pre-occupation.
2012-13	M/s. C Ghatak & Co., have been appointed in the place M/s. Mahato Prabir & Associates	M/s. Mahato Prabir & Associates wished to resign due to their pre-occupation.
2013-14	M/s. Jyoti K Agarwal & Associates have been appointed in the place M/s. C Ghatak & Co.	M/s. C Ghatak & Co. wished to resign due to their pre-occupation.

CAPITALIZATION OF RESERVES OR PROFITS DURING LAST FIVE (5) YEARS

Our Company has not capitalized any reserve during last five (5) years except the fact that We have allotted 12,44,392 Equity Shares as bonus in the ratio of 23:1 to our existing Equity shareholders pursuant to a Shareholders resolution dated 25th September, 2013 by capitalization of free reserves.

REVALUATION OF ASSETS DURING THE LAST FIVE (5) YEARS

Our Company has not revalued its assets during the last five (5) years.

SECTION VII

ISSUE RELATED INFORMATION

TERMS OF THE ISSUE

The Equity Shares being offered are subject to the provisions of the Companies Act, SEBI (ICDR) Regulations, 2009 our Memorandum and Articles of Association, the terms of the Prospectus, Application Form, the Revision Form, the Confirmation of Allocation Note and other terms and conditions as may be incorporated in the allotment advices and other documents/certificates that may be executed in respect of the Issue. The Equity Shares shall also be subject to laws as applicable, guidelines, notifications and regulations relating to the issue of capital and listing and trading of securities issued from time to time by SEBI, the Government of India, the Stock Exchanges, the RBI, RoC and/or other authorities, as in force on the date of the Issue and to the extent applicable.

RANKING OF EQUITY SHARES

The Equity Shares being offered shall be subject to the provisions of the Companies Act, our Memorandum and Articles of Association and shall rank pari-passu in all respects with the existing Equity Shares including in respect of the rights to receive dividends and other corporate benefits, if any, declared by us after the date of Allotment. For further details, please refer to the section titled “Main Provisions of the Articles of Association of the Company” on page 161 of this Prospectus.

AUTHORITY FOR THE PRESENT ISSUE

The Issue has been authorized by a resolution of the Board passed at their meeting held on 19th March, 2014 subject to the approval of shareholders through a special resolution to be passed pursuant to section 81 (1A) of the Companies Act. The shareholders have authorized the Issue by a special resolution in accordance with Section 81(1A) of the Companies Act, 1956 passed at the Extra-Ordinary General Meeting of the Company held on 29th March, 2014.

TERMS OF THE ISSUE

The Equity Shares being issued are subject to the provisions of the Companies Act, the Memorandum and Articles, the terms of this Prospectus, Application Form, the Revision Form, the Confirmation of Allocation Note (“CAN”) and other terms and conditions as may be incorporated in the Allotment advices and other documents/certificates that may be executed in respect of the Issue. The Equity Shares shall also be subject to laws, guidelines, notifications and regulations relating to the issue of capital and listing of securities issued from time to time by SEBI, the Government of India, SME platform of BSE, RoC, RBI and/or other authorities, as in force on the date of the Issue and to the extent applicable.

MODE OF PAYMENT OF DIVIDEND

The declaration and payment of dividend will be as per the provisions of Companies Act and recommended by the Board of Directors and the shareholders at their discretion and will depend on a number of factors, including but not limited to earnings, capital requirements and overall financial condition of our Company. We shall pay dividends in cash and as per provisions of the Companies Act. For further details, please refer to the section titled “Dividend Policy” on page 105 of this Prospectus.

FACE VALUE AND ISSUE PRICE

The Equity Shares having a Face Value of Rs. 10/- each are being offered in terms of this Prospectus at the price of Rs. 40/- per Equity Share. The Issue Price is determined by our Company in consultation with the Lead Manager and is justified under the section titled “Basis of Issue Price” on page 54 of this Prospectus. At any given point of time there shall be only one denomination of the Equity Shares of our Company, subject to applicable laws.

RIGHTS OF THE EQUITY SHAREHOLDERS

Subject to applicable laws, the equity shareholders shall have the following rights:

- Right to receive dividend, if declared;
- Right to attend general meetings and exercise voting powers, unless prohibited by law;
- Right to vote on a poll either in person or by proxy;
- Right to receive annual reports and notices to members;
- Right to receive offers for rights shares and be allotted bonus shares, if announced;
- Right to receive surplus on liquidation;
- Right of free transferability; and
- Such other rights, as may be available to a shareholder of a listed public company under the Companies Act and the Memorandum and Articles of Association of the Company.

MINIMUM APPLICATION VALUE; MARKET LOT AND TRADING LOT

As per the provisions of the Depositories Act, 1996, the shares of a body corporate can be in dematerialized form i.e. not in the form of physical certificates but be fungible and be represented by the statement issued through electronic mode.

The investors have an option either to receive the security certificate or to hold the securities with depository.

The trading of the Equity Shares will happen in the minimum contract size of 3000 Equity Shares and the same may be modified by BSE from time to time by giving prior notice to investors at large.

Allocation and allotment of Equity Shares through this Offer will be done in multiples of 3000 Equity Share subject to a minimum allotment of 3000 Equity Shares to the successful applicants.

MINIMUM NUMBER OF ALLOTTEES

The minimum number of Allottees in this Issue shall be 50 shareholders. In case the minimum number of prospective Allottees is less than 50, no allotment will be made pursuant to this Issue and the monies collected shall be refunded within 15 days of closure of Issue.

JOINT HOLDERS

Where two or more persons are registered as the holders of any Equity Shares, they will be deemed to hold such Equity Shares as joint-holders with benefits of survivorship.

NOMINATION FACILITY TO INVESTOR

In accordance with Section 72 of the Companies Act, 2013, the sole or first applicant, along with other joint applicant, may nominate any one person in whom, in the event of the death of sole applicant or in case of joint applicant, death of all the applicants, as the case may be, the Equity Shares allotted, if any, shall vest. A person, being a nominee, entitled to the Equity Shares by reason of the death of the original holder(s), shall in accordance with Section 72 of the Companies Act, 2013, be entitled to the same advantages to which he or she would be entitled if he or she were the registered holder of the Equity Share(s). Where the nominee is a minor, the holder(s) may make a nomination to appoint, in the prescribed manner, any person to become entitled to Equity Share(s) in the event of his or her death during the minority. A nomination shall stand rescinded upon a sale of equity share(s) by the person nominating. A buyer will be entitled to make a fresh nomination in the manner prescribed. Fresh nomination can be made only on the prescribed form available on request at the Registered Office of our Company or to the Registrar and Transfer Agents of our Company.

In accordance with Section 72 of the Companies Act, 2013, any Person who becomes a nominee by virtue of Section 72 of the Companies Act, 2013, shall upon the production of such evidence as may be required by the Board, elect either:

- to register himself or herself as the holder of the Equity Shares; or
- to make such transfer of the Equity Shares, as the deceased holder could have made.

Further, the Board may at any time give notice requiring any nominee to choose either to be registered himself or herself or to transfer the Equity Shares, and if the notice is not complied with within a period of ninety days, the

Board may thereafter withhold payment of all dividends, bonuses or other moneys payable in respect of the Equity Shares, until the requirements of the notice have been complied with.

In case the allotment of Equity Shares is in dematerialized form, there is no need to make a separate nomination with us. Nominations registered with the respective depository participant of the applicant would prevail. If the investors require changing the nomination, they are requested to inform their respective depository participant.

MINIMUM SUBSCRIPTION

This Issue is not restricted to any minimum subscription level.

This Issue is 100% underwritten. If the Issuer does not receive the subscription of 100% of the Issue through this offer document including devolvement of Underwriters within sixty days from the date of closure of the Issue, the Issuer shall forthwith refund the entire subscription amount received. If there is a delay beyond eight days after the Issuer becomes liable to pay the amount, the Issuer shall pay interest prescribed under section 40 of the Companies Act, 2013.

ARRANGEMENTS FOR DISPOSAL OF ODD LOTS

The trading of the Equity Shares will happen in the minimum contract size of 3000 shares. However, the Market Maker shall buy the entire shareholding of a shareholder in one lot, where value of such shareholding is less than the minimum contract size allowed for trading on the SME platform of BSE.

RESTRICTIONS, IF ANY, ON TRANSFER AND TRANSMISSION OF SHARES OR DEBENTURES AND ON THEIR CONSOLIDATION OR SPLITTING

For a detailed description in respect of restrictions, if any, on transfer and transmission of shares and on their consolidation / splitting, please refer to the section titled “*Main Provisions of the Articles of Association of the company*” on Page 161 of this Prospectus.

OPTION TO RECEIVE EQUITY SHARES IN DEMATERIALIZED FORM

The investors have an option either to receive the security certificate or to hold the securities with depository.

MIGRATION TO MAIN BOARD

Our Company may migrate to the main board of BSE from SME platform of BSE on a later date subject to the following:

a) If the Paid up Capital of the Company is likely to increase above Rs. 25 crores by virtue of any further issue of capital by way of rights, preferential issue, bonus issue etc (which has been approved by a special resolution through postal ballot wherein the votes cast by the shareholders other than the Promoters in favour of the proposal amount to at least two times the number of votes cast by shareholders other than Promoter shareholders against the proposal and for which the Company has obtained in-principal approval from the main board), we shall have to apply to BSE for listing our shares on its main board subject to the fulfillment of the eligibility criteria for listing of specified securities laid down by the main board.

OR

b) If the Paid up Capital of the company is more than 10 crores but below Rs. 25 crores, we may still apply for migration to the main board if the same has been approved by a special resolution through postal ballot wherein the votes cast by the shareholders other than the promoters in favour of the proposal amount to at least two times the number of votes cast by shareholders other than promoter shareholders against the proposal.

MARKET MAKING

The shares offered through this Issue are proposed to be listed on the SME Platform of BSE, wherein the Lead Manager to this Issue shall ensure compulsory Market Making through the registered Market Makers of the SME platform for a minimum period of three years from the date of listing of shares offered through this Prospectus.

For further details of the agreement entered into between the Company, the Lead Manager and the Market Maker please refer to “*General Information - Details of the Market Making Arrangements for this Issue*” on page 30 of this Prospectus.

NEW FINANCIAL INSTRUMENTS

The Issuer Company is not issuing any new financial instruments through this Issue.

WITHDRAWAL OF THE ISSUE

The Company, in consultation with the LM, reserves the right not to proceed with the Issue at any time before the Issue Opening Date, without assigning any reason thereof. Notwithstanding the foregoing, the Issue is also subject to obtaining the following:

- (i) The final listing and trading approvals of BSE for listing of Equity Shares offered through this issue on its SME Platform, which the Company shall apply for after Allotment and
- (ii) The final RoC approval of the Prospectus after it is filed with the RoC. In case, the Company wishes to withdraw the Issue after Issue Opening but before allotment, the Company will give public notice giving reasons for withdrawal of Issue. The public notice will appear in two widely circulated national newspapers (One each in English and Hindi) and one in regional newspaper.

JURISDICTION

Exclusive jurisdiction for the purpose of this Issue is with the competent courts / authorities in Kolkata, India.

The Equity Shares have not been and will not be registered under the Securities Act or any state securities laws in the United States, and may not be offered or sold within the United States, except pursuant to an exemption from or in a transaction not subject to, registration requirements of the Securities Act. Accordingly, the Equity Shares are only being offered or sold outside the United States in compliance with Regulations under the Securities Act and the applicable laws of the jurisdictions where those offers and sales occur.

The Equity Shares have not been and will not be registered, listed or otherwise qualified in any other jurisdiction outside India and may not be offered or sold, and applications may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction.

ISSUE STRUCTURE

This Issue is being made in terms of Regulation 106(M)(1) of Chapter X-B of SEBI (ICDR) Regulations, 2009, as amended from time to time, whereby, An issuer whose post-issue face value capital does not exceed ten crores rupees shall issue shares to the public and propose to list the same on the Small and Medium Enterprise Exchange (“SME Exchange”, in this case being the SME Platform of BSE). For further details regarding the salient features and terms of such an Issue please refer the section titled “*Terms of the Issue*” and “*Issue Procedure*” on page 139 and 145 of this Prospectus.

Following is the Issue structure:

Public Issue of 10,98,000 equity shares of Rs. 10/- each (the “Equity Shares”) for cash at a price of Rs. 40/- per Equity Share aggregating to Rs. 439.20 Lacs (“the Issue”) by Encash Entertainment Limited (“EEL” or the “Company” or the “Issuer”).

The Issue comprises reservation of 60,000 Equity Shares for subscription by the designated Market Maker (“the Market Maker Reservation Portion”) and Net Issue to Public of 10,38,000 Equity Shares (“the Net Issue”).

Particulars of the Issue	Net Issue to Public*	Market Maker Reservation Portion
Number of Equity Shares available for allocation	10,38,000 Equity Shares	60,000 Equity Shares
Percentage of Issue Size available for allocation	94.54% of the Issue size	5.46% of the Issue size
Basis of Allotment	Proportionate subject to minimum allotment of 3000 Equity Shares and further allotment in multiples of 3000 Equity Shares each. For further details please refer to the section titled “ <i>Issue Procedure - Basis of Allotment</i> ” on page 151 of this Prospectus.	Firm Allotment
Mode of Application	For QIB and NII Applicants the application must be made compulsorily through the ASBA Process. The Retail Individual Applicant may apply through the ASBA or the Physical Form.	Through ASBA Process Only
Minimum Application Size	For QIB and NII: Such number of Equity Shares in multiples of 3000 Equity Shares such that the Application Value exceeds Rs. 2,00,000/- For Retail Individuals: 3,000 Equity Shares	60,000 Equity Shares
Maximum Application Size	For QIB and NII: Such number of equity shares in multiples of 3,000 Equity Shares such that the Application Size does not exceed 10,38,000 Equity Shares. For Retail Individuals: Such number of Equity Shares in multiples of 3,000 Equity Shares such that the Application Value does not exceed Rs. 2,00,000/-.	60,000 Equity Shares
Mode of Allotment	Dematerialized Form only	Dematerialized Form only

Trading Lot	3,000 Equity Shares	3,000 Equity Shares, However the Market Makers may accept odd lots if any in the market as required under the SEBI (ICDR) Regulations, 2009.
Terms of Payment	The entire Application Amount will be payable at the time of submission of the Application Form.	

*50 % of the shares offered are reserved for applications below Rs. 2 Lacs and the balance for higher amount applications.

WITHDRAWAL OF THE ISSUE

The Company, in consultation with the LM, reserves the right not to proceed with the Issue at any time before the Issue Opening Date, without assigning any reason thereof. Notwithstanding the foregoing, the Issue is also subject to obtaining the following:

1. The final listing and trading approvals of BSE for listing of Equity Shares offered through this issue on its SME Platform, which the Company shall apply for after Allotment and
2. The final ROC approval of the Prospectus after it is filed with the ROC. In case, the Company wishes to withdraw the Issue after Issue Opening but before allotment, the Company will give public notice giving reasons for withdrawal of Issue. The public notice will appear in two widely circulated national newspapers (One each in English and Hindi) and one in regional newspaper.

The LM, through the Registrar to the Issue, will instruct the SCSBs to unblock the ASBA Accounts within one Working Day from the day of receipt of such instruction. The notice of withdrawal will be issued in the same newspapers where the pre-Issue advertisements have appeared and the Stock Exchange will also be informed promptly.

If our Company withdraws the Issue after the Issue Closing Date and subsequently decides to undertake a public offering of Equity Shares, our Company will file a fresh offer document with the stock exchange where the Equity Shares may be proposed to be listed

ISSUE OPENING DATE	9 th September, 2014
ISSUE CLOSING DATE	15 th September, 2014

Applications and any revisions to the same will be accepted only between 10.00 a.m. and 5.00 p.m. (Indian Standard Time) during the Issue Period at the Application Centers mentioned in the Application Form, or in the case of ASBA Applicants, at the Designated Bank Branches except that on the Issue Closing Date applications will be accepted only between 10.00 a.m. and 3.00 p.m. (Indian Standard Time). Applications will be accepted only on Working Days, i.e., Monday to Friday (excluding any public holiday).

