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

WATCH BOUTIQUES

Our Company was originally incorporated as 'Kamla Retail Limited' under the provisions of Companies Act, 1956, at Parwanoo, Himachal Pradesh, pursuant to the certificate of incorporation dated November 5, 2007, issued by the Assistant Registrar of Companies, Punjab, Himachal Pradesh and Chandigarh. Subsequently, the name of our Company was changed to 'Ethos Limited' pursuant to a special resolution passed by the Shareholders of our Company, see "History and Certain Corporate Matters" on page in name and Registered Office of our Company, see "History and Certain Corporate Matters" on page in name and Registered Office of our Company, see "History and Certain Corporate Matters" on page in name and Registered Office of our Company, see "History and Certain Corporate Matters" on page in name and Registered Office of our Company, see "History and Certain Corporate Matters" on page in name and Registered Office of our Company, see "History and Certain Corporate Matters" on page in name and Registered Office of our Company, see "History and Certain Corporate Matters" on page in name and Registered Office of our Company, see "History and Certain Corporate Matters" on page in name and Registered Office of our Company, see "History and Certain Corporate Matters" on page in name and Registered Office of our Company, see "History and Certain Corporate Matters" on page in name and Registered Office of our Company, see "History and Certain Corporate Matters" on page in name and Registered Office of our Company, see "History and Certain Corporate Matters" on page in name and Registered Office of our Company on March 2, 2012, and a revised of the name and Registered Office of our Company on March 2, 2012, and a revised of the name and Registered Office of our Company on March 2, 2012, and a revised of the name and Registered Office of our Company on March 2, 2012, and a revised of the name and Registered Office of our Company on March 2, 2012, and a revised of the name and Registered Office of our Company on March 2, 2012, and a revised of the name and Registered Office of our Company on March 2, 2012, and a revised of the name and Registered Office of our Company on March 2, 2012, and a revised of the name and Registered Office of our Company on March 2, 2012, and a revised of the name and Registered Office of the name and Registered Office of the name and Registered Offi 247 of the Red Herring Prospectus dated May 6, 2022 ("RHP"

> Registered Office: Plot No. 3, Sector - III, Parwanoo, Himachal Pradesh -173 220; Telephone: + (91) 1792 232 462/233 402; Corporate Office: Kamla Centre, S.C.O. 88-89, Sector 8-C, Madhya Marg, Union Territory of Chandigarh-160 009; Telephone: + (91) 172 2548223/24 Contact Person: Anil Kumar, Company Secretary and Compliance Officer; Telephone: + (91) 9780687553; E-mail: anil.dhiman@ethoswatches.com; Website: www.ethoswatches.com; Corporate Identity Number: U52300HP2007PLC030800

> > OUR PROMOTERS: YASHOVARDHAN SABOO: KDDL LIMITED AND MAHEN DISTRIBUTION LIMITED

INITIAL PUBLIC OFFERING OF UP TO [ullet] EQUITY SHARES OF FACE VALUE OF  $\var*$  10 EACH ("EQUITY SHARES") OF ETHOS LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF  $\var*$  [ullet] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF  $\var*$  [ullet] PER EQUITY SHARES") OF ETHOS LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF  $\var*$  [ullet] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF  $\var*$  [ullet] PER EQUITY SHARES") OF ETHOS LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF  $\var*$  [ullet] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF  $\var*$  [ullet] PER EQUITY SHARES") OF ETHOS LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF  $\var*$  [ullet] PER EQUITY SHARES OF FACE VALUE OF  $\var*$  [ullet] PER EQUITY SHARES OF FACE VALUE OF  $\var*$  [ullet] PER EQUITY SHARES OF  $\var*$  [ullet] PER EQ (THE "OFFER") COMPRISING A FRESH ISSUE OF UP TO [♠] EQUITY SHARES AGGREGATING UP TO ₹37,500 LAKHS\* (THE "FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 11,08,037 EQUITY SHARES AGGREGATING UP TO ₹ 1,08,037 EQUITY SHARE SAGGREGATING UP TO ₹ 1, \*OUR COMPANY, IN CONSULTATION WITH THE BRLMS, HAS UNDERTAKEN A PRE-IPO PLACEMENT OF 3,02,663 EQUITY SHARES AGGREGATING TO ₹ 40,000 LAKHS, HAS BEEN REDUCED

BY ₹2,500 LAKH'S PURSUANT TO THE PRE-IPO PLACEMENT, AND ACCORDINGLY, THE FRESH ISSUE IS OF UP TO ₹37,500 LAKHS. OUR COMPANY HAS INFORMED ALL THE PRE-IPO INVESTORS/BUYERS THAT THE OFFER MAY OR MAY NOT BE SUCCESSFUL AND THE EQUITY SHARES OF OUR COMPANY MAY OR MAY NOT GET LISTED

QIB Category: Not more than 50% of the Offer | Retail Category: Not less than 35% of the Offer | Non-Institutional Category: Not less than 15% of the Offer

PRICE BAND: ₹ 836 TO ₹ 878 PER EQUITY SHARE OF FACE VALUE OF ₹ 10 EACH THE FLOOR PRICE IS 83.60 TIMES THE FACE VALUE OF THE EQUITY SHARES AND THE CAP PRICE IS 87.80 TIMES THE FACE VALUE OF THE EQUITY SHARES

BIDS CAN BE MADE FOR A MINIMUM OF 17 EQUITY SHARES AND IN MULTIPLES OF 17 EQUITY SHARES THEREAFTER

Risl	ks to	<u>Inve</u>	estors

Arctage book of acquisition of ocining orial critical costs.					
Name of the Selling Shareholders	Туре	Average cost of acquisition (In ₹) <sup>s</sup>	Name of the Selling Shareholders	Туре	Average cost of acquisition (In ₹) <sup>s</sup>
Yashovardhan Saboo	Promoter	100.95	Nagarajan Subramanian	Director	99.09
KDDL Limited	Promoter	93.51	C. Raja Sekhar	Public	121.96
Mahen Distribution Limited	Promoter	36.38	Karan Singh Bhandari	Public	28.86
Saboo Ventures LLP	Promoter's Group	180.56	Harsh Vardhan Bhuwalka	Public	140.24
Anuradha Saboo	Promoter's Group	141.36	Anand Vardhan Bhuwalka	Public	140.24
Jai Vardhan Saboo	Promoter's Group	186.24	Shalini Bhuwalka	Public	140.24
VBL Innovations Private Limited	Promoter's Group	140.24	Manju Bhuwalka	Public	140.24
Anil Khanna	Anil Khanna Director 130.80 \$As certified by B K S & Co., Chartered Accountants pursuant to their certificate dated May 6, 2022			ted May 6, 2022	

Details of Acquisition of all Equity Shares transacted in last five years, three years and one year:

Average cost of acquisition of Selling Shareholds

Period	Weighted average cost	Cap Price is 'X' times the Weighted	Range of acquisition price:
	of acquisition (in ₹)	average cost of acquisition	Lowest Price-Highest Price (In ₹)
Yashovardhan Sal	boo –Selling Shareholder- Prom	<u>noter</u>	
Last 1 year	227.98	3.85	120.00 to 550.00
Last 3 year	96.63	9.09	0.00 to 550.00
Last 5 year	102.12	8.60	0.00 to 550.00
KDDL Limited - Se	lling Shareholder-Promoter		
Last 1 year	377.33	2.33	200.00 to 550.00
Last 3 year	318.55	2.76	130.00 to 550.00
Last 5 year	230.77	3.80	110.00 to 550.00
Mahen Distribution	<u> Limited - Selling Shareholder - P</u>	romoter	
Last 1 year	Nil	Nil	Nil
Last 3 year	Nil	Nil	Nil
Last 5 year	Nil	Nil	Nil
Anuradha Saboo –	Selling Shareholder- Member of t	the Promoter Group	
Last 1 year	550.00	1.60	550.00 to 550.00
Last 3 year	157.12	5.59	130.00 to 550.00
Last 5 year	141.36	6.21	130.00 to 550.00
Jai Vardhan Saboo	- Selling Shareholder- Member of	f the Promoter Group	
Last 1 year	196.96	4.46	120.00 to 550.00
Last 3 year	186.24	4.71	120.00 to 550.00
Last 5 year	186.24	4.71	120.00 to 550.00
Saboo Ventures LL	P - Selling Shareholder- Member	of the Promoter Group	
Last 1 year	249.14	3.52	200.00 to 550.00
Last 3 year	249.28	3.52	200.00 to 550.00
Last 5 year	180.58	4.86	128.00 to 550.00
VBL Innovations P	<u>rivate Limited – Selling Sharehold</u>	der-Member of the Promoter Group	
Last 1 year	550.00	1.60	550.00 to 550.00
Last 3 year	140.24	6.26	130.00 to 550.00
Last 5 year	140.24	6.26	130.00 to 550.00
Anil Khanna - Selli			
Last 1 year	130.80	6.71	120.00 to 550.00
Beturn on Not Worth	for the Nine Months Beried anded I	December 21, 2021 and Eigenlyners 2021, 2021	0 and 2010 is 9 07% (not annualised) 2 72%