ISSUE PROCEDURE

FIXED PRICE ISSUE PROCEDURE

The Issue is being made under Regulation 106 (M) (1) of Chapter XB of SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009 via Fixed Price Process.

Applicants are required to submit their Applications to the Selected Branches / Offices of the Escrow Bankers to the Issue who shall duly submit to them the Registrar of the Issue. In case of QIB Applicants, the Company in consultation with the Lead Manager may reject Applications at the time of acceptance of Application Form provided that the reasons for such rejection shall be provided to such Applicant in writing.

In case of Non Institutional Applicants and Retail Individual Applicants, our Company would have a right to reject the Applications only on technical grounds.

As per Section 29(1) of the Companies Act, 2013, allotment of Equity Shares will be made only in dematerialized form. As per SEBI's circular RMB (compendium) series circular no. 2 (1999-2000) dated February 16, 2000, it has been decided by the SEBI that trading in securities of companies making an initial public offer shall be in Dematerialised form only. The Equity Shares on Allotment will be traded only on the dematerialized segment of the SME Platform of BSE.

APPLICATION FORM

Applicants shall only use the specified Application Form for the purpose of making an Application in terms of this Prospectus. Upon completing and submitting the Application Form to the Bankers, the Applicant is deemed to have authorized our Company to make the necessary changes in the Prospectus and the Application Form as would be required for filing the Prospectus with the RoC and as would be required by RoC after such filing, without prior or subsequent notice of such changes to the Applicant.

ASBA Applicants shall submit an Application Form either in physical or electronic form to the SCSB's authorizing blocking funds that are available in the bank account specified in the Application Form used by ASBA applicants. Upon completing and submitting the Application Form for ASBA Applicants to the SCSB, the ASBA Applicant is deemed to have authorized our Company to make the necessary changes in the Prospectus and the ASBA as would be required for filing the Prospectus with the RoC and as would be required by RoC after such filing, without prior or subsequent notice of such changes to the ASBA Applicant.

The prescribed color of the Application Form for various categories is as follows:

Category	Color of Application Form
Resident Indians and Eligible NRIs applying on a non-repatriation basis	White
Non-Residents and Eligible NRIs applying on a repatriation basis	Blue

In accordance with the SEBI (ICDR) Regulations, 2009 in public issues w.e.f. May 1, 2010 all the investors can apply through ASBA process and w.e.f. May 02, 2011, the Non-Institutional applicants and the QIB Applicants have to compulsorily apply through the ASBA Process.

WHO CAN APPLY?

Persons eligible to invest under all applicable laws, rules, regulations and guidelines;

Indian nationals resident in India who are not incompetent to contract in single or joint names (not more than three) or in the names of minors as natural/legal guardian;

Hindu Undivided Families or HUFs, in the individual name of the *Karta*. The applicant should specify that the application is being made in the name of the HUF in the Application Form as follows: "Name of Sole or First applicant: XYZ Hindu Undivided Family applying through XYZ, where XYZ is the name of the *Karta*". Applications by HUFs would be considered at par with those from individuals;

Companies, corporate bodies and societies registered under the applicable laws in India and authorized to invest in the Equity Shares under their respective constitutional and charter documents;

Mutual Funds registered with SEBI;

Eligible NRIs on a repatriation basis or on a non-repatriation basis, subject to applicable laws. NRIs other than Eligible NRIs are not eligible to participate in this Issue;

Indian Financial Institutions, scheduled commercial banks, regional rural banks, co-operative banks (subject to RBI permission, and the SEBI Regulations and other laws, as applicable);

FIs and sub-accounts registered with SEBI, other than a sub-account which is a foreign corporate or a foreign individual under the QIB Portion;

Limited Liability Partnerships (LLPs) registered in India and authorized to invest in equity shares;

Sub-accounts of FIs registered with SEBI, which are foreign corporate or foreign individuals only under the Non-Institutional applicant's category;

Venture Capital Funds registered with SEBI;

Foreign Venture Capital Investors registered with SEBI;

State Industrial Development Corporations;

Trusts/societies registered under the Societies Registration Act, 1860, as amended, or under any other law relating to Trusts and who are authorized under their constitution to hold and invest in equity shares;

Scientific and/or Industrial Research Organizations authorized to invest in equity shares;

Insurance Companies registered with Insurance Regulatory and Development Authority, India;

Provident Funds with minimum corpus of Rs. 25 Crores and who are authorized under their constitution to hold and invest in equity shares;

Pension Funds with minimum corpus of Rs. 25 Crores and who are authorized under their constitution to hold and invest in equity shares;

Multilateral and Bilateral Development Financial Institutions;

National Investment Fund set up by resolution no. F. No. 2/3/2005-DDII dated November 23, 2005 of Government of India published in the Gazette of India;

Insurance funds set up and managed by army, navy or air force of the Union of India

As per the existing regulations, OCBs cannot participate in this Issue.

The information below is given for the benefit of the applicants. Our Company and the Lead Manager do not accept responsibility for the completeness and accuracy of the information stated. Our Company and the Lead Manager is not liable for any amendments or modification or changes in applicable laws or regulations, which may occur after the date of the Prospectus. Applicants are advised to make their independent investigations and ensure that the number of Equity Shares applied for does not exceed the limits prescribed under laws or regulations.

PARTICIPATION BY ASSOCIATES OF LM

The LM shall not be entitled to subscribe to this Issue in any manner except towards fulfilling their underwriting obligations. However, associates and affiliates of the LM may subscribe for Equity Shares in the Issue, either in the QIB Portion and Non-Institutional Portion where the allotment is on a proportionate basis.

AVAILABILITY OF PROSPECTUS AND APPLICATION FORMS

The Memorandum Form 2A containing the salient features of the Prospectus together with the Application Forms and copies of the Prospectus may be obtained from the Registered Office of our Company, Lead Manager to the Issue, Registrar to the Issue and the collection Centers of the Bankers to the Issue, as mentioned in the Application Form. The application forms may also be downloaded from the website of BSE Limited i.e. www.bseindia.com.

OPTION TO SUBSCRIBE IN THE ISSUE

- a. As per Section 29(1) of the Companies Act, 2013, allotment of Equity Shares will be made only in dematerialized form. As per SEBI's circular RMB (compendium) series circular no. 2 (1999-2000) dated February 16, 2000, it has been decided by the SEBI that trading in securities of companies making an initial public offer shall be in Dematerialized form only. The Equity Shares on Allotment will be traded only on the dematerialized segment of the SME Platform of BSE.
- b. The equity shares, on allotment, shall be traded on Stock Exchange in demat segment only.
- c. A single application from any investor shall not exceed the investment limit/minimum number of specified securities that can be held by him/her/it under the relevant regulations/statutory guidelines.

APPLICATION BY MUTUAL FUNDS

As per the current regulations, the following restrictions are applicable for investments by mutual funds:

No mutual fund scheme shall invest more than 10% of its net asset value in the Equity Shares or equity related instruments of any Company provided that the limit of 10% shall not be applicable for investments in index funds or sector or industry specific funds. No mutual fund under all its schemes should own more than 10% of any Company's paid up share capital carrying voting rights.

In case of a Mutual Fund, a separate Application can be made in respect of each scheme of the Mutual Fund registered with SEBI and such Applications in respect of more than one scheme of the Mutual Fund will not be treated as multiple Applications provided that the Applications clearly indicate the scheme concerned for which the Application has been made.

APPLICATIONS BY ELIGIBLE NRIS/FII'S ON REPATRIATION BASIS

Application Forms have been made available for Eligible NRIs at our registered Office.

Eligible NRI applicants may please note that only such applications as are accompanied by payment in free foreign exchange shall be considered for Allotment. The Eligible NRIs who intend to make payment through Non Resident Ordinary (NRO) accounts shall use the form meant for Resident Indians.

Under the Foreign Exchange Management Act, 1999 (FEMA) general permission is granted to the companies vide notification no. FEMA/20/2000 RB dated 03/05/2000 to issue securities to NRI's subject to the terms and conditions stipulated therein. The Companies are required to file the declaration in the prescribed form to the concerned Regional Office of RBI within 30 days from the date of issue of shares for allotment to NRI's on repatriation basis.

Allotment of Equity Shares to Non Resident Indians shall be subject to the prevailing Reserve Bank of India Guidelines. Sale proceeds of such investments in Equity Shares will be allowed to be repatriated along with the income thereon subject to permission of the RBI and subject to the Indian Tax Laws and regulations and any other applicable laws.

The Company does not require approvals from FIPB or RBI for the Transfer of Equity Shares in the issue to eligible NRI's, FII's, Foreign Venture Capital Investors registered with SEBI and multilateral and bilateral development financial institutions.

AS PER THE CURRENT REGULATIONS, THE FOLLOWING RESTRICTIONS ARE APPLICABLE FOR INVESTMENTS BY FIIS:

- The issue of Equity Shares to a single FII should not exceed 10% of our post-Issue paid-up capital. In respect of an FII investing in the Equity Shares on behalf of its sub-accounts, the investment on behalf of each sub-account shall not exceed 10% of our total issued capital of the Company or 5% of the total issued capital, in case such sub-account is a foreign corporate or an individual. In accordance with the foreign investment limits applicable to our Company, such investment must be made out of funds raised or collected or brought from outside India through normal banking channels and the investment must not exceed the overall ceiling specified for FIIs. Under the portfolio investment scheme, the aggregate issue of equity shares to FIIs and their sub-accounts should not exceed 24% of post-issue paid-up equity capital of a company. However, this limit can be increased to the permitted sectoral cap/statutory limit, as applicable to our Company after obtaining approval of its Board of Directors followed by a special resolution to that effect by its shareholders in their general meeting. As of the date of the Prospectus, no such resolution has been recommended to the shareholders of our Company for adoption.
- Subject to compliance with all applicable Indian laws, rules, regulations guidelines and approvals in terms of Regulation 15A(1) of the SEBI (Foreign Institutional Investors) Regulations 1995, as amended, by the SEBI (Foreign Institutional Investors)(Amendment) Regulations, 2008 ("SEBI FII Regulations"), an FII, as defined in the SEBI FII Regulations, or its sub account may issue, deal or hold, off shore derivative instruments (defined under the SEBI FII Regulations, as any instrument, by whatever name called, which is issued overseas by a foreign institutional investor against securities held by it that are listed or proposed to be listed on any recognized stock exchange in India, as its underlying) directly or indirectly, only in the event (i) such offshore derivative instruments are issued only to persons who are regulated by an appropriate foreign regulatory authority; and (ii) such offshore derivative instruments are issued after compliance with 'know your client' norms. The FII or sub-account is also required to ensure that no further issue or transfer of any offshore derivative instrument issued by it is made to any persons that are not regulated by an appropriate foreign regulatory authority as defined under the SEBI FII Regulations. Associates and affiliates of the underwriters including the LM that are FIIs may issue offshore derivative instruments against Equity Shares Allotted to them in the Issue.

APPLICATIONS BY SEBI REGISTERED VENTURE CAPITAL FUNDS AND FOREIGN VENTURE CAPITAL INVESTORS

As per the current regulations, the following restrictions are applicable for SEBI registered venture capital funds and foreign venture capital investors:

- The SEBI (Venture Capital) Regulations, 1996 and the SEBI (Foreign Venture Capital Investor) Regulations, 2000 prescribe investment restrictions on venture capital funds and foreign venture capital investors registered with SEBI. Accordingly, the holding by any individual venture capital fund registered with SEBI in one company should not exceed 25% of the corpus of the venture capital fund; a Foreign Venture Capital Investor can invest its entire funds committed for investments into India in one company. Further, Venture Capital Funds and Foreign Venture Capital Investor can invest only up to 33.33% of the funds available for investment by way of subscription to an Initial Public Offer.

APPLICATIONS BY LIMITED LIABILITY PARTNERSHIPS

In case of applications made by limited liability partnerships registered under the Limited Liability Partnership Act, 2008, a certified copy of certificate of registration issued under the Limited Liability Partnership Act, 2008, must be attached to the Application Form. Failing this, our Company reserves the right to reject any application, without assigning any reason thereof.

APPLICATIONS BY INSURANCE COMPANIES

In case of applications made by insurance companies registered with the IRDA, a certified copy of certificate of registration issued by IRDA must be attached to the Application Form. Failing this, our Company reserves the right to reject any application, without assigning any reason thereof.

The exposure norms for insurers, prescribed under the Insurance Regulatory and Development Authority (Investment) Regulations, 2000, as amended (the "IRDA Investment Regulations"), are broadly set forth below:

- (a) equity shares of a company: the least of 10% of the investee company's subscribed capital (face value) or 10% of the respective fund in case of life insurer or 10% of investment assets in case of general insurer or reinsurer;
- (b) the entire group of the investee company: the least of 10% of the respective fund in case of a life insurer or 10% of investment assets in case of a general insurer or reinsurer (25% in case of ULIPS); and
- (c) The industry sector in which the investee company operates: 10% of the insurer's total investment exposure to the industry sector (25% in case of ULIPS).

In addition, the IRDA partially amended the exposure limits applicable to investments in public limited companies in the infrastructure and housing sectors, *i.e.* 26th December, 2008, providing, among other things, that the exposure of an insurer to an infrastructure company may be increased to not more than 20%, provided that in case of equity investment, a dividend of not less than 4% including bonus should have been declared for at least five preceding years. This limit of 20% would be combined for debt and equity taken together, without sub ceilings.

Further, investments in equity including preference shares and the convertible part of debentures shall not exceed 50% of the exposure norms specified under the IRDA Investment Regulations.

APPLICATION BY PROVIDENT FUNDS/ PENSION FUNDS

In case of applications made by provident funds/pension funds, subject to applicable laws, with minimum corpus of Rs. 2,500 Lacs, a certified copy of certificate from a chartered accountant certifying the corpus of the provident fund/ pension fund must be attached to the Application Form. Failing this, our Company reserves the right to reject any application, without assigning any reason thereof.

APPLICATION UNDER POWER OF ATTORNEY

In case of applications made pursuant to a power of attorney by limited companies, corporate bodies, registered societies, Mutual Funds, insurance companies and provident funds with minimum corpus of Rs. 25 Crores (subject to applicable law) and pension funds with a minimum corpus of Rs. 25 Crores a certified copy of the power of attorney or the relevant resolution or authority, as the case may be, along with a certified copy of the memorandum of association and articles of association and/or bye laws must be lodged with the Application Form. Failing this, our Company reserves the right to accept or reject any application in whole or in part, in either case, without assigning any reason therefore.

In addition to the above, certain additional documents are required to be submitted by the following entities:

- (a). With respect to applications by Mutual Funds, a certified copy of their SEBI registration certificate must be lodged along with the Application Form. Failing this, our Company reserves the right to accept or reject any application, in whole or in part, in either case without assigning any reasons thereof.
- (b). With respect to applications by insurance companies registered with the Insurance Regulatory and Development Authority, in addition to the above, a certified copy of the certificate of registration issued by the Insurance Regulatory and Development Authority must be lodged with the Application Form as applicable. Failing this, our Company reserves the right to accept or reject any application, in whole or in part, in either case without assigning any reasons thereof.
- (c). With respect to applications made by provident funds with minimum corpus of Rs. 25 Crores (subject to applicable law) and pension funds with a minimum corpus of Rs. 25 Crores, a certified copy of a certificate from a chartered accountant certifying the corpus of the provident fund/pension fund must be lodged along with the Application Form . Failing this, our Company reserves the right to accept or reject such application, in whole or in part, in either case without assigning any reasons thereof.

Our Company in its absolute discretion, reserves the right to relax the above condition of simultaneous lodging of the power of attorney along with the Application Form , subject to such terms and conditions that our Company , the lead manager may deem fit.

Our Company, in its absolute discretion, reserves the right to permit the holder of the power of attorney to request the Registrar to the Issue that, for the purpose of printing particulars on the refund order and mailing of

the Allotment Advice / CANs / refund orders / letters notifying the unblocking of the bank accounts of ASBA applicants, the Demographic Details given on the Application Form should be used (and not those obtained from the Depository of the application). In such cases, the Registrar to the Issue shall use Demographic Details as given on the Application Form instead of those obtained from the Depositories.