Period	Weighted average cost	Cap Price is 'X' times the Weighted	Range of acquisition price:
	of acquisition (in ₹ )	average cost of acquisition	Lowest Price-Highest Price (In ₹
Last 3 year	141.07	6.22	120.00 to 550.00
Last 5 year	130.80	6.71	120.00 to 550.00
Nagarajan Subraman	ian – Selling Shareholder		
Last 1 year	181.29	4.84	120.00 to 550.00
Last 3 year	152.12	5.77	120.00 to 550.00
Last 5 year	135.19	6.49	110.00 to 550.00
<b>Anand Vardhan Bhuv</b>	valka – Selling Shareholder		
Last 1 year	550.00	1.60	550.00 to 550.00
Last 3 year	140.24	6.26	130.00 to 550.00
Last 5 year	140.24	6.26	130.00 to 550.00
Karan Singh Bhanda	ri- Selling Shareholder		
Last 1 year	Nil	Nil	Nil
Last 3 year	Nil	Nil	Nil
Last 5 year	Nil	Nil	Nil
Harshvardhan Bhuwa	alka – Selling Shareholder		
Last 1 year	550.00	1.60	550.00 to 550.00
Last 3 year	140.24	6.26	130.00 to 550.00
Last 5 year	140.24	6.26	130.00 to 550.00
Shalini Bhuwalka - S	elling Shareholder		
Last 1 year	550.00	1.60	550.00 to 550.00
Last 3 year	140.24	6.26	130.00 to 550.00
Last 5 year	140.24	6.26	130.00 to 550.00
Manju Bhuwalka - Se	elling Shareholder		
Last 1 year	550.00	1.60	550.00 to 550.00
Last 3 year	140.24	6.26	130.00 to 550.00
Last 5 year	140.24	6.26	130.00 to 550.00
C. Raja Sekhar - Sell	ing Shareholder		
Last 1 year	138.94	6.32	120.00 to 550.00
Last 3 year	138.94	6.32	120.00 to 550.00
Lust o your	100.07	0.02	120,00 to 000,00

\*As certified by BKS & Co., Chartered Accountants vide its certificate dated May 10, 2022.

• Return on Net Worth for the Nine Months Period ended December 31, 2021 and Fiscal years 2021, 2020 and 2019 is 8.07% (not annualised), 3.72%, (0.89)% and 7.58% respectively. • The Price/Earnings ratio based on basic and diluted EPS for Financial Year 2021 for the Issuer at the Cap Price is 276.10 times and 278.73 times respectively. There are no listed companies in India that are engaged in a business similar to that of the Company. Accordingly, it is not possible to

provide an industry comparison in relation to the Company

• The two BRLMs associated with the Offer have handled 1 (one) public issues in the past three years, out of which Nil issues closed below the issue price on listing date.					
BRLMs		Total Issues managed by the BRLMs in the last 3 years	Issues closed below IPO Price on listing date		
	Emkay Global Financial Services Limited	1	Nil		
	InCred Capital Wealth Portfolio Managers Private Limited	Nil	Nil		
	Common issues of above BRLMs	Nil	Nil		
	Total	4	Nil		