The above information is given for the benefit of the Applicants. The Company and the LM are not liable for any amendments or modification or changes in applicable laws or regulations, which may occur after the date of this Prospectus. Applicants are advised to make their independent investigations and ensure that the number of Equity Shares applied for do not exceed the applicable limits under laws or regulations.

MAXIMUM AND MINIMUM APPLICATION SIZE

(a) For Retail Individual Applicants

The Application must be for a minimum of 3,000 Equity Shares and in multiples of 3,000 Equity Share thereafter, so as to ensure that the Application Price payable by the Applicant does not exceed Rs. 2,00,000. In case of revision of Applications, the Retail Individual Applicants have to ensure that the Application Price does not exceed Rs. 2,00,000.

(b) For Other Applicants (Non Institutional Applicants and QIBs):

The Application must be for a minimum of such number of Equity Shares such that the Application Amount exceeds Rs. 200,000 and in multiples of 3,000 Equity Shares thereafter. An Application cannot be submitted for more than the Issue Size. However, the maximum Application by a QIB investor should not exceed the investment limits prescribed for them by applicable laws. Under existing SEBI Regulations, a QIB or Non Institution Applicant cannot withdraw or lower its Application at any stage of Issue.

In case of revision in Applications, the Non Institutional Applicants, who are individuals, have to ensure that the Application Amount is greater than Rs. 2,00,000 for being considered for allocation in the Non Institutional Portion.

Applicants are advised to ensure that any single Application from them does not exceed the investment limits or maximum number of Equity Shares that can be held by them under applicable law or regulation or as specified in this Prospectus.

INFORMATION FOR THE APPLICANTS:

- a) Our Company will file the Prospectus with the RoC at least 3 (three) days before the Issue Opening Date.
- b) The LM will circulate copies of the Prospectus along with the Application Form to potential investors.
- c) Any investor (who is eligible to invest in our Equity Shares) who would like to obtain the Prospectus and/ or the Application Form can obtain the same from our Registered Office or from the registered office of the LM.
- d) Applicants who are interested in subscribing for the Equity Shares should approach the LM or their authorized agent(s) to register their Applications.
- e) Applications made in the Name of Minors and/or their nominees shall not be accepted.
- f) Applicants are requested to mention the application form number on the reverse of the instrument to avoid misuse of instrument submitted along with the application for shares. Applicants are advised in their own interest, to indicate the name of the bank and the savings or current a/c no in the application form. In case of refund, the refund order will indicate these details after the name of the payee. The refund order will be sent directly to the payee's address.

INSTRUCTIONS FOR COMPLETING THE APPLICATION FORM

The Applications should be submitted on the prescribed Application Form and in BLOCK LETTERS in ENGLISH only in accordance with the instructions contained herein and in the Application Form. Applications not so made are liable to be rejected. ASBA Application Forms should bear the stamp of the SCSB's. ASBA Application Forms, which do not bear the stamp of the SCSB, will be rejected.

Applicants residing at places where the designated branches of the Banker to the Issue are not located may submit/mail their applications at their sole risk along with Demand Draft payable at Kolkata.

APPLICANT'S DEPOSITORY ACCOUNT AND BANK DETAILS

Please note that, providing bank account details in the space provided in the application form is mandatory and applications that do not contain such details are liable to be rejected.

Applicants should note that on the basis of name of the Applicants, Depository Participant's name, Depository Participant Identification number and Beneficiary Account Number provided by them in the Application Form, the Registrar to the Issue will obtain from the Depository the demographic details including address, Applicants bank account details, MICR code and occupation (hereinafter referred to as 'Demographic Details'). These Bank Account details would be used for giving refunds to the Applicants. Hence, Applicants are advised to immediately update their Bank Account details as appearing on the records of the depository participant. Please note that failure to do so could result in delays in dispatch/ credit of refunds to Applicants at the Applicants sole risk and neither the LM or the Registrar or the Escrow Collection Banks or the SCSB nor the Company shall have any responsibility and undertake any liability for the same. Hence, Applicants should carefully fill in their Depository Account details in the Application Form. These Demographic Details would be used for all correspondence with the Applicants including mailing of the CANs / Allocation Advice and printing of Bank particulars on the refund orders or for refunds through electronic transfer of funds, as applicable. The Demographic Details given by Applicants in the Application Form would not be used for any other purpose by the Registrar to the Issue. By signing the Application Form, the Applicant would be deemed to have authorized the depositories to provide, upon request, to the Registrar to the Issue, the required Demographic Details as available on its records.

BASIS OF ALLOTMENT

Allotment will be made in consultation with BSE Limited (The Designated Stock Exchange). In the event of oversubscription, the allotment will be made on a proportionate basis in marketable lots as set forth here:

1. The total number of Shares to be allocated to each category as a whole shall be arrived at on a proportionate basis i.e. the total number of Shares applied for in that category multiplied by the inverse of the over subscription ratio (number of applicants in the category x number of Shares applied for).
2. The number of Shares to be allocated to the successful applicants will be arrived at on a proportionate basis in marketable lots (i.e. Total number of Shares applied for into the inverse of the over subscription ratio).
3. For applications where the proportionate allotment works out to less than 3,000 equity shares the allotment will be made as follows:
 - a) Each successful applicant shall be allotted 3,000 equity shares; and
 - b) The successful applicants out of the total applicants for that category shall be determined by the drawal of lots in such a manner that the total number of Shares allotted in that category is equal to the number of Shares worked out as per (2) above.
4. If the proportionate allotment to an applicant works out to a number that is not a multiple of 3000 equity shares, the number in excess of the multiple of 3000 would be rounded off to the higher multiple of 3000 if that number is 1500 or higher. If that number is lower than 1500, it would be rounded off to the lower multiple of 3000. All Applicant in such categories would be Allotted Equity Shares arrived at after such rounding off.
5. If the Shares allotted on a proportionate basis to any category is more than the Shares allotted to the applicants in that category, the balance available Shares for allocation shall be first adjusted against any category, where the allotted Shares are not sufficient for proportionate allotment to the successful applicants in that category, the balance Shares, if any, remaining after such adjustment will be added to the category comprising of applicants applying for the minimum number of Shares. If as a result of the process of rounding off to the lower nearest multiple of 3,000 equity shares, results in the actual allotment being higher than the shares offered, the final allotment may be higher at the sole discretion of the Board of Directors, up to 110% of the size of the offer specified under the Capital Structure mentioned in this Prospectus.
6. The above proportionate allotment of shares in an Issue that is oversubscribed shall be subject to the reservation for small individual applicants as described below:

- a) A minimum of 50% of the net offer of shares to the Public shall initially be made available for allotment to retail individual investors as the case may be.
- b) The balance net offer of shares to the public shall be made available for allotment to a) individual applicants other than retail individual investors and b) other investors, including Corporate Bodies/ Institutions irrespective of number of shares applied for.
- c) The unsubscribed portion of the net offer to any one of the categories specified in (a) or (b) shall/may be made available for allocation to applicants in the other category, if so required.
- d) As per Regulation 43 (4) of SEBI (ICDR) Regulations, 2009 as amended, if the retail individual investor category is entitled to more than fifty per cent. on proportionate basis, the retail individual investors shall be allocated that higher percentage.

'Retail Individual Investor' means an investor who applies for shares of value of not more than Rs. 2,00,000/- Investors may note that in case of over subscription allotment shall be on proportionate basis and will be finalized in consultation with BSE.

The Executive Director / Managing Director of BSE - the Designated Stock Exchange in addition to Lead Manager and Registrar to the Public Issue shall be responsible to ensure that the basis of allotment is finalized in a fair and proper manner in accordance with the SEBI (ICDR) Regulations, 2009.

REFUNDS

In case of Applicants receiving refunds through electronic transfer of funds, delivery of refund orders/ allocation advice/ CANs may get delayed if the same once sent to the address obtained from the depositories are returned undelivered. In such an event, the address and other details given by the Applicant in the Application Form would be used only to ensure dispatch of refund orders. Please note that any such delay shall be at the Applicants sole risk and neither the Company, the Registrar, Escrow Collection Bank(s) nor the LM shall be liable to compensate the Applicant for any losses caused to the Applicant due to any such delay or liable to pay any interest for such delay.

In case no corresponding record is available with the Depositories, which matches three parameters, namely, names of the Applicants (including the order of names of joint holders), the Depository Participant's identity (DP ID) and the beneficiary's identity, then such Applications are liable to be rejected.

The Company in its absolute discretion, reserves the right to permit the holder of the power of attorney to request the Registrar that for the purpose of printing particulars on the refund order and mailing of the refund order/ CANs/ allocation advice/ refunds through electronic transfer of funds, the Demographic Details given on the Application Form should be used (and not those obtained from the Depository of the Applicant). In such cases, the Registrar shall use Demographic Details as given in the Application Form instead of those obtained from the depositories.

Refunds, dividends and other distributions, if any, will be payable in Indian Rupees only and net of bank charges and/ or commission. In case of Applicants who remit money through Indian Rupee drafts purchased abroad, such payments in Indian Rupees will be converted into US Dollars or any other freely convertible currency as may be permitted by the RBI at the rate of exchange prevailing at the time of remittance and will be dispatched by registered post or if the Applicants so desire, will be credited to their NRE accounts, details of which should be furnished in the space provided for this purpose in the Application Form. The Company will not be responsible for loss, if any, incurred by the Applicant on account of conversion of foreign currency.

As per the RBI regulations, OCBs are not permitted to participate in the Issue.

There is no reservation for Non Residents, NRIs, FIIs and foreign venture capital funds and all Non Residents, NRI, FII and Foreign Venture Capital Funds applicants will be treated on the same basis with other categories for the purpose of allocation.

TERMS OF PAYMENT / PAYMENT INSTRUCTIONS

The entire Issue Price of Rs. 40/- per share is payable on application. In case of allotment of lesser number of Equity shares than the number applied, The Company shall refund the excess amount paid on Application to the Applicants.

Payments should be made by cheque, or demand draft drawn on any Bank (including a Co operative Bank), which is situated at, and is a member of or sub member of the bankers' clearing house located at the centre where the Application Form is submitted. Outstation cheques/ bank drafts drawn on banks not participating in the clearing process will not be accepted and applications accompanied by such cheques or bank drafts are liable to be rejected.

Cash/ Stock Invest/ Money Orders/ Postal orders will not be accepted.

A separate Cheque or Bank Draft should accompany each application form. Applicants should write the Share Application Number on the back of the Cheque/Draft. Outstation Cheques will not be accepted and applications accompanied by such cheques drawn on outstation banks are liable for rejection. Money Orders / Postal Notes will not be accepted.

Each Applicant shall draw a cheque or demand draft for the amount payable on the Application and/ or on allocation/ Allotment as per the following terms:

1. The payment instruments for payment into the Escrow Account should be drawn in favour of:
 - Indian Public including eligible NRIs applying on non repatriation basis: "EEL -Public Issue - R".
 - In case of Non Resident Retail Applicants applying on repatriation basis: "EEL -Public Issue - NR"
2. In case of Application by NRIs applying on repatriation basis, the payments must be made through Indian Rupee drafts purchased abroad or cheques or bank drafts, for the amount payable on application remitted through normal banking channels or out of funds held in Non Resident External (NRE) Accounts or Foreign Currency Non Resident (FCNR) Accounts, maintained with banks authorized to deal in foreign exchange in India, along with documentary evidence in support of the remittance. Payment will not be accepted out of Non Resident Ordinary (NRO) Account of Non Resident Applicant applying on a repatriation basis. Payment by drafts should be accompanied by bank certificate confirming that the draft has been issued by debiting to NRE Account or FCNR Account.
3. Where an Applicant has been allocated a lesser number of Equity Shares than the Applicant has applied for, the excess amount, if any, paid on Application, after adjustment towards the balance amount payable by the Pay In Date on the Equity Shares allocated will be refunded to the Applicant from the Refund Account.
4. On the Designated Date and no later than 12 working days from the Issue Closing Date, the Escrow Collection Bank shall also refund all amounts payable to unsuccessful Applicants and also the excess amount paid on Application, if any, after adjusting for allocation / Allotment to the Applicants.

PAYMENT BY STOCK INVEST

In terms of the Reserve Bank of India Circular No. DBOD No. FSC BC 42/ 24.47.00/ 2003 04 dated November 5, 2003; the option to use the stock invest instrument in lieu of cheques or bank drafts for payment of Application money has been withdrawn. Hence, payment through stock invest would not be accepted in this Issue.

GENERAL INSTRUCTIONS

Do's:

- Check if you are eligible to apply;
- Read all the instructions carefully and complete the applicable Application Form;
- Ensure that the details about Depository Participant and Beneficiary Account are correct as Allotment of Equity Shares will be in the dematerialized form only;
- Each of the Applicants should mention their Permanent Account Number (PAN) allotted under the Income Tax Act, 1961;
- Ensure that the Demographic Details (as defined herein below) are updated, true and correct in all respects;
- Ensure that the name(s) given in the Application Form is exactly the same as the name(s) in which the beneficiary account is held with the Depository Participant.

Don'ts:

- Do not apply for lower than the minimum Application size;
- Do not apply at a Price Different from the Price Mentioned herein or in the Application Form
- Do not apply on another Application Form after you have submitted an Application to the Bankers of the Issue.

- Do not pay the Application Price in cash, by money order or by postal order or by stock invest;
- Do not send Application Forms by post; instead submit the same to the Selected Branches / Offices of the Banker to the Issue.
- Do not fill up the Application Form such that the Equity Shares applied for exceeds the Issue Size and/ or investment limit or maximum number of Equity Shares that can be held under the applicable laws or regulations or maximum amount permissible under the applicable regulations;
- Do not submit the GIR number instead of the PAN as the Application is liable to be rejected on this ground.

OTHER INSTRUCTIONS

Joint Applications in the case of Individuals

Applications may be made in single or joint names (not more than three). In the case of joint Applications, all payments will be made out in favour of the Applicant whose name appears first in the Application Form or Revision Form. All communications will be addressed to the First Applicant and will be dispatched to his or her address as per the Demographic Details received from the Depository.

Multiple Applications

An Applicant should submit only one Application (and not more than one) for the total number of Equity Shares required. Two or more Applications will be deemed to be multiple Applications if the sole or First Applicant is one and the same.

In this regard, the procedures which would be followed by the Registrar to the Issue to detect multiple applications are given below:

- All applications are electronically strung on first name, address (1st line) and applicant's status. Further, these applications are electronically matched for common first name and address and if matched, these are checked manually for age, signature and father/ husband's name to determine if they are multiple applications
- Applications which do not qualify as multiple applications as per above procedure are further checked for common DP ID/ beneficiary ID. In case of applications with common DP ID/ beneficiary ID, are manually checked to eliminate possibility of data entry error to determine if they are multiple applications.
- Applications which do not qualify as multiple applications as per above procedure are further checked for common PAN. All such matched applications with common PAN are manually checked to eliminate possibility of data capture error to determine if they are multiple applications.

In case of a mutual fund, a separate Application can be made in respect of each scheme of the mutual fund registered with SEBI and such Applications in respect of more than one scheme of the mutual fund will not be treated as multiple Applications provided that the Applications clearly indicate the scheme concerned for which the Application has been made.

In cases where there are more than 20 valid applications having a common address, such shares will be kept in abeyance, post allotment and released on confirmation of "know your client" norms by the depositories. The Company reserves the right to reject, in our absolute discretion, all or any multiple Applications in any or all categories.

PERMANENT ACCOUNT NUMBER OR PAN

Pursuant to the circular MRD/DoP/Circ 05/2007 dated April 27, 2007, SEBI has mandated Permanent Account Number ("PAN") to be the sole identification number for all participants transacting in the securities market, irrespective of the amount of the transaction w.e.f. July 2, 2007. Each of the Applicants should mention his/her PAN allotted under the IT Act. **Applications without this information will be considered incomplete and are liable to be rejected.** It is to be specifically noted that Applicants should not submit the GIR number instead of the PAN, as the Application is liable to be rejected on this ground.

RIGHT TO REJECT APPLICATIONS

In case of QIB Applicants, the Company in consultation with the LM may reject Applications provided that the reasons for rejecting the same shall be provided to such Applicant in writing. In case of Non Institutional Applicants, Retail Individual Applicants who applied, the Company has a right to reject Applications based on technical grounds.

GROUND FOR REJECTIONS

Applicants are advised to note that Applications are liable to be rejected inter alia on the following technical grounds:

- Amount paid does not tally with the amount payable for the highest value of Equity Shares applied for;
- In case of partnership firms, Equity Shares may be registered in the names of the individual partners and no firm as such shall be entitled to apply;
- Application by persons not competent to contract under the Indian Contract Act, 1872 including minors, insane persons;
- PAN not mentioned in the Application Form;
- GIR number furnished instead of PAN;
- Applications for lower number of Equity Shares than specified for that category of investors;
- Applications at a price other than the Fixed Price of The Issue;
- Applications for number of Equity Shares which are not in multiples of 3000;
- Category not ticked;
- Multiple Applications as defined in this Prospectus;
- In case of Application under power of attorney or by limited companies, corporate, trust etc., where relevant documents are not submitted;
- Applications accompanied by Stock invest/ money order/ postal order/ cash;
- Signature of sole Applicant is missing;
- Application Forms are not delivered by the Applicant within the time prescribed as per the Application Forms, Issue Opening Date advertisement and the Prospectus and as per the instructions in the Prospectus and the Application Forms;
- In case no corresponding record is available with the Depositories that matches three parameters namely, names of the Applicants (including the order of names of joint holders), the Depository Participant's identity (DP ID) and the beneficiary's account number;
- Applications for amounts greater than the maximum permissible amounts prescribed by the regulations;
- Applications where clear funds are not available in the Escrow Account as per the final certificate from the Escrow Collection Bank(s);
- Applications by OCBs;
- Applications by US persons other than in reliance on Regulations or "qualified institutional buyers" as defined in Rule 144A under the Securities Act;
- Applications not duly signed by the sole;
- Applications by any persons outside India if not in compliance with applicable foreign and Indian laws;
- Applications that do not comply with the securities laws of their respective jurisdictions are liable to be rejected;
- Applications by persons prohibited from buying, selling or dealing in the shares directly or indirectly by SEBI or any other regulatory authority;
- Applications by persons who are not eligible to acquire Equity Shares of the Company in terms of all applicable laws, rules, regulations, guidelines, and approvals;
- Applications or revisions thereof by QIB Applicants, Non Institutional Applicants where the Application Amount is in excess of Rs. 2,00,000, received after 5.00 pm on the Issue Closing Date;

IMPERSONATION

Attention of the applicants is specifically drawn to the provisions of sub section (1) of Section 38 of the Companies Act, 2013 which is reproduced below:

"Any person who:

- a. makes or abets making of an application in a fictitious name to a company for acquiring, or subscribing for, its securities; or

- b. makes or abets making of multiple applications to a company in different names or in different combinations of his name or surname for acquiring or subscribing for its securities; or
 - c. otherwise induces directly or indirectly a company to allot, or register any transfer of, securities to him, or to any other person in a fictitious name,
- shall be liable for action under section 447 of the said Act.”

SIGNING OF UNDERWRITING AGREEMENT

Vide an Underwriting agreement dated 15th May, 2014 this issue is 100% Underwritten.

FILING OF THE PROSPECTUS WITH THE ROC

The Company will file a copy of the Prospectus with the RoC in terms of 32 of the Companies Act, 2013.

PRE-ISSUE ADVERTISEMENT

Subject to Section 30 of the Companies Act, 2013 the Company shall, after registering the Prospectus with the RoC, publish a pre-Issue advertisement, in the form prescribed by the SEBI Regulations, in one widely circulated English language national daily newspaper; one widely circulated Hindi language national daily newspaper and one regional newspaper with wide circulation. This advertisement, in addition to the information that has to be set out in the statutory advertisement, shall indicate the Issue Price.

DESIGNATED DATE AND ALLOTMENT OF EQUITY SHARES

The Company will issue and dispatch letters of allotment/ securities certificates and/ or letters of regret along with refund order or credit the allotted securities to the respective beneficiary accounts, if any within a period of 12 working days of the Issue Closing Date.

In case the Company issues Letters of allotment, the corresponding Security Certificates will be kept ready within three months from the date of allotment thereof or such extended time as may be approved by the Company Law Board under Section 45 of the Companies Act, 2013 or other applicable provisions, if any.

Allottees are requested to preserve such Letters of Allotment, which would be exchanged later for the Security Certificates. After the funds are transferred from the Escrow Account to the Public Issue Account on the Designated Date, the Company would ensure the credit to the successful Applicants depository account. Allotment of the Equity Shares to the Allottees shall be within two working days of the date of Allotment. Investors are advised to instruct their Depository Participant to accept the Equity Shares that may be allocated/ Allotted to them pursuant to this Issue.

Applicants to whom refunds are made through electronic transfer of funds will be sent a letter intimating them about the mode of credit of refund within 12 working days of closure of Issue.

The Company will provide adequate funds required for dispatch of refund orders or allotment advice to the Registrar to the Issue.

Refunds will be made by cheques, pay orders or demand drafts drawn on a bank appointed by us, as Refund Banker and payable at par at places where applications are received. Bank charges, if any, for encashing such cheques, pay orders or demand drafts at other centers will be payable by the Applicants.

PAYMENT OF REFUND

Applicants must note that on the basis of name of the Applicants, Depository Participant's name, DP ID, Beneficiary Account number provided by them in the Application Form, the Registrar will obtain, from the Depositories, the Applicants' bank account details, including the nine digit Magnetic Ink Character Recognition ("MICR") code as appearing on a cheque leaf. Hence Applicants are advised to immediately update their bank account details as appearing on the records of the Depository Participant. Please note that failure to do so could result in delays in dispatch of refund order or refunds through electronic transfer of funds, as applicable, and any such delay shall be at the Applicants' sole risk and neither the Company, the Registrar, Escrow Collection Bank(s),

Bankers to the Issue nor the LM shall be liable to compensate the Applicants for any losses caused to the Applicant due to any such delay or liable to pay any interest for such delay.

Mode of making refunds

The payment of refund, if any, would be done through various modes as given hereunder:

- 1) **ECS (Electronic Clearing System)** - Payment of refund would be done through ECS for applicants having an account at any of the centers where such facility has been made available. This mode of payment of refunds would be subject to availability of complete bank account details including the MICR code as appearing on a cheque leaf, from the Depositories. The payment of refunds is mandatory for applicants having a bank account at any of such centers, except where the applicant, being eligible, opts to receive refund through NEFT, direct credit or RTGS.
- 2) **Direct Credit** - Applicants having bank accounts with the Refund Banker(s), as mentioned in the Application Form, shall be eligible to receive refunds through direct credit. Charges, if any, levied by the Refund Bank(s) for the same would be borne by the Company.
- 3) **RTGS (Real Time Gross Settlement)** - Applicants having a bank account at any of the centers where such facility has been made available and whose refund amount exceeds ` 10.00 Lacs, have the option to receive refund through RTGS. Such eligible applicants who indicate their preference to receive refund through RTGS are required to provide the IFSC code in the application Form. In the event the same is not provided, refund shall be made through ECS. Charges, if any, levied by the Refund Bank(s) for the same would be borne by the Company. Charges, if any, levied by the applicant's bank receiving the credit would be borne by the applicant.
- 4) **NEFT (National Electronic Fund Transfer)** - Payment of refund shall be undertaken through NEFT wherever the applicants' bank has been assigned the Indian Financial System Code (IFSC), which can be linked to a Magnetic Ink Character Recognition (MICR), if any, available to that particular bank branch. IFSC Code will be obtained from the website of RBI as on a date immediately prior to the date of payment of refund, duly mapped with MICR numbers. Wherever the applicants have registered their nine digit MICR number and their bank account number while opening and operating the demat account, the same will be duly mapped with the IFSC Code of that particular bank branch and the payment of refund will be made to the applicants through this method. The process flow in respect of refunds by way of NEFT is at an evolving stage and hence use of NEFT is subject to operational feasibility, cost and process efficiency.
- 5) For all other applicants, including those who have not updated their bank particulars with the MICR code, the refund orders will be through Speed Post/ Registered Post. Such refunds will be made by cheques, pay orders or demand drafts drawn on the Escrow Collection Banks and payable at par at places where Applications are received. Bank charges, if any, for cashing such cheques, pay orders or demand drafts at other centers will be payable by the Applicants.

DISPOSAL OF APPLICATIONS AND APPLICATION MONEYS AND INTEREST IN CASE OF DELAY

The Company shall ensure the dispatch of Allotment advice, refund orders (except for Applicants who receive refunds through electronic transfer of funds) and give benefit to the beneficiary account with Depository Participants and submit the documents pertaining to the Allotment to the Stock Exchange within two working days of date of Allotment of Equity Shares.

In case of applicants who receive refunds through ECS, direct credit or RTGS, the refund instructions will be given to the clearing system within 12 working days from the Issue Closing Date. A suitable communication shall be sent to the Applicants receiving refunds through this mode within 12 working days of Issue Closing Date, giving details of the bank where refunds shall be credited along with amount and expected date of electronic credit of refund.

The Company shall use best efforts to ensure that all steps for completion of the necessary formalities for listing and commencement of trading at SME Platform of BSE where the Equity Shares are proposed to be listed are taken within 12 working days of closure of the issue.

In accordance with the Companies Act, the requirements of the Stock Exchange and the SEBI Regulations, the Company further undertakes that:

- 1) Allotment of Equity Shares shall be made within 12 (twelve) working days of the Issue Closing Date;

2) Dispatch of refund orders or in a case where the refund or portion thereof is made in electronic manner, the refund instructions are given to the clearing system within 12 (twelve) working days of the Issue Closing Date would be ensured; and

3) The Company shall pay interest at 15% p.a. for any delay beyond the 12 (twelve) working days time period as mentioned above, if Allotment is not made and refund orders are not dispatched or if, in a case where the refund or portion thereof is made in electronic manner, the refund instructions have not been given to the clearing system in the disclosed manner and/ or demat credits are not made to investors within the 12 (twelve) working days time.

UNDERTAKINGS BY OUR COMPANY

The Company undertakes the following:

- 1) That the complaints received in respect of this Issue shall be attended to by us expeditiously;
- 2) That all steps will be taken for the completion of the necessary formalities for listing and commencement of trading at the Stock Exchange where the Equity Shares are proposed to be listed within 12 (twelve) working days of closure of the Issue;
- 3) That funds required for making refunds to unsuccessful applicants as per the mode(s) disclosed shall be made available to the Registrar to the Issue by the Issuer;
- 4) That where refunds are made through electronic transfer of funds, a suitable communication shall be sent to the applicant within 12 (twelve) working days of the Issue Closing Date, as the case may be, giving details of the bank where refunds shall be credited along with amount and expected date of electronic credit of refund;
- 5) That the certificates of the securities/ refund orders to the non resident Indians shall be dispatched within specified time; and
- 6) That no further issue of Equity Shares shall be made till the Equity Shares offered through this Prospectus are listed or until the Application monies are refunded on account of non listing, under subscription etc.
- 7) The Company shall not have recourse to the Issue proceeds until the approval for trading of the Equity Shares from the Stock Exchange where listing is sought has been received.

UTILIZATION OF ISSUE PROCEEDS

Our Board certifies that:

- 1) All monies received out of the Issue shall be credited/ transferred to a separate bank account other than the bank account referred to in sub section (3) of Section 40 of the Companies Act, 2013;
- 2) Details of all monies utilized out of the Issue shall be disclosed under an appropriate head in our balance sheet indicating the purpose for which such monies have been utilized;
- 3) Details of all unutilized monies out of the Issue, if any shall be disclosed under the appropriate head in the balance sheet indicating the form in which such unutilized monies have been invested and
- 4) Our Company shall comply with the requirements of Clause 52 of the SME Listing Agreement in relation to the disclosure and monitoring of the utilization of the proceeds of the Issue.

Our Company shall not have recourse to the Issue Proceeds until the approval for listing and trading of the Equity Shares from the Stock Exchange where listing is sought has been received.

WITHDRAWAL OF THE ISSUE

Our Company, in consultation with the LM reserves the right not to proceed with the Issue at anytime, including after the Issue Closing Date but before the Board meeting for Allotment, without assigning any reason. Notwithstanding the foregoing, the Issue is also subject to obtaining the final listing and trading approvals of the Stock Exchange, which the Company shall apply for after Allotment.

EQUITY SHARES IN DEMATERIALISED FORM WITH NSDL OR CDSL

To enable all shareholders of the Company to have their shareholding in electronic form, the Company had signed the following tripartite agreements with the Depositories and the Registrar and Share Transfer Agent:

(a) Agreement dated 22nd April, 2014 between NSDL, the Company and the Registrar to the Issue;

(b) Agreement dated 11th April, 2014 between CDSL, the Company and the Registrar to the Issue;

The Company's shares bear an ISIN No. INE552Q01018.

- An Applicant applying for Equity Shares must have at least one beneficiary account with either of the Depository Participants of either NSDL or CDSL prior to making the Application.
- The Applicant must necessarily fill in the details (including the Beneficiary Account Number and Depository Participant's identification number) appearing in the Application Form or Revision Form.
- Allotment to a successful Applicant will be credited in electronic form directly to the beneficiary account (with the Depository Participant) of the Applicant.
- Names in the Application Form or Revision Form should be identical to those appearing in the account details in the Depository. In case of joint holders, the names should necessarily be in the same sequence as they appear in the account details in the Depository.
- If incomplete or incorrect details are given under the heading 'Applicants Depository Account Details' in the Application Form or Revision Form, it is liable to be rejected.
- The Applicant is responsible for the correctness of his or her Demographic Details given in the Application Form vis à vis those with his or her Depository Participant.
- Equity Shares in electronic form can be traded only on the stock exchanges having electronic connectivity with NSDL and CDSL. The Stock Exchange where our Equity Shares are proposed to be listed have electronic connectivity with CDSL and NSDL.
- The trading of the Equity Shares of the Company would be in dematerialized form only for all investors.

COMMUNICATIONS

All future communications in connection with the Applications made in this Issue should be addressed to the Registrar to the Issue quoting the full name of the sole or First Applicant, Application Form number, Applicants Depository Account Details, number of Equity Shares applied for, date of Application form, name and address of the Banker to the Issue where the Application was submitted and cheque or draft number and issuing bank thereof and a copy of the acknowledgement slip. Investors can contact the Compliance Officer or the Registrar to the Issue in case of any pre Issue or post Issue related problems such as non receipt of letters of allotment, credit of allotted shares in the respective beneficiary accounts, refund orders etc.

ISSUE PROCEDURE FOR ASBA (APPLICATION SUPPORTED BY BLOCKED ACCOUNT) APPLICANTS

This section is for the information of investors proposing to subscribe to the Issue through the ASBA process. Our Company and the LM are not liable for any amendments, modifications, or changes in applicable laws or regulations, which may occur after the date of this Prospectus. ASBA Applicants are advised to make their independent investigations and to ensure that the ASBA Application Form is correctly filled up, as described in this section.

The lists of banks that have been notified by SEBI to act as SCSB (Self Certified Syndicate Banks) for the ASBA Process are provided on <http://www.sebi.gov.in>. For details on designated branches of SCSB collecting the Application Form, please refer the above mentioned SEBI link.