## **BID/OFFER PROGRAMME**

## ANCHOR INVESTOR BIDDING DATE: TUESDAY, MAY 17, 2022.

# BID/OFFER OPENS ON WEDNESDAY, MAY 18, 2022\* | BID/OFFER CLOSES ON FRIDAY, MAY 20, 2022\*\*

\*Our Company and Selling Shareholders may, in consultation with the Book Running Lead Managers, consider participation by Anchor Investors in accordance with the SEBI ICDR Regulations. The Anchor Investor Bid/Offer Period shall be one Working Day prior to the Bid/Offer Opening Date, that is on Tuesday, May 17, 2022. \*\* Our Company and Selling Shareholders may, in consultation with the Book Running Lead Managers, consider closing the Bid/Offer Period for QIBs one Working Day prior to the Bid/ Offer Closing Date in accordance with the SEBI ICDR Regulations In case of any revision to the Price Band, the Bid/Offer Period will be extended by at least three additional Working Days after such revision in the Price Band, subject to the Bid/Offer

Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Company may, in consultation with the BRLMs, for reasons to be recorded in writing, extend the Bid / Offer Period for a minimum of three Working Days, subject to the Bid / Offer Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/Offer Period, if applicable, will be widely disseminated by notification to the Stock Exchanges, by issuing a public notice, and also by indicating the change on the respective websites of the BRLMs and at the terminals of the Syndicate Member(s) and by intimation to the Designated Intermediaries and the Sponsor Banks, as applicable. This is an Offer in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR"), read with Regulation 31 of the SEBI ICDR Regulations. The Offer is being made through the Book Building Process in terms of Regulation 6(1) of the SEBI ICDR Regulations, wherein not more than 50% of the Offer shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs", and such portion, the "QIB Portion"). Our Company and the Selling Shareholders may, in consultation with the BRLMs, allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), out of which at least one-third shall be available for allocation to domestic Mutual Funds only, subject to valid Bids being received from the domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders, including Mutual Funds, subject to valid Bids being received at or above the Offer Price. Further, not less than 15% of the Offer shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Offer shall be available for allocation to Retail Individual Bidders ("RIBs") in accordance with SEBI ICDR Regulations, subject to valid Bids being received at or above the Offer Price. The Equity Shares available for allocation to Non-Institutional Bidders under the Non-Institutional Portion, shall be subject to the following: (i) one third of the portion available to Non-Institutional Bidders shall be reserved for applicants with an application size of more than ₹ 2.00 Lakhs and up to ₹ 10.00 Lakhs and (ii) two third of the portion available to Non-Institutional Bidders shall be reserved for applicants with application size of more than ₹ 10.00 Lakhs, provided that the unsubscribed portion in either of the aforementioned sub-categories may be allocated to applicants in the other sub-category of Non-Institutional Bidders. All potential Bidders, other than Anchor Investors, are required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective bank accounts

(including UPI ID in case of RIBs and individual investor with an Application size of up to ₹ 5.00 lakhs in accordance with the UPI Circulars) which will be blocked by the SCSBs, to participate in the Offer, Anchor Investors are not permitted to participate in the Offer through the ASBA Process. For further details, see "Offer Procedure" on page 479 of the RHP. Bidders/Applicants should ensure that DP ID, PAN and the Client ID and UPI ID (for RIBs and an individual investor with an Application size of up to ₹ 5.00 lakhs bidding through UPI Mechanism) are correctly filled in the Bid cum Application Form. The DP ID, PAN and Client ID provided in the Bid cum Application Form should match with the DP ID, PAN, Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Bidders/Applicants should note that on the basis of the PAN, DP ID. Client ID and UPI ID (for RIBs and an individual investor with an Application size of up to ₹ 5.00 lakhs bidding through the UPI Mechanism) as provided in the Bid cum Application Form, the Bidder/Applicant may be deemed to have authorized the Depositories to provide to the Registrar to the Offer, any requested Demographic Details of the Bidder/Applicant as available on the records of the depositories. These Demographic Details may be used, among other things, for giving Allotment Advice or unblocking of ASBA Account or for other correspondence(s) related to the Offer. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Bidders/Applicants' sole risk. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with Central Board of Direct Taxes notification dated February 13, 2020 and press

**BOOK RUNNING LEAD MANAGERS** 

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF OUR COMPANY AS REGARDS ITS OBJECTS: For information on the main objects of our Company, investors are requested to see "History and Certain Corporate Matters" beginning on page 247 of the RHP and Clause III(A) of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see "Material Contracts and Documents for Inspection" on page 535 of the RHP

LIABILITY OF THE MEMBERS OF OUR COMPANY: Limited by shares

AMOUNT OF SHARE CAPITAL OF OUR COMPANY AND CAPITAL STRUCTURE: As on the date of the RHP, the authorised share capital of our Company is ₹ 61,40,00,120 comprising of 3,07,00,000 Equity Shares of ₹ 10 each aggregating ₹ 30,70,00,000; 5,76,924 14%CCCPS aggregating ₹ 7,50,00,120; 12,00,000 12%CCCPS aggregating ₹ 13,20,00,000 and 10,00,000 12%-NCRPS aggregating ₹10,00,00,000 Equity Shares. The issued, subscribed and paid-up Equity share capital of our Company is ₹ 19,07,81,630 divided into 1,90,78,163 Equity Shares of₹10 each. For details of the capital structure, see "Capital Structure" beginning on page 100 of the RHP

NAMES OF THE INITIAL SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF OUR COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: The initial signatories to the Memorandum of Association are allotment of 10,00,000 Equity Shares to 7 subscribers i.e. KDDL Limited (9,99,994 Equity Shares), Rajendra Kumar Saboo (1 Equity Share), Yashovardhan Saboo (1 Equity Share), Usha Devi Saboo (1 Equity Share), Anuradha Saboo (1 Equity Share), Pranav Shankar Saboo (1 Equity Share), Satvika Saboo (1 Equity Share) who subscribed to 10,00,000 equity share each bearing face value of ₹ 10 each. For details of the share capital history and capital structure of our Company see "Capital Structure" beginning on page 100 of the RHP.

LISTING: The Equity Shares, offered through the RHP are proposed to be listing of the Equity Shares pursuant to letters each dated February 21, 2022. For the purposes of the Offer, the Designated Stock Exchange shall be BSE. A signed copy of the RHP and the Prospectus shall be filed with the RoC in accordance with the Companies Act, 2013. Further the attention to be drawn towards any violation of section 36 of the Companies Act, 2013 shall attract the punishment cum penalty as provided under section 447 of the Companies Act, 2013. For further details of the material contracts and documents available for

inspection from the date of the RHP until the Bid/Offer Closing Date, see "Material Contracts and Documents for Inspection" on page 535 of the RHP. DISCLAIMER CLAUSE OF SEBI: SEBI only gives its observations on the offer documents and this does not constitute approval of either the Offer or the specified securities stated in the Offer Documents or the offer document. The investors are advised to refer to page 457 of the RHP for the full text of the disclaimer clause of SEBI. DISCLAIMER CLAUSE OF BSE (The Designated Stock Exchange): It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or

construed that the Red Herring Prospectus has been cleared or approved by BSE Limited nor does it certify the correctness or completeness of any of the contents of the Red Herring Prospectus. The investors are advised to refer to the page 460 of the Red Herring Prospectus for the full text of the disclaimer clause of the BSE Limited

DISCLAIMER CLAUSE OF NSE: It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to page 460 of the Offer Document for the full text of the disclaimer clause of NSE.

GENERAL RISKS: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in the Offer unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Offer. For taking an investment decision, investors must rely on their own examination of our Company and the Offer, including the risks involved. The Equity Shares in the Offer have not been recommended or approved by the SEBI, nor does SEBI quarantee the accuracy or adequacy of the contents of the RHP. Specific attention of the investors is invited to "Risk Factors" on page 39 of the RHP

## THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON MAIN BOARD PLATFORM OF BSE AND NSE

ASBA\*

Simple, Safe, Smart way of Application!!!