ASBA PROCESS

A Resident Retail Individual Investor shall submit his Application through an Application Form, either in physical or electronic mode, to the SCSB with whom the bank account of the ASBA Applicant or bank account utilized by the ASBA Applicant ("ASBA Account") is maintained. The SCSB shall block an amount equal to the Application Amount in the bank account specified in the ASBA Application Form, physical or electronic, on the basis of an

authorization to this effect given by the account holder at the time of submitting the Application. The Application Amount shall remain blocked in the aforesaid ASBA Account until finalization of the Basis of Allotment in the Issue and consequent transfer of the Application Amount against the allocated shares to the ASBA Public Issue Account, or until withdrawal/failure of the Issue or until withdrawal/rejection of the ASBA Application, as the case may be. The ASBA data shall thereafter be uploaded by the SCSB in the electronic IPO system of the Stock Exchange. Once the Basis of Allotment is finalized, the Registrar to the Issue shall send an appropriate request to the Controlling Branch of the SCSB for unblocking the relevant bank accounts and for transferring the amount allocable to the successful ASBA Applicants to the ASBA Public Issue Account. In case of withdrawal/failure of the Issue, the blocked amount shall be unblocked on receipt of such information from the LM. ASBA Applicants are required to submit their Applications, either in physical or electronic mode. In case of application in physical mode, the ASBA Applicant shall submit the ASBA Application Form at the Designated Branch of the SCSB. In case of application in electronic form, the ASBA Applicant shall submit the Application Form either through the internet banking facility available with the SCSB, or such other electronically enabled mechanism for applying and blocking funds in the ASBA account held with SCSB, and accordingly registering such Applications.

Who can apply?

In accordance with the SEBI (ICDR) Regulations, 2009 in public issues w.e.f. May 1, 2010 all the investors can apply through ASBA process and w.e.f May 02, 2011, the Non-Institutional applicants and the QIB Applicants have to compulsorily apply through the ASBA Process.

Mode of Payment

Upon submission of an Application Form with the SCSB, whether in physical or electronic mode, each ASBA Applicant shall be deemed to have agreed to block the entire Application Amount and authorized the Designated Branch of the SCSB to block the Application Amount, in the bank account maintained with the SCSB. Application Amount paid in cash, by money order or by postal order or by stockinvest, or ASBA Application Form accompanied by cash, draft, money order, postal order or any mode of payment other than blocked amounts in the SCSB bank accounts, shall not be accepted. After verifying that sufficient funds are available in the ASBA Account, the SCSB shall block an amount equivalent to the Application Amount mentioned in the ASBA Application Form till the Designated Date. On the Designated Date, the SCSBs shall transfer the amounts allocable to the ASBA Applicants from the respective ASBA Account, in terms of the SEBI Regulations, into the ASBA Public Issue Account. The balance amount, if any against the said Application in the ASBA Accounts shall then be unblocked by the SCSBs on the basis of the instructions issued in this regard by the Registrar to the Issue. The entire Application Amount, as per the Application Form submitted by the respective ASBA Applicants, would be required to be blocked in the respective ASBA Accounts until finalization of the Basis of Allotment in the Issue and consequent transfer of the Application Amount against allocated shares to the ASBA Public Issue Account, or until withdrawal/failure of the Issue or until rejection of the ASBA Application, as the case may be.

Unblocking of ASBA Account

On the basis of instructions from the Registrar to the Issue, the SCSBs shall transfer the requisite amount against each successful ASBA Applicant to the ASBA Public Issue Account and shall unblock excess amount, if any in the ASBA Account. However, the Application Amount may be unblocked in the ASBA Account prior to receipt of intimation from the Registrar to the Issue by the Controlling Branch of the SCSB regarding finalization of the Basis of Allotment in the Issue, in the event of withdrawal/failure of the Issue or rejection of the ASBA Application, as the case may be.

SECTION VIII

MAIN PROVISIONS OF THE ARTICLES OF ASSOCIATION

Pursuant to Schedule II of the Companies Act and the SEBI Regulations, the main provisions of the Articles of Association relating to voting rights, dividend, lien, forfeiture, restrictions on transfer and transmission of Equity Shares or Debentures and / or on their consolidation /splitting are detailed below. Please note that each provision herein below is numbered as per the corresponding article number in the Articles of Association and capitalized / defined terms herein have the same meaning given to them in the Articles of Association.

Table 'A'

- I. Table A not to apply The regulations contained in Table A, Schedule, to the Companies Act, 1956, shall not apply to the company except so far as the same are reproduced or contained in or expressly made applicable by these Articles or the Act. The regulations for the management of the Company and for the observance of the Members thereof and their representatives shall, subject to any exercise of the Company's power to modify, alter or add to its regulations, be such as are contained in these articles.
- II. Definitions In the interpretation of these Articles, the following words and expressions shall have the following meanings assigned thereunder, unless repugnant to the subject matter or content thereof.

“Beneficial Owner”

“Beneficial Owner” shall have the meaning assigned thereto by Section 2 (1)(a) of the Depositories Act, 1996.

“Depository”

“Depository” shall have the meaning assigned thereto by Section 2 (1)(e) of the Depositories Act, 1996.

“Depositories Act 1996”

“Depositories Act 1996” shall mean Depositories Act 1996, and include any Statutory modification or re-enactment thereof for the time being in force.

“Member”

“Member” means the duly registered holder from time to time of the Shares of the Company of any class and includes the subscriber(s) of the Memorandum of the Company and every person whose name is entered as the beneficial owner of any share in the records of Depository, but does not include the bearer of a share warrant of the Company, if any, issued in pursuance of Articles of Association of the Company.

“Securities & Exchange Board of India”

“Securities & Exchange Board of India” or SEBI means the Securities & Exchange Board of India established under Section 3 of the Securities & Exchange Board of India Act, 1992.

“Security”

“Security” means such security as may be specified by SEBI from time to time.

“Singular number”

Words importing the “Singular number” include, where the context admits or requires, the plural number and vice versa.

Save as aforesaid, any words or expressions defined in the Act shall, if not inconsistent with the subject or context, bear the same meaning in these Articles. The marginal notes used in these Articles shall not affect the construction thereof.

CAPITAL AND INCREASE AND REDUCTION OF CAPITAL

CAPITAL

2. The Authorized Share Capital of the Company is as per clause V of the Memorandum of Association of the Company with all rights to the Company to alter the same in any way it thinks fit.

INCREASE OF CAPITAL BY THE COMPANY AND HOW CARRIED INTO EFFECT

3. The Company in General Meeting may be Ordinary Resolution, from time to time increase the capital by creation of new shares, such increase to be of such aggregate amount and to be divided into shares of such respective amounts as the resolution shall prescribe. Subject to the provisions of the Act, any shares of the original or increase capital shall be issued upon such terms and conditions and with such rights and privileges attached thereto, as the General Meeting resolving upon the creation thereof, shall direct, and if no direction be given, as the directors shall determine and in particular such shares may be issued with a preferential or qualified right to dividends, and in the distribution of assets of the Company, and with a right of voting at General Meetings of the Company in conformity with section 87 and 88 of the Act, whenever the capital of the Company has been increased under the provisions of this Article, the Directors shall comply with the provisions of Section 97 of the Act.

4. The shares in the capital shall be distinguished by its appropriate number, provided that nothing in this section shall apply to the shares held with a depository.

SHARES AT THE DISPOSAL OF THE DIRECTORS

5. Subject to the provisions of Section 81 of the Act and these Articles, the shares in the capital of Company for the time being shall be under the control of the Directors who may issue, allot or otherwise dispose of the same or any of them to such persons, in proportion and on such terms and conditions and either at a premium or at par of (subject to the compliance with the provision of section 79 of the Act) at a discount and at such time as they may from time to time think fit and with the sanction of the Company in the General Meeting to give to any person or persons the option or right to call for any shares either at par or premium during such time and for such consideration as the Directors think fit, and may issue and allot shares in the capital of the Company on payment in full or part of any property sold and transferred or for any services rendered to the Company in the conduct of its business and any shares which may so be allotted may be issued as fully paid up shares and if so issued, shall be deemed to be fully paid shares. Provided that option or right to call of shares shall not be given to any person or persons without the sanction of the Company in General Meeting.

FURTHER ISSUE OF SHARES

8. 1. Where at the time after the expiry of two years from the formation of the Company or at any time after the expiry of one year from the allotment of shares in the Company made for the first time after its formation, whichever is earlier, it is proposed to increase the subscribed capital of the Company by allotment of further shares either out of the unissued capital or out of the increased share capital then:

- a. Such further shares shall be offered to the persons who at the date of the offer, are holders of the equity shares of the Company, in proportion, as near as circumstances admit, to the capital paid up on those shares at the date.
- b. Such offer shall be made by a notice specifying the number of shares offered and limiting a time not less than thirty days from the date of the offer and the offer if not accepted, will be deemed to have been declined.
- c. The offer aforesaid shall be deemed to include a right exercisable by the person concerned to renounce the shares offered to them in favour of any other person and the notice referred to in sub clause (b) hereof shall contain a statement of this right.

Provided that the Directors may decline, without assigning any reason to allot any shares to any person in whose favour any member may renounce the shares offered to him.

- d. After expiry of the time specified in the aforesaid notice or on receipt of earlier intimation from the person to whom such notice is given that he declines to accept the shares offered, the Board of Directors may dispose off them in such manner and to such person(s) as they may think, in their sole discretion fit.
2. Notwithstanding anything contained in sub-clause (1) thereof, the further shares aforesaid may be offered to any persons (whether or not those persons include the persons referred to in clause (a) of sub clause (1) hereof in any manner whatsoever.
- a. If a special resolution to that effect is passed by the Company in General Meeting, or
 - b. Where no such special resolution is passed, if the votes cast (whether on a show of hands or on a poll as the case may be) in favour of the proposal contained in the resolution moved in the general meeting (including the casting vote, if any, of the chairman) by the members who, being entitled to do so, vote in person, or where proxies are allowed, by proxy, exceed the votes, if any, cast against the proposed by members, so entitled and voting and Central Government is satisfied, on an application made by the Board of Directors in this behalf that the proposal is most beneficial to the Company.
3. Nothing in sub-clause (c) of (1) hereof shall be deemed:
- a. To extend the time within which the Offer should be accepted; or
 - b. To authorize any person to exercise the right of renunciation for a second time on the ground that the person in whose favour the renunciation was first made had declined to take the shares comprised in the renunciation.

Nothing in the Article shall apply to the increase of the subscribed capital of the Company caused by the exercise of an option attached to the debenture issued or loans raised by the Company:

- i. To convert such debentures or loans into shares in the Company; or
- 1. To subscribe for shares in the Company whether such options is conferred in these Articles or otherwise.

Provided that the terms of issue of such debentures or the terms of such loans include a term providing for such option and such term;

- a. Either has been approved by the Central Government before the issue of the debentures or the raising of the loans or in conformity with the rules, if any, made by that Government in this behalf;
- b. In the case of debentures or loans or other than debentures issued or loans obtained from Government or any Institution specified by the Central Government in this behalf, has also been approved by a special resolution passed by the Company in general meeting before the issue of debentures or raising of the loans.

POWER TO OFFER SHARES/OPTIONS TO ACQUIRE SHARES

12. (i) Without prejudice to the generality of the powers of the Board under any other Article of these Articles of Association, the Board or any Committee thereof duly constituted may, subject to the applicable provisions of the Act, rules notified there under and any other applicable laws, rules and regulations, at any point of time, offer existing or further Shares (consequent to increase of share capital) of the Company, or options to acquire such Shares (consequent to increase of share capital) of the Company, or options to acquire such Shares at any point of time, whether such options are granted by way of warrants or in any other manner (subject to such consents and permissions as may be required) to its employees, including Directors (whether whole-time or not), whether at par, at discount or at a premium, for cash or for consideration other than cash, or any combination thereof as may be permitted by law for the time being in force.

(ii) In addition to the powers of the Board under Article 12 (i), the Board may also allot the Shares referred to in Article 12 (i) to any trust, whose principal objects would inter alia include further

transferring such Shares to the Company's employees (including by way of options, as referred to in Article 12 (i) in accordance with the directions of the Board or any Committee thereof duly constituted for this purpose. The Board may make such provision of moneys for the purposes of such trust, as it deems fit.

The Board, or any Committee thereof duly authorized for this purpose, may do all such acts, deeds, things, etc. as may be necessary or expedient for the purposes of achieving the objectives set out in Articles 12 (i) and (ii) above.

NEW CAPITAL SAME AS ORIGINAL CAPITAL

15. Except so far as otherwise provided by the conditions of issue or by these Articles any capital raised by the creation of new shares shall be considered part of the initial capital and shall be subject to the provisions herein contained with reference to the payment of calls and installments; transfer and transmission, forfeiture, lien, surrender, voting and otherwise.

REDUCTION OF CAPITAL

18. The Company may, subject to the provisions of Section 78, 80 and 100 to 105 and other applicable provisions (if any) of the Act, from time to time by special resolution, reduce its capital and any capital redemption reserve account or any share premium account in any manner for the time being authorized by law and in particular, capital may be paid off on the footing that it may be called up again or otherwise.

CONSOLIDATION AND DIVISION OF CAPITAL

19. The Company may in general meeting alter the conditions of its Memorandum of Association as follows:

- a. Consolidate and divide all or any of its share capital into shares of large amount than its existing shares.
- b. Sub-divide its shares or any of them into shares of smaller amount so however that in the sub-division, the proportion between the amount paid and the amount, if any, unpaid on each reduced shares shall be the same as it was in the case of the share from which the reduced share is derived.
- c. Cancel any shares which, at the date of the passing of the resolution, have not been taken or agreed to be taken by any person and diminish the amount of its share capital by the amount of the shares so cancelled, a cancellation of shares in pursuance of this sub-clause, shall not be deemed to be reduction of share capital within the meaning of the Act.

MODIFICATION OF RIGHTS

21. Whenever the capital, by reason of the issue of preference shares or otherwise, is divided into different classes of shares, all or any of the rights and privileges attached to each class may, subject to the provisions of Section 106 and 107 of the Act, be varied, modified, commuted, affected or abrogated or dealt with by agreement between the Company and any person purporting to contract on behalf of that class provided such agreement is ratified in writing by holders of at least three-fourths in nominal value of the issued shares of the class or is confirmed by a resolution passed by the votes of not less than three-fourths of the votes of the holders of the shares of that class at a separate general meeting of the holders of shares of that class and all the provisions contained in these Articles to its general meetings shall mutatis mutandis apply to every such meeting. This Article is not to derogate from any power, the Company would have if this Article were omitted.

ISSUE OF FURTHER SHARES ON PARI PASSU BASIS

22. The rights conferred upon the holders of shares of any class issued with preferred or other rights, not unless otherwise expressly provided by the terms of the issue of the shares of that class, be deemed to be varied by the creation or issue of further shares ranking *pari passu* therewith.

NO ISSUE WITH DISPROPORTIONATE RIGHTS

23. The Company shall not issue any shares (not being preference shares) which carry voting right or rights in the Company as to dividend, capital or otherwise which are disproportionate to the rights attached to the holders of other shares (not being preference shares).

SHARES AND CERTIFICATES

REGISTER AND INDEX OF MEMBERS

25. The Company shall cause to be kept at its Registered Office or at such other place as may be decided, Register and Index of Members in accordance with Sections 150 and 151 and other applicable provisions of the Act and the Depositories Act, 1996 with details of shares held in physical and dematerialized forms in any media as may be permitted by law including in any form of electronic media.

The Register and Index of beneficial owners maintained by a Depository under Section 11 of the Depositories Act, 1996 shall also be deemed to be the Register and Index of Members for the purpose of this Act. The Company shall have the power to keep in any state or country outside India, a Register of Members for the residents in that state or country.

SHARES TO BE NUMBERED PROGRESSIVELY

26. The shares in the capital shall be numbered progressively according to their several denominations and except in the manner herein before mentioned, no share shall be sub-divided.

DIRECTORS MAY ALLOT SHARES FULLY PAID-UP

27. Subject to the provisions of the Act and of these Articles, the Board may allot and issue shares in the capital of the Company as payment or part payment for any property sold or transferred, goods or machinery supplied or for services rendered to the company either in or about the formation or promotion of the Company or the conduct of its business and any shares which may be so allotted may be issued as fully paid-up shares and if so issued shall be deemed to be fully paid up shares.

APPLICATION OF PREMIUM

28. 1. Where the Company issue shares at a premium, whether for cash or otherwise, a sum equal to the aggregate amount or value of the premiums on those shares shall be transferred to an account to be called Share Premium Account and the provisions of the Act relating to the reduction of the share capital of the Company shall, except as provided in this clause, apply as if the share premium account were paid up share capital of the Company.