\*Applications Supported by Blocked Amount ("ASBA") is a better way of applying to offers by simply blocking the fund in the bank account.

For further details, check section on ASBA below. Mandatory in public issues. No cheque will be accepted.

UNIFIED PAYMENTS INTERFACE

UPI-Now available in ASBA for Retail Individual Bidders ("RIBs") and an individual investor with an Application size of up to ₹ 5.00 lakhs.

Investors are required to ensure that the bank account used for bidding is linked to their PAN. UPI – Now available in ASBA for Retail Individual Bidders and an individual investor with an Application size of up to ₹ 5.00 lakhs applying through Registered Brokers, DPs & RTAs. Retail Individual Bidders and an individual investor with an Application size of up to ₹ 5.00 lakhs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account

REGISTRAR TO THE OFFER

\*ASBA has to be availed by all the investors except Anchor Investors (as defined in the RHP). UPI may be availed by RIBs and Individuals (with Application size of up to ₹ 5 lakhs) using the UPI Mechanism

ASBArias to be availed by antie investors except. Artican investors (as defined in interval by Riss and individuals (will Application) state of up to ₹ 5 and susing the CPT investors is also available on the website of Association of Investment Bankers of India ("AIBI"), the websites of BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE", and together with BSE, the "Stock Exchanges") and in the General Information Document. ASBA bid-cum application forms can be downloaded from the website of Stock Exchanges and can be obtained from the list of banks that is displayed on the website of SEBI at www.sebi.gov.in/sebiweb/other/OtherAction.do?do RecognisedFpi=yes&intmld=35 and https://www.sebi.gov.in/sebiweb/other/OtherAction.do?do RecognisedFpi=yes&intmld=43, respectively as updated from time to time.

For the list of UPI apps and banks live on IPO, please refer to the link: www.sebi.gov.in. RIBs and an individual investor with an Application size of up to ₹ 5.00 lakhs Bidding using the UPI mechanism may apply through the SCSBs and mobile applications whose names appear on the website of SEBI, as updated from time to time. For Offer related grievance, investors may contact the Book Running Lead Manager ("BRLMs") and Registrar to the Offer at Tel: + 91 22 6681 8911/23/24, E-mail: sagar.welekar@icicibank.com; Avis Bank Limited at Tel: +91 22 3075 2927/2928/2914, Email: tushar.gavankar@hdfcbank.com, prasanna.uchil@hdfcbank.com, neerav.desai@hdfcbank.com and Kotak Mahindra Bank Limited at Tel: +91 22 3075 2927/2928/2914, Email: tushar.gavankar@hdfcbank.com, prasanna.uchil@hdfcbank.com, neerav.desai@hdfcbank.com and Kotak Mahindra Bank Limited at Tel: +91 22 6065 6588, Email: cmsipo@kotak.com and the Repristrant to the Offer at Tel: +01 40 6716 2222/180034 54001 and E-mail: etc. +91 22 6065 6588, Email: cmsipo@kotak.com and the Registrar to the Offer at Tel: +91 40 6716 2222/180034 54001 and E-mail: ethos/td@kfintech.com

Emkay

release dated June 25, 2021

**EMKAY GLOBAL FINANCIAL SERVICES LIMITED** The Ruby, 7th Floor, Senapati Bapat Marg Dadar (West), Mumbai Maharashtra – 400 028

Website: www.emkayglobal.com; Contact Person: Deepak Yadav/ Pranav Nagar SEBI Registration No.: INM000011229

Tel. No.: +91 22 6612 1212; Email: ethos.ipo@emkayglobal.com Investor grievance email: ibg@emkayglobal.com

**InCred** Capital

INCRED CAPITAL WEALTH PORTFOLIO MANAGERS PRIVATE LIMITED 1203, 12<sup>th</sup> Floor, B Wing, The Capital, G Block, Bandra Kurla Complex, Bandra East, Mumbai, Maharashtra- 400 051