2. The share premium account may, notwithstanding sub-clause (1) hereof, be applied by the Company;

- a. In paying up unissued shares of the Company to be issued to members of the Company as fully paid bonus shares;
- b. In writing off the preliminary expenses of the Company;
- c. In writing off the expenses of or the commission paid or discount allowed on any issue of shares or debenture of the Company or
- d. In providing for the premium payable on the redemption of any redeemable preference shares or of any debentures of the Company.

ISSUE OF NEW CERTIFICATE IN PLACE OF DEFACED, LOST OR DESTROYED

35. If any certificate be worn out, defaced mutilated or torn or if there be no further space on the back thereof for endorsement of transfer, then upon production and surrender thereof to the Company, a new certificate may be issued in lieu thereof, and if any certificate lost or destroyed then upon proof thereof to the satisfaction of the Company and on execution of such indemnity as the Company deem adequate,

being given, an a new certificate in lieu thereof shall be given to the party entitled to such lost or destroyed certificate. Every Certificates under the Article shall be issued without payment of fees if the Directors so decide, or on payment of such fees (not exceeding Rs. 2/- for each certificate) as the Directors shall prescribe. Provided that no fees shall be charged for issue of new certificates in replacement of those which are old, defaced or worn out or where there is no further space on the back thereof for endorsement of transfer.

Provided that notwithstanding what is stated above the Directors shall comply with such Rules or Regulation or requirements of any Stock Exchange or the Rules made under the Act or the rules made under Securities Contracts (Regulation) Act, 1956 or any other Act, or rules applicable in this behalf.

The provisions of this Article shall mutatis mutandis apply to debentures of the Company.

FUNDS OF COMPANY NOT TO BE APPLIED IN PURCHASE OF SHARES OF THE COMPANY

44. No funds of the Company shall except as provided by Section 77 of the Act, be employed in the purchase of its own shares, unless the consequent reduction of capital is effected and sanction in pursuance of Sections 78, 80 and 100 to 105 of the Act and these Articles or in giving either directly or indirectly and whether by means of a loan, guarantee, the provision of security or otherwise, any financial assistance for the purpose of or in connection with a purchase or subscription made or to be made by any person of or for any Share in the Company in its holding Company.

UNDERWRITING AND BROKERAGE

COMMISSION MAY BE PAID

49. The Company may, subject to the provisions of Section 76 and other applicable provisions, if any, of the Act any time pay a commission to any person in consideration of his subscribing or agreeing to subscribe (whether absolutely or conditionally) for any shares in or debentures of the Company. The commission may be satisfied by the payment of cash or the allotment of fully or partly paid shares or debentures, or partly in the one way and partly in the other.

BROKERAGE MAY BE PAID

50. The Company may pay a reasonable sum for brokerage on any issue of shares and debentures.

CALLS

DIRECTORS MAY MAKE CALLS

53. The Board of Directors may from time to time by a resolution passed at meeting of the Board (and not by circular resolution) make such call as it may think fit upon the members in respect of all moneys unpaid on the shares held by them respectively (whether on account of the nominal value of the shares or by way of premium) and not by the conditions of allotment thereof made payable at a fixed time and each member shall pay the amount of every call so made on him to the persons and at the times and place appointed by the Board of Directors. A call may be made payable by installments.

CALLS ON SHARES OF THE SAME CLASS TO BE MADE ON UNIFORM BASIS

54. Where any calls for further share capital are made on shares, such calls shall be made on a uniform basis on all shares falling under the same class. For the purpose of this Article shares of the same nominal value on which different amounts have been paid up shall not be deemed to fall under the same class.

NOTICE OF CALLS

55. One month notice at least of every call payable otherwise then on allotment shall be given by the Company specifying the time and place of payment and to whom such call shall be paid. Provided that the Board may, at its discretion, revoke the call or postpone it.

FORFEITURE, SURRENDER AND LIEN

IF CALL OR INSTALLMENT NOT PAID, NOTICE MAY BE GIVEN

61. If any member fails to pay any call or installment of a call in respect of any shares on or before the day appointed for the payment of the same, the Board may at any time hereafter during such time as the call or installment remains unpaid, serve a notice on such member or on the person (if any) entitled to the share by transmission requiring him to pay the same together with any interest that may have accrued and all expenses that may have been incurred by the Company by reason of such non-payment.

FORM OF NOTICE

62. The notice shall name a day (not being earlier than the expiry of fourteen days from the date of service of the notice) and a place or places on and at which such money, including the call or installment and such interest and expenses as aforesaid is to be paid. The notice shall also state that in the event of non-payment on or before the time and at the place appointed, the shares in respect of which the calls was made or installment was payable, will be liable to be forfeited.

IN DEFAULT TO PAYMENT SHARES TO BE FORFEITED

63. If the requirements of any such notice as aforesaid are not complied with, any share in respect of which the notice has been given may at any time thereafter, before all the calls or installments and interest and expenses due in respect thereof are paid, be forfeited by a resolution of the Board to that effect. Such forfeiture shall include all dividends and bonus declared in respect of the forfeited shares and not actually paid before forfeiture.

NOTICE OF FORFEITURE

64. When any share shall have been so forfeited, notice of the resolution shall be given to the member in whose name it stood immediately prior to the forfeiture and an entry of the forfeiture, with the date thereof, shall forthwith be made in the Register of Members provided however that the failure to give the notice of the shares having been forfeited will not in any way invalidate the forfeiture.

FORFEITED SHARES TO BECOME PROPERTY OF THE COMPANY

65. Any shares so forfeited shall be deemed to be the property of the Company and the Board may sell, re-allot otherwise dispose off the same in such manner as it thinks fit.

POWER TO ANNUAL FORFEITURE

66. The Board may, at any time before any share so forfeited shall have been sold, re-allotted or otherwise disposed off, annul the forfeiture thereof as a matter of grace and favour but not as of right upon such terms and conditions as it may think fit.

ARREARS TO BE PAID NOTWITHSTANDING FORFEITURE

67. Any member whose shares have been forfeited shall notwithstanding the forfeiture, be liable to pay and shall forthwith pay to the Company all calls, installments, interest and expenses owing upon or in respect of such shares at the time of the forfeiture together with interest thereon from the time of forfeiture until payment at such rate not exceeding fifteen per cent per annum as the Board may determine and the Board may enforce the payment of such moneys or any part thereof if it thinks fit, but shall not be under any obligation so to do.

EFFECT OF FORFEITURE

68. The forfeiture of a share shall involve the extinction of all interest in and also of all claims and demands against the Company, in respect of the share and all other rights, incidental to the share except only such of those rights as are by these Articles expressly saved.

DECLARATION OF FORFEITURE

70. a. A duly verified declaration in writing that the declarant is a Director, the Managing Director or the Manager or the Secretary of the Company, and that share in the Company has been duly forfeited in accordance with these Articles, on a date stated in the declaration, shall be conclusive evidence of the facts therein stated as against all persons claiming to be entitled to the Share.
- b. The Company may receive the consideration, if any, given for the Share on any sale, re-allotment or other disposal thereof any may execute a transfer of the Share in favour of the person to whom the Share is sold or disposed off.
- c. The person to whom such Share is sold, re-allotted or disposed of shall thereupon be registered as the holder of the Share.
- d. Any such purchaser or allottee shall not (unless by express agreement) be liable to pay calls, amounts, installments, interests and expenses owing to the Company prior to such purchase or allotment nor shall be entitled (unless by express agreement) to any of the dividends, interests or bonuses accrued or which might have accrued upon the Share before the time of completing such purchase or before such allotment.
- e. Such purchaser or allottee shall not be bound to see to the application of the purchase money, if any, nor shall his title to the Share be affected by the irregularity or invalidity in the proceedings in reference to the forfeiture, sale re-allotment or other disposal of the Shares.

71. The declaration as mentioned in Article 82 of these Articles shall be conclusive evidence of the facts therein stated as against all persons claiming to be entitled to the Share.

TITLE OF PURCHASER AND ALLOTTEE OF FORFEITED SHARES

72. The Company may received the consideration, if any, given for the share on any sale, re-allotment or other disposal thereof and may execute a transfer of the share in favour of the person to whom the share is sold or disposed off and the person to whom such share is sold, re-allotted or disposed off may be registered as the holder of the share. Any such purchaser or allottee shall not (unless by express agreement to the contrary) be liable to pay any calls, amounts, installments, interest and expenses owing to the Company prior to such purchase or allotment, nor shall be entitled (unless by express agreement to contrary) to any of the dividends, interest or bonuses accrued or which might have accrued upon the share before the time of completing such purchase or before such allotment. Such purchaser or allottee shall not be bound to see to the application of the purchase money, if any; nor shall his title to the share be affected by any irregularity or invalidity in the proceedings with reference to the forfeiture, sale, re-allotment or disposal of the share.

PARTIAL PAYMENT NOT TO PRECLUDE FORFEITURE

73. Neither a judgment nor a decree in favour of the Company for calls or other moneys due in respect of any shares nor any part payment or satisfaction thereof nor the receipt by the Company of a portion of any money which shall from time to time be due from any member in respect of any shares either by way of principal or interest nor any indulgence granted by the Company in respect of payment of any such money shall preclude the Company from thereafter proceeding to enforce a forfeiture of such shares as herein provided.

COMPANY'S LIEN ON SHARE/DEBENTURES

76. The Company shall have a first and paramount lien upon all the shares/debentures (other than fully paid-up shares/debentures) registered in the name of each member (whether solely or jointly with others) and upon the proceeds of sale thereof for all moneys (whether presently payable or not) called or payable at a fixed time in respect of such shares/debentures and no equitable interest in any share shall be created except upon the footing and condition that this Article will have full effect. And such lien shall extend to all dividends and bonuses from time to time declared in respect of such shares/debentures. Unless otherwise agreed the registration of a transfer of shares/debentures shall operate as a waiver of the Company's lien if any, on such shares/debentures. The Directors may at any time declare any shares/debentures wholly or in part to be exempt from the provisions of this Article.

BOARD OF DIRECTORS MAY ISSUE NEW CERTIFICATES

80. Where an shares under the powers in that behalf herein contained are sold by the Board of Directors after forfeiture or for enforcing a lien, the certificate or certificates originally issued in respect of the relative shares shall (unless the same shall voluntarily or on demand by the Company, have been previously surrendered to the Company by the defaulting member) stand cancelled and become null and void and of no effect and the Board of Directors may issue a new certificate or certificates for such shares distinguishing it or them in such manner as it may think fit from the certificate or certificates previously issued in respect of the said shares.

INSTRUMENT OF TRANSFER

85. The instrument of transfer shall be in writing and all the provisions of section 108 of the Act and any statutory modification thereof, for the time being, shall be duly complied with in respect of all transfers of shares and of the registration thereof.

86. (i) Every holder of the share(s) in, and / or debenture(s) of the Company, may at any time nominate, in the manner prescribed under the Act, a person to whom his share(s) in, and/or debenture(s) of the Company, shall vest in the event of his death.

(ii) Where the share(s) in, and/or debenture(s) of the Company, are held by more than one person jointly, all the joint-holders may together nominate, in the manner prescribed under the Act, a person to whom all the rights in the share(s) and/or debenture(s) of the Company, as the case may be, shall vest in the event of death of all the joint holders.

(iii) Notwithstanding anything contained in any other law for the time being in force or in these Articles or in any disposition, whether testamentary or otherwise, in respect of such share(s) in, and/or debenture(s) of the Company, where a nomination made in the manner prescribed under the Act, purports to confer on any person the right to vest the share(s) in, and/or debenture(s) of the Company, the nominee shall, on the death of the shareholder and/or debenture-holders concerned or on the death of all the joint-holders, as the case may be, become entitled to all the rights in relation to such share(s) in and/or debenture(s) to the exclusion of all other persons, unless the nomination is varied or cancelled in the manner prescribed under the Act.

(iv) Where the nominee is a minor, the holder of the share(s) in, and/or debenture(s) of the Company, can make a nomination in the manner prescribed under the Act, to appoint any person to become entitled to the share(s) in, and/or debenture(s) of the Company, in the event of his death, during the minority.

(v) Notwithstanding anything contained in these Articles, any person who becomes a nominee by virtue of the provisions of Article 86, upon the production of such evidence as may be required by the Board and subject as herein after provided, may elect either;

1. to be registered himself as holder of the share(s) and/or debenture(s), as the case may be; or
2. to make such transfer of the share(s) and/or debenture(s), as the case may be, as the deceased shareholder and/or debenture-holder, as the case may be, could have made.

If the person being a nominee, so becoming entitled, elects to be registered as holder of the share(s) and/or debenture(s) himself, he shall deliver or send to the Company, a notice in writing duly signed by him stating that he so elects and such notice shall be accompanied with the death certificate of the deceased shareholder and/or debenture-holder, as the case may be.

(vi) All the limitations, restrictions and provisions of the Act, relating to the right to transfer and the registration of transfer of share(s) and/or debenture(s) shall be applicable to any such notice or transfer as aforesaid as if the death of the shareholder/debenture holder had not occurred and the notice or transfer were a transfer signed by that shareholder and/or debenture-holder as the case may be.

(vii) A person, being a nominee, becoming entitled to the share(s) and/or debenture(s) by reason of the death of the holder shall be entitled to the same dividends and other advantages to which he would be entitled if he were the registered holder of the share(s) and/or debenture(s), except that he shall not, before being registered a member in respect of his share(s) or debenture(s), be entitled in respect of it to exercise any right conferred by membership in relation to meetings of the Company.

Provided that, the Board may, at any time, give notice requiring any such person to elect either to be registered himself or to transfer the share(s) and/or debenture(s) and if the notice is not complied with within ninety days, the Board may thereafter withhold payment of all dividends, bonuses or other moneys payable in respect of the share(s) and/or debenture(s), until the requirements of the notice have been complied with.

NO TRANSFER TO A PERSON OF UNSOUND MIND

87. No transfer shall be made to a minor or a person of unsound mind.

TRANSFER OF SHARES

88. 1. An application for the registration of a transfer of shares may be made either by the transferor or by the transferee.
2. Where the application is made by the transferor and relates to partly paid shares, the transfer shall not be registered unless the Company gives notice of the application to the transferee and the transferee makes no objection to the transfer within two weeks from the receipt of the notice.
3. For the purpose of clause (2) hereof notice to the transferee shall be deemed to have been duly given if it is dispatched by prepaid registered post to the transferee at the address given in the instruments of transfer and shall be deemed to have been duly delivered at the time at which it would have been delivered in the ordinary course of post.
4. **DIRECTORS MAY REFUSE TO REGISTER TRANSFER**
Subject to the Provisions of Section 111A, these Articles and other applicable provisions of the Act or any other law for the time being in force, the Board may refuse whether in pursuance of any power of the company under these Articles or otherwise to register the transfer of, or the transmission by operation of law of the right to, any Shares or interest of a Member in or Debentures of the Company. The Company shall within one month from the date on which the instrument of transfer, or the intimation of such transmission, as the case may be, was delivered to Company, send notice of the refusal to the transferee and the transferor or to the person giving intimation of such transmission, as the case may be giving reasons for such refusal. Provided that the registration of a transfer shall not be refused person or persons indebted to the Company on any account whatsoever except where the Company has a lien on Shares.
5. If the Company refuses to register the transfer of any share or transmission of right therein, the Company shall within one month from the date on which instrument of transfer or the intimation of transmission, as the case may be, was delivered to the Company, sends notice of the refusal to the transferee and the transferor or to the person giving intimation of such transmission as the case may be.
6. Nothing in these Articles shall prejudice any power of the Company to register as shareholder any person to whom the right to any shares of the Company has been transmitted by operation of law.
7. **NO FEE ON TRANSFER OR TRANSMISSION**
No fee shall be charged for registration of transfer, transmission, Probate, Succession, Certificate and Letters of administration, Certificate of Death or Marriage, Power of Attorney or similar other document.