Tel. No.: +91 22 6844 6100; Email: ethos.ipo@incredcapital.com Investor grievance email: customer.grievance@incredcapital.com Website: www.incredsecurities.com: Contact Person: Sreesankar R SEBI Registration No.: INM000012865

KFIN TECHNOLOGIES LIMITED

Selenium, Tower B, Plot No- 31 and 32, Financial District, Nanakramguda, Serilingampally, Hyderabad, Rangareedi 500 032, Telangana Tel: +91 40 6716 2222/ 180034 54001; E-mail: ethosltd@kfintech.com Investor grievance e-mail: einward.ris@kfintech.com Website: www.kfintech.com; Contact person: M Murali Krishna SEBI Registration No.: INR000000221

COMPANY SECRETARY AND COMPLIANCE OFFICER Anil Kuma

**ETHOS LIMITED** 

House No. 2241, Sector 66, Mohali, Punjab 160 059 Telephone: + (91) 9780687553; E-mail: anil.dhiman@ethoswatches.com

Website: www.ethoswatches.com

Investors can contact our Company Secretary and Compliance Officer, the BRLMs or the Registrar to the Offer in case of any pre-Offer or post-Offer related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account, nonreceipt of refund orders or non-receipt of funds by electronic mode, etc

AVAILABILITY OF RHP: Investors are advised to refer to the RHP and the "Risk Factors" beginning on page 39 of the RHP before applying in the Offer. A copy of the RHP shall be available on the website of the BRLMs, Emkay Global Financial Services Limited at www.emkayglobal.com and InCred Capital Wealth Portfolio ers Private Limited at www.incredsecurities.com and the websites of the Stock Exchanges, for BSE at www.bseindia.com and for NSE at www.nseindia.com

AVAILABILITY OF BID CUM APPLICATION FORMS: Bid cum Application Forms can be obtained from the Registered Office and Corporate Office of the Company, ETHOS LIMITED: Tel.: + (91) 1792 232 462/233 402 and Tel.: + (91) 1792 23 InCred Capital Wealth Portfolio Managers Private Limited: Tel: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited. Telephone: +91 22 6844 6100, Website: www.emkayglobal.com and InCred Capit

available on the websites of the Stock Exchanges and SEBI. SUB-SYNDICATE MEMBERS: Axis Capital Ltd.; Edelweiss Broking Ltd.; Edelweiss Broking Ltd.; Finwizard Technology Private Limited; HDFC Securities Ltd.; HIFL Securities Ltd.; KJMC Capital Market Services Ltd.; KJMC Capital Market

ESCROW COLLECTION BANK / REFUND BANK / PUBLIC OFFER ACCOUNT BANK: ICICI Bank Limited. | SPONSOR BANKS: ICICI Bank Limited, Axis Bank Limited, HDFC Bank Limited and Kotak Mahindra Bank Limited

UPI: Retail Individual Bidders and an individual investor with an Application size of up to ₹5.00 lakhs can also Bid through the UPI Mechanism. All capitalised terms used herein and not specifically defined shall have the same meaning as ascribed to them in the RHP.

Place: Chandigarh

For ETHOS LIMITED On behalf of the Board of Director

Company Secretary & Compliance Officer

Date: May 10, 2022 ETHOS LIMITED is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public issue of its Equity Shares and has filed the RHP with the RoC and thereafter with SEBI and the Stock Exchanges, The RHP shall be available on the website of the SEBI at www.sebi.gov.in as well as on the websites of the BRLMs. Emkay Global Financial Services Limited at www.emkayglobal.com and InCred Capital Wealth Portfolio Managers Private Limited at www.incredsecurities.com, the Website of the National Stock Exchange of India Limited at whigh degree of risk and for details relating to such risks, see "Risk Factors" on page 39 of the RHP. Potential investors should not rely on the DRHP filed with SEBI for any investment decision.

This announcement does not constitute an offer of securities for sale in any jurisdiction, including the United States, and any securities to be made in the United States absent registration under the U.S. Securities Act or an exemption from such registration. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from the Company or the Selling Shareholder and that will contain detailed information about the Company and management, as well as financial statements. However, no offering of securities in the United States is contemplated.