MEETING OF MEMBERS

105 (a) Subject to Section 166 of the Act, the Company shall in each year hold, in addition to any other meetings, a General Meeting as its Annual General Meeting and shall specify the meeting as such in the notices calling it and not more than fifteen months shall elapse between the date of the Annual General Meeting of the Company and that of the next, subject however to the right of the Registrar, under the Act, to extend the time within which any Annual General Meeting may be held.

(b) Every Annual General Meeting shall be called for at a time during business hours on a day that is not a public holiday and shall be held either at the Registered Office of the Company or at some other place within the city or town or village in which the Registered Office of the Company is situated.

106. The Company shall in accordance with Section 159 of the Act, within 60 day from the day on which the Annual General Meeting is held, prepare and file with the Registrar a return in the form set out in part II of Schedule V to the Act or as near thereto as the circumstance shall admit and containing the particulars specified in part I of the said Schedule V together with three copies of the Balance Sheet and the Profit and Loss Account laid before the Annual General Meeting in accordance with Section 220 of the Act.

Distinction between Annual General Meeting and Extra-ordinary General Meeting

107. The General Meeting referred to in Article 106 shall be called and styled as an Annual General Meeting and all meetings other than the Annual General Meeting shall be called Extra-ordinary General Meetings.

Calling of Extra-ordinary General Meeting

108. The Board may, whenever it thinks fit, call an Extra-ordinary General Meeting of the Company and it shall, on the requisition of the holders of not less than one-tenth of the issued capital of the Company upon which all calls or other sums then due have been paid forthwith proceed to convene an Extra-Ordinary General Meeting of the Company and in the case of such requisition, the provision of Section 169 of the Act shall apply. No shareholder or shareholders shall call a meeting of the Company except by or upon a requisition as herein provided.

Special Business

111. All business to be transacted at an Annual General Meeting with the exception of businesses relation to (i) the consideration of the Accounts, Balance Sheets and Reports of the Board of Directors and Auditors, (ii) the declaration of the Dividend, (iii) the appointment of Directors in place of those retiring and (iv) the Appointment of and the Remuneration of Auditors and all business to be transacted at any other meetings of the Company shall be deemed Special.

Explanatory Statement to be annexed to notice

112. Where any items of business to be transacted at any meeting of the Company are deemed to be special as aforesaid, there shall be annexed to the notice of meeting an explanatory statement setting out all material facts concerning each item of business including in particular the nature and extend of the interest, if any, therein, of every Director and of the Manager and specifying where any item of business consists of the according of approval to any document by the meeting, the time and place, where the document can be inspected.

Provided that where any such item of special business at the meeting of the Company related to or affects any other company, the extent of shareholding interest in that other company of every Director of the Company, shall also be set out in the statement, if the extent of such shareholding interest is not less than 20 per cent of the paid up share capital of that other company.

Meeting not competent to discuss or transact any business not mentioned in notice

113. No General Meeting, Annual or Extra-ordinary, shall be competent to enter upon, discuss or transact any business which has not been specifically mentioned in the notice or notices upon which it is convened.

Quorum

114. Five members entitled to vote and present in person shall be a quorum for a General Meeting. When more than one of the joint holders of a share is present not more than one of them shall be counted for determining the quorum. Several executors of administrators of a deceased person in whose sole name a share stands shall, for the purpose of this Article, be deemed joint holders thereof. A body corporate being a member shall be deemed to be personally present if it is represented in accordance with Section 187 of the Act. The President of India, or the Governor of a State being member of the Company shall be deemed to be personally present if he is represented in accordance with Section 187A of the Act.

Resolution passed at adjourned meeting

118. Where a resolution shall, for all purposes be treated as having been passed on the date on which it was in fact passed and shall not be deemed to have been passed on any earlier date.

Power of adjourn General Meeting

119. (1) The Chairman of the General Meeting may adjourn the same from time to time and from place to place, but not business shall be transacted at any adjourned meeting other than the business left unfinished at the meeting from which the adjournment took place.

(2) When a meeting is adjourned for thirty days or more, notice of the adjourned meeting shall be given as in the case of an original meeting.

(3) Save as aforesaid, it shall not be necessary to give any notice of an adjournment of or of the business to be transacted at any adjourned meeting.

Chairman of General Meeting

120. The Chairman of the Board shall, if willing, preside as Chairman at every General Meeting, Annual or Extra-ordinary, if there be no such Chairman or if at any meeting he shall not be present within fifteen minutes after the time appointed for holding such meeting or being present declined to take the Chair, the Directors present may choose one of their members to be Chairman and in default of their doing so, the members present shall choose one of the Directors to be Chairman and if no Director present be willing to take the Chair, members shall, on a show of hands elect one of their numbers to be Chairman, of the meeting, if a poll is demanded on the election of the Chairman, it shall be taken forthwith in accordance with the provisions of the Act and these Articles and the Chairman elected on a show of hands shall exercise all the powers of the Chairman under the said provisions. If some other person is elected chairman as a result of the poll, he shall be the Chairman for the rest of the meeting.

Business confined to election of Chairman while chair vacant

121. No business shall be discussed at any General Meeting except the election of a Chairman while the chair is vacant.

Resolution must be proposed and seconded

122. No resolution submitted to a meeting, unless proposed by the Chairman of the meeting shall be discussed nor put to vote until the same has been proposed by a member present and entitled to vote at such meeting and seconded by another member present and entitled to vote at such meeting.

Postal Ballot

123. The Company may pass such resolution by postal ballot in the manner prescribed by Section 192A of the Act and such other applicable provisions of the Act and any future amendments or re-enactment thereof. Notwithstanding anything contained in the provisions of the Act, the Company shall in the case of a resolution relating to such business, as the Central Government may, by notification, declare to be conducted only by postal ballot, get such resolution passed by means of postal ballot instead of transacting such business in a general meeting of the Company.

How question to be decided at meetings

124. At any General Meeting, a resolution put to the vote of the meeting, shall be, decided on a show of hands unless the poll is demanded as provided in these Articles.

Declaration of Chairman to be conclusive

125. A declaration by the Chairman that on a show of hands, a resolution has or has not been carried either unanimously or by a particular majority and an entry to that effect in the books containing the minutes of the proceedings of the Company shall be conclusive evidence of the fact, without proof of the number or proportion of the votes cast in favour of or against such resolution.

Demand for poll

126. (1) Before or on the declaration of the result of the voting on any resolution on a show hands, a poll may be ordered to be taken by the Chairman of the meeting of his own motion and shall be ordered to be

taken by him on demand made in that behalf by the person or persons specified below, that is to say by any member or members present in person or by proxy and holding shares in the Company:

- I. which confer a power to vote on the resolution not being less than one-tenth to the total voting power in respect of the resolution or
- II. on which an aggregate sum of not less than fifty thousand has been paid up.

(2) The demand for a poll may be withdrawn at any time by the person or persons who made the demand.

Scrutinizer at Poll

128. Where a poll is to be taken, the Chairman of the meeting shall appoint two scrutineers to scrutinize the votes given on the poll and to report thereon to him, the Chairman shall have power, at any time, before the result of the poll is declared to remove a scrutinizer from office and to fill vacancies of the office of scrutinizer arising from such removal or from any other cause of the two scrutinizers so to be appointed, one shall always be a member (not being an officer or employee of the Company) present at the meeting provided such a member is available and is willing to be appointed.

Business may proceed notwithstanding demand for Poll

129. The demand of a poll shall not prevent the continuance of a meeting for the transaction of any business other than the question on which a poll has been demanded.

Chairman's casting vote

130. In the case of equality of votes, the Chairman shall, both on a show of hands and on a poll, have a second or casting vote in addition to the vote or votes to which he may be entitled as a member.

Manner of taking poll and result thereof

131. (a) Subject to the provisions of the Act the Chairman of the meeting shall have power to regulate the manner in which a poll shall be taken.

(b) The result of the poll shall be deemed to be the decision of the meeting on the resolution on which the poll was taken.

132. Requisitionists' meeting

(1) Subject to the provisions of Section 188 of the Act, the Directors shall on the requisition in writing of such number of Members as is hereinafter specified and (unless the General Meeting otherwise resolves) at the expense of the requisitionists:-

(a) Give to the Members of the Company entitled to receive notice of the next Annual General Meeting, notice of any resolution which may properly be moved and is intended to be moved at that meeting.

(b) Circulate to the Members entitled to have notice of any General Meeting sent to them, any statement of not more than one thousand words with respect to the matter referred to in any proposed resolution or any business to be dealt with at that Meeting.

(2) The number of Members necessary for a requisition under clause (1) hereof shall be (a) Such number of Members as represent not less than one-twentieth of the total voting power of all the Members having at the date of the resolution a right to vote on the resolution or business to which the requisition relates; or

(b) not less than one hundred Members having the rights aforesaid and holding Shares in the Company on which there has been paid up an aggregate sum of not less than Rupees one Lac in all.

(3) Notice of any such resolution shall be given and any such statement shall be circulated, to Members of the Company entitled to have notice of the Meeting sent to them by serving a copy of the resolution or statement to each Member in any manner permitted by the Act for service of notice of the Meeting and notice of any such resolution shall be given to any other Member of the Company by giving notice of the general effect of the resolution in any manner permitted by the Act for giving him notice of meeting of

the Company. The copy of the resolution shall be served, or notice of the effect of the resolution shall be given, as the case may be in the same manner, and so far as practicable, at the same time as notice of the Meeting and where it is not practicable for it to be served or given at the time it shall be served or given as soon as practicable thereafter.

(4) The Company shall not be bound under this Article to give notice of any resolution or to circulate any statement unless:

(a) A copy of the requisition signed by, the requisitionists (or two or more copies which between them contain the signature of all the requisitionists) is deposited at the Registered Office of the Company.

(i) In the case of a requisition, requiring notice of resolution, not less than six weeks before the Meeting.

(ii) the case of any other requisition, not less than two weeks before the Meeting, and

(b) There is deposited or tendered with the requisition sum reasonably sufficient to meet the Company expenses in giving effect thereto.

Provided That if after a copy of the requisition requiring notice of a resolution has been deposited at the Registered Office of the Company, and an Annual General Meeting is called for a date six weeks or less after such copy has been deposited, the copy although not deposited within the time required by this clause, shall be deemed to have been properly deposited for the purposes also thereof.

(5) The Company shall also not be bound under this Article to circulate any statement, if on the application either of the Company or of any other person who claims to be aggrieved, the Court is satisfied that the rights conferred by this Article are being abused to secure needless publicity for defamatory matter.

(6) Notwithstanding anything in these Articles, the business which may be dealt with at Annual General Meeting shall include any resolution for which notice is given in accordance with this Article, and for the purposes of this clause, notice shall be deemed to have been so given, notwithstanding the accidental omission in giving it to one or more Members.

Extra-ordinary General Meeting by Board and by Requisition.

133. (a) The Directors may whenever they think fit, convene an Extra-Ordinary General Meeting and they shall on requisition of the Members as herein provided, forthwith proceed to convene Extra-Ordinary General Meeting of the Company.

- (b) If at any time there are not within India sufficient Directors capable of acting to form a quorum, or if the number of Directors be reduced in number to less than the minimum number of Directors prescribed by these Articles and the continuing Directors fail or neglect to increase the number of Directors to that number or to convene a General Meeting, any Director or any two or more Members of the Company holding not less than one-tenth of the total paid up share capital of the Company may call for an Extra-Ordinary General Meeting in the same manner as nearly as possible as that in which meeting may be called by the Directors.

Contents of requisition, and number of requisitionists required and the conduct of Meeting

134. (1) In case of requisition the following provisions shall have effect:

(a) The requisition shall set out the matter for the purpose of which the Meeting is to be called and shall be signed by the requisitionists and shall be deposited at the Registered Office of the Company.

(b) The requisition may consist of several documents in like form each signed by one or more requisitionists.

(c) The number of Members entitled to requisition a Meeting in regard to any matter shall be such number as hold at the date of the deposit of the requisition, not less than one-tenth of such of the paid-up share capital of the Company as that date carried the right of voting in regard to that matter.

(d) Where two or more distinct matters are specified in the requisition, the provisions of sub-clause (3) shall apply separately in regard to such matter, and the requisition shall accordingly be valid only in respect of those matters in regard to which the conditions specified in that clauses are fulfilled.

- (e) If the Board does not within twenty-one days from the date of the deposit of a valid requisition in regard to any matters, proceed, duly to call a Meeting for consideration of those matters on a day not later than forty-five days from the date of the date deposit of the requisition, the Meeting may be called:
- (i) By the requisitionists themselves; or
 - (ii) by such of the requisitionists as represent either a majority in value of the paid up share capital held by all of them or not less than one tenth of the paid-up share capital of the Company as is referred to in sub clauses (c) of clause (1) whichever is less, Provided that for the purpose of this sub-clause, the Board shall, in the case of a Meeting at which a resolution is to be proposed as a Special Resolution, be deemed not to have duly convened the Meeting if they do not give such notice thereof as is required by sub-section (2) of Section 189 of the Act.
- (2) A meeting called under sub-clause (c) of clause (1) by requisitionists or any of them:
- (a) shall be called in the same manner as, nearly as possible, as that in which meeting is to be called by the Board; but
 - (b) shall not be held after the expiration of three months from the date of deposit of the requisition. Provided that nothing in sub-clause (b) shall be deemed to prevent a Meeting duly commenced before the expiry of the period of three months aforesaid, from adjourning to some days after the expiry of that period.
- (3) Where two or more Persons hold any Shares in the Company jointly; a requisition or a notice calling a Meeting signed by one or some only of them shall, for the purpose of this Article, have the same force and effect as if it has been signed by all of them.
- (4) Any reasonable expenses incurred by the requisitionists by reason of the failure of the Board to duly to call a Meeting shall be repaid to the requisitionists by the Company; and any sum repaid shall be retained by the Company out of any sums due or to become due from the Company by way of fees or other remuneration for their services to such of the Directors as were in default.

VOTES OF MEMBERS

Votes may be given by proxy or attorney

135. Subject to the provisions of the Act and these Articles, votes may be given either personally or by an attorney or by proxy or in the case of a body corporate, also by a representative duly authorized under section 187 of the Act and Article 137.

Votes of members

136. Subject to the provision of the Act and these Articles, every member not disqualified by Article 140 shall be entitled to be present in person and holding any equity share capital therein, shall have one vote and upon a poll the voting right of every such member present in person or by proxy shall be in proportion to his share of paid up equity share capital of the Company.

Provided, however, if any preference share holder be present at any meeting of the Company, save as provided in Clause (b) of sub-section (2) of Section 84 of the Act, he shall have a right to vote only on resolution placed before the meeting which directly affect the rights attached to his preference shares.

Right of member to use his votes differently

137. On a poll being taken at meeting of the Company, a member entitled to more than one vote or his proxy or other person entitled to vote for him as the case may be need not, if he votes, use all his votes or cast in the same way all the votes he uses.

Representation of Body Corporate

138. A body corporate whether a Company within meaning of the Act or not may, if it is a member or creditor of the Company including being a holder of debentures, may authorize such person by a

resolution of its Board of Directors, as it thinks fit, to act as its representative at any meeting of creditors of the Company.

Remuneration of Directors

156. (1) Subject to the provisions of the Act, a Managing Director or any other Director, who is in the Whole time employment of the Company may be paid remuneration either by way of a monthly payment or at a specified percentage of the net profits of the Company or partly by one way and partly by the other.

(2) Subject to the provisions of the Act, a Director who is neither in the Whole-time employment nor a Managing Director may be paid remuneration.

(i) by way of monthly, quarterly or annual payment with the approval of the Central Government: or

(ii) by way of commission if the Company by a special resolution authorizes such payments.

(3) The fees payable to Director (including a Managing or whole-time Director, if any) for attending a meeting of the Board or Committee shall be decided by the Board of Directors from time to time, however the amount thereof shall not exceed limit provided in the Companies Act, 1956 and rules, if any, framed there under.

(4) if any Director be called upon to perform extra services or special exertion or efforts (which expression shall include work done by a Director as member of any committee formed by the Directors), the Board may arrange with such Directors for such special remuneration for such extra services or special exertions or either by a fixed sum or otherwise as may be determined by the Board and such remuneration may be either in addition to or in substitution for his remuneration above provided.

Disclosure of interest of Directors

159. (1) Every Director of the Company who is in any way, whether directly or indirectly concerned or interested in any contract or arrangement or proposed contract or arrangement, entered into or to be entered into, by or on behalf of the Company shall disclose the nature of his concern or interest at a meeting of the Board of Directors.

(2) (a) In case of a proposed contract or arrangement the disclosure required to be made by a Director under clause (1) shall be made at the meeting of the Board at which the question of entering into the contract or arrangement is first taken into consideration or if a Director was not at the date of that meeting, concerned or interested in the proposed contract or arrangement, at the first meeting of the Board held after he becomes so concerned or interested.

(b) In the case of any other contract or arrangement, the required disclosure shall be made at the first meeting of the Board held after the Director becomes concerned or interested in the contract or arrangement.

(3) (a) For the purpose of clauses (1) and (2) hereof, a general notice given to the Board by a Director to the effect that he is a Director or a member of a specified body corporate or is a member of a specified firm and is to be regarded as concerned or interested in any contract or arrangement which may, after the date of the notice, be entered into with that body corporate or firm, shall be deemed to be sufficient disclosure of concern or interest in relation to any contract or arrangement so made.

(b) Any such general notice shall expire at the end of the financial year in which it is given but may be renewed for a further period of one financial year at a time by a fresh notice in the last month of the financial year in which would it otherwise have expired.

(c) No such general notice and no renewal thereof shall be effective unless either it is given at a meeting of the Board or the Director concerned takes reasonable steps to secure that it is brought up and read at the first meeting of the Board after it is given.

(d) Nothing in this Article shall apply to any contract or arrangement entered into or to be entered into between two companies when any of the Directors of the Company or two of them together holds or hold not more than two per cent of the paid up share capital in the other company.

Interested Director not to participate or vote on Board's proceedings

160. No Director of the Company shall, as Director, take any part in the discussion of or vote on any contract or arrangement entered into or to be entered into by or on behalf of the Company if he is in any way whether directly or indirectly, concerned or interested in the contract or arrangement, nor shall his presence count for the purpose of forming a quorum at the time of any such discussion or vote and if he does vote his vote shall be void, provided however that Directors may vote on any contract of indemnity against any loss which the Directors or any one or more of them may suffer by reason of becoming or being sureties or surety for the Company.

Board's sanction to be required for certain contracts in which particular Director is interested

161. A Director of the Company or his relative, a firm in which such Director or relative is partner, any other partner in such firm or a private company of which the Director is a member of Director shall not enter into any contract with the Company, except to the extent and subject to the provisions of Section 297 of the Act.

Disqualification of the Director

167. A person shall not be capable of being appointed Director of the Company if:-

- (a) he has been found to be of unsound mind by a Court of competent jurisdiction and the finding is in force;
- (b) he is an undischarged insolvent;
- (c) he has applied to be adjudged an insolvent and his application is pending;
- (d) he has been convicted by a Court of any offence involving moral turpitude sentenced in respect thereof to imprisonment for not less than six months and a period of five months and a period of five years has not elapsed from the date of expiry of the sentences;
- (e) he has not paid any call in respect of shares of the Company held by him whether alone or jointly with others and six months have lapsed from the last day fixed for the payment of the call; or
- (f) an order disqualifying him for appointment as Director has been passed by a Court in pursuance of Section 203 of the Act and is in force; unless the leave of the Court has been obtained for his appointment in pursuance of that Section.

RETIREMENT AND ROTATION OF DIRECTORS

Retirement of Directors by rotation

170. (1) At every Annual General Meeting, one third of such of the Directors for the time being as are liable to retire by rotation or if their number is not three or a multiple of three, then the number to one third shall retire from office. The Debenture Directors and Nominee Directors, if any, shall not be subject to retirement under clause and shall not be taken into account in determining the retirement by rotation or the number of Directors to retire.

(2) The Directors to retire by rotation at every Annual General Meeting shall be those who have been longest in office since their last appointment but as between persons who became Directors on the same day those who are to retire shall in default of and subject to any agreement among themselves, be determined by lot.

(3) At the Annual General Meeting at which a Director retires as aforesaid, the Company may fill up the vacancy by appointing the retiring Director who shall be eligible for reappointment or some other person thereto.

(4) If the place of the retiring Director is not filled up and the meeting has not expressly resolved not to fill the vacancy, the meeting shall stand adjourned till the same day in the next week at the same time and place or if that is a public holiday, till the next succeeding day which is not a public holiday at the same time and place. If at the adjourned meeting also, the place of the retiring Director is not filled up and that meeting also has not expressly resolved not to fill the vacancy, the retiring Director shall be deemed to have been re-appointed at the adjourned meeting unless.

- (i) at the meeting or at the previous meeting, a resolution for the re-appointment of such Director has been put to the vote and lost;
- (ii) the retiring Director has, by a notice in writing addressed to the Company or its Board of Directors, expressed his unwillingness to be so re-appointed;
- (iii) he is not qualified or is disqualified for;
- (iv) a resolution, whether special or ordinary, is required for his appointment or re-appointment by virtue of any of the provisions of the Act.

Appointment of Director to be vote individually

171. (1) No motion at any General Meeting of the Company shall be made for the appointment of two or more persons as Directors of the Company by a single resolution unless a resolution that it shall be so made has been first agreed to by the meeting without any vote being given against it.

(2) A resolution moved in contravention of clause (1) shall be void whether or not objection was taken at the time of its being so moved; provided that where a resolution so moved is passed, no provision for the automatic re-appointment shall apply.

(3) For the purpose of this clause, a motion for approving a person's appointment or for nominating a person for appointment shall be treated as motion for his appointment.

172. (1) A person who is not a retiring Director shall, subject to the provisions of the Act, be eligible for appointment to the office of Director at any General Meeting if he or some member intending to propose him has not less than fourteen days before the meeting, left at the office of the Company a notice in writing under his hand signifying candidature for the office of Director or the intention of such member to propose him as a candidate for that office as the case may be, "along with a deposit of five hundred rupees which shall be refunded to such person or as the case may be, to such member, if the person succeeds in getting elected as a Director.

(2) The Company shall inform its member of the candidature of a person for the office of Director or the intention of a member to propose such person as a candidate for that office, by serving individual notice on the members not less than seven days before the meeting.

Provided that it shall not be necessary for the Company to serve individual notices upon the members as aforesaid if the Company advertises such candidature or intention not less than seven days before the meeting in at least two newspapers circulating in the place where the Registered Office of the Company is located, of which one is published in the English language and the other in the Bengali language.

(3) Every person proposed as a Candidate for the office of Director shall sign and file with the Company his consent to act as a Director.

DIVIDENDS

214. The profits of the Company which it shall from time to time determine, subject to the provisions of Section 205 of the Act, to divide in respect of any year or other period, shall be applied first in paying the fixed, preferential dividend on the capital paid up on the preference shares if any and secondly in paying a dividend declared for such year or other period on the capital paid upon the equity shares.

Declaration of Dividends

219. The Company in General Meeting may, subject to the provisions of Section 205 of the Act, declared a dividend to be paid to the members according to their right and interests in the profits and may fix the time for payment.

Dividend out of profits only and not to carry interest

221. (1) No dividend shall be payable except out of the profits of the Company arrived at as stated in Section 205 of the Act.

What is to be deemed net profits?

(2) The declaration of the Board as to the amount of the net profits of the Company shall be conclusive.

Unpaid or Unclaimed Dividend

230. Where the Company has declared a dividend but which has not been paid or claimed within 30 days from the date of declaration to any shareholder entitled to the payment of dividend, the Company shall, within 7 days of the date from expiry of the said period of 30 days, open a special account in that behalf in any scheduled bank called "Encash Entertainment Limited Unpaid Dividend Account" and transfer to the said account, the total amount of dividend which remains unpaid or unclaimed.

Any money transferred to the unpaid dividend account of the Company which remain unpaid or unclaimed for a period of Seven years from the date of such transfer, shall be transferred by the Company to the Fund established under Section 205C of the Act. No unclaimed or unpaid dividend shall be forfeited by the Board before the claim becomes barred by law.

Capitalisation of reserves

231. (a) Any General Meeting may, upon the recommendation of the Board resolve that any moneys, investments or other assets forming part of the undistributed profits of the Company standing to the credit of any of the profit and loss account or any capital redemption reserve fund or in hands of the Company and available for dividend or representing premium received on the issue of shares and standing to the credit of the share premium account be capitalized and distributed amongst such of the shareholders as would be entitled to receive the same if distributed by way of dividend and in the same proportions on the footing that they become entitled thereto as capital and that all or any part of such capitalized fund shall not be paid in cash but shall be applied subject to the provisions contained in clause (b) hereof on behalf of such shareholders in full or towards:

(1) Paying either at par or at such premium as the resolution may provide any unissued shares or debentures or debenture-stock of the Company which shall be allotted, distributed and credited as fully paid up to and amongst such members in the proportions aforesaid; or

(2) Paying up any amounts for the time being remaining unpaid on any shares or debentures or debenture-stock held by such members respectively; or

(3) Paying up partly in the way specified in sub-clause (1) and partly in that specified in sub-clause (2) and that such distribution or payment shall be accepted by such shareholders in full satisfaction of their interest in the said capitalized sum.

(b) (1) Any moneys, investments or other assets representing premium received on the issue of shares and standing to the credit of share premium account; and

(2) If the Company shall have redeemed any redeemable preference shares, all or any part of any capital redemption fund arising from the redemption of such shares may, by resolution of the Company be applied only in paying up in full or any shares then remaining unissued to be issued to such members of the Company as the General Meeting may resolve upto an amount equal to the nominal amount of the shares so issued.

(c) Any General Meeting may resolve that any surplus moneys arising from the realization of any capital assets of the Company or any investments representing the same or any other undistributed profits of the Company not subject to charge for income-tax be distributed amongst the members on the footing that they receive the same as capital.

(d) For the purpose of giving effect to any such resolution, the Board may settle any difficulty which may arise in regard to the distribution of payment as aforesaid as it thinks expedient and in particular it may issue fractional certificates and may fix the value for distribution of any specific assets and may determine that cash payments be made to any members on the footing of the value so fixed and may vest any such cash, share, debentures, debenture-stock, bonds or other obligation in trustees upon such trust for the persons entitled thereto as may seem expedient to the Board and generally may make such arrangement for acceptance, allotment and sale of such shares, debentures, debenture-stock, bonds or other obligations and fractional certificates or otherwise as it may think fit.

(e) If and whenever any share becomes held by any member in fraction, the Board may subject to the provisions of the Act and these Articles and to the directions of the Company in General Meeting, if any, sell the shares which members hold in fractions for the best reasonably obtainable and shall pay and distribute to and amongst the members entitled to such shares in due proportion the net proceeds of the sale thereof, for the purpose of giving effect to any such sale, the Board may authorize any person to transfer the shares sold to the purchaser thereof, comprised in any such transfer and he shall not be bound to see to the application of the purchase money nor shall his title to the shares be affected by any irregularity or of invalidity in the proceedings with reference to the sale.

(f) Where required; a proper contract shall be delivered to the Registrar for registration in accordance with section 75 of the Companies Act and the Board may appoint any person to sign such contract on behalf of the persons entitled to the dividend or capitalized fund and such appointment shall be effective.

SECTION IX: OTHER INFORMATION

LIST OF MATERIAL CONTRACTS AND DOCUMENTS FOR INSPECTION

The following contracts and agreements referred to (not being contracts entered into in the ordinary course of business carried on or intended to be carried on by the Company or contracts entered into more than two years before this Prospectus), which are or may be deemed to be material have been entered into by or on behalf of the Company. Copies of these contracts together with copies of documents referred under material documents below all of which have been attached to the copy of this Prospectus and have been delivered to the SME platform of BSE Limited and may be inspected at the Registered Office of the Company situated at 9, Lal Bazar Street, 3rd Floor, Mercantile Building, Kolkata-700001, between 10:30 am to 5:30 pm on any working day from the date of this Prospectus until the date of closure of the subscription List.

MATERIAL CONTRACTS

1. Memorandum of Understanding dated 15th May, 2014 between our Company and the Lead Manager to the Issue.
2. Memorandum of Understanding dated 25th March, 2014 entered into with CB Management Services Private Limited to appointing them as the Registrar to the Issue.
3. Copy of tripartite agreement dated 22nd April, 2014 between NSDL, our Company and CB Management Services Private Limited.
4. Copy of tripartite agreement dated 11th April, 2014 between CDSL, our Company and CB Management Services Private Limited.
5. Escrow Agreement dated 2nd August, 2014 between our Company, Lead Manager, Escrow Collection Bank and the Registrar to the issue.
6. Market Making Agreement dated 15th May, 2014 between our Company, Lead Manager and Market Maker.
7. Underwriting Agreement dated 15th May, 2014 between our Company and Underwriters.

DOCUMENTS FOR INSPECTION

8. Memorandum and Articles of Association of our Company as amended from time to time.
9. Copy of the resolution passed at the meeting of the Board of Directors held on 19th March, 2014 approving the issue.
10. Copy of the resolution passed by the shareholders of our Company under section 81 (1A) at the Extra Ordinary General Meeting held on 29th March, 2014.
11. Copy of Board resolution dated 18th January, 2013 appointing Mr. Sachet Saraf as the Managing Director of our Company for period of 5 years w.e.f. 18.01.2013.
12. Consents of the Directors, Company Secretary/Compliance Officer, Statutory Auditors, Peer Review Auditors, Lead Manager to the Issue, Underwriters, Market Makers, Bankers to the Issue, Registrars to the Issue and Legal Advisors to the Issue to include their names in the Prospectus to act in their respective capacities.
13. Copies of Annual Reports of our Company for the preceding five (5) financial years viz. 2009-10, 2010-11, 2011-12, 2012-13 and 2013-14.
14. Audit report and restated financial information issued by Peer Review Auditors i.e. M/s. Ramanand & Associates, Chartered Accountants, dated 30th July, 2014 included in the Prospectus.
15. Letter dated 26th May, 2014 from the statutory Auditors of our Company, M/s. Jyoti K Agarwal & Associates, Chartered Accountants, detailing the tax benefits.

16. Copy of certificate from the statutory Auditors of our Company, M/s. Jyoti K Agarwal & Associates, Chartered Accountants, dated 26th May, 2014 regarding the sources and deployment of funds as on 31st March, 2014.
17. Board Resolution dated 14th August, 2014 for approval of Prospectus.
18. Due Diligence Certificate dated 28th May, 2014 to be submitted to SEBI from Lead Manager viz. Guinness Corporate Advisors Private Limited along with the filing of the Prospectus.
19. Copy of approval from BSE vide letter dated 14th July, 2014 to use the name of BSE in this offer document for listing of Equity Shares on SME Platform of BSE.

Any of the contracts or documents mentioned in this Prospectus may be amended or modified at any time, if so required, in the interest of our Company or if required by the other parties, without reference to the shareholders, subject to compliance of the provisions contained in the Companies Act and other relevant statutes.

DECLARATION

All the relevant provisions of the Companies Act, 1956, Companies Act, 2013 (to the extent notified) and the guidelines issued by the Government of India or the regulations issued by Securities and Exchange Board of India, established under Section 3 of the Securities and Exchange Board of India Act, 1992 as the case may be, have been complied with and no statement made in this Prospectus is contrary to the provisions of the Companies Act, 1956, Companies Act, 2013 (to the extent notified) the Securities and Exchange Board of India Act, 1992 or rules made there under or regulations issued, as the case may be. We further certify that all statements in this Prospectus are true and correct.

SIGNED BY ALL THE DIRECTORS

Mr. Sachet Saraf
(DIN:01377285)

Ms. Rashmi Saraf
(DIN:02096360)

Mr. Rajesh Kumar Singhania
(DIN:00446974)

Mr. Surendra Kumar Sethia
(DIN:00122786)

SIGNED BY THE COMPANY SECRETARY & COMPLIANCE OFFICER

Ms. Hardika Pancholi

Date: 14.08.2014

Place: Kolkata

