THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT. THIS DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES.

MABANS ABANS HOLDINGS LIMITED



Our Company was originally incorporated as "Abans Vanijya Private Limited" on September 24, 2009 at Kolkata, West Bengal as a private limited company under the Companies, West Bengal. Subsequently, the name of our Company was changed to "Abans Holdings Private Limited" vide special resolution passed by the shareholders of our Company in their meeting held on November 20, 2019 and a fresh Certificate of Incorporation consequent to the change of name was granted to our Company on December 05, 2019, by the Registrar of Companies, Mumbai. Further, our Company was converted into Public Limited Company pursuant to special resolution passed by the shareholders of our Company in their meeting held on April 28, 2021 and the name of our Company was changed to "Abans Holdings Limited" and a Fresh Certificate of Incorporation consequent upon conversion of Company to Public Limited dated May 19, 2021 was issued by Registrar of Companies, Mumbai. For further details, please refer to the chapter "History and Certain Corporate Matters" beginning on page no. 139 of this Red Herring Prospectus).

Registered office: 36, 37, 38A, Floor 3, Nariman Bhavan, Backbay Reclamation, Nariman Point, Mumbai – 400 021 | Corporate Office: 25, Mittal Chambers, 2nd Floor, Barrister Rajni Patel Marg, Nariman Point, Mumbai – 400 021 | Corporate Identity Number (CIN): U74900MH2009PLC231660

Tel No.: +91 – 22 – 6179 0000 | Email: compliance@abansholdings.com | Website: www.abansholdings.com | Contact Person: Ms. Sheela Gupta, Company Secretary and Compliance Officer.

OUR PROMOTER: MR. ABHISHEK BANSAL

THE OFFER

INITIAL PUBLIC OFFER OF UP TO 1,28,00,000 EQUITY SHARES OF FACE VALUE OF ₹ 2 EACH ("EQUITY SHARES") OF ABANS HOLDINGS LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [♠] PER EQUITY, AGGREGATING TO ₹ [♠] LAKHS ("THE OFFER") COMPRISING OF:

A FRESH ISSUE OF UP TO 38,00,000 EQUITY SHARES AGGREGATING TO ₹ [♠] LAKHS (THE "FRESH ISSUE")

AND

AN OFFER FOR SALE OF UP TO 90,00,000 EQUITY SHARES BY MR. ABHISHEK BANSAL ("THE PROMOTER SELLING SHAREHOLDER")

AGGREGATING TO ₹ [●] LAKHS ("OFFER FOR SALE").

DETAILS OF OFFER FOR SALE BY THE SELLING SHAREHOLDER							
NAME OF SELLING	TYPE	NUMBER OF EQUITY SHARES OFFERED/ (₹ IN LAKHS)	WEIGHTED AVERAGE COST OF ACQUISITION ON				
SHAREHOLDER	1116	NOMBER OF EQUITE SHARES OF FERED/ (< IN EARIS)	FULLY DILUTED BASIS (IN ₹ PER EQUITY SHARE)				
Mr. Abhishek Bansal	Promoter	Up to 90,00,000 Equity Shares aggregating up to ₹ [●] lakhs	Negligible (less than 0.01 paisa per share)				

THE OFFER WILL CONSTITUTE 25.53% OF THE FULLY DILUTED POST OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. THE FACE VALUE OF THE EQUITY SHARES IS ₹ 2/- EACH. THE OFFER PRICE IS [●] TIMES OF THE VALUE OF THE EQUITY SHARES.

The Offer is being made in accordance with Regulation 6(1) of the SEBI (ICDR) Regulations, 2018.

QIB Portion: Not more than 10% of the offer | Non-Institutional Portion: Not less than 30% of the offer (Retail Individual Investors are those who have bid for the equity shares for an amount not more than ₹ 2,00,000 in the offer)

PRICE BAND: ₹ 256/- TO ₹ 270/- PER EQUITY SHARE OF FACE VALUE ₹ 2/- EACH.

THE FLOOR PRICE IS 128 TIMES THE FACE VALUE OF THE EQUITY SHARES AND

THE CAP PRICE IS 135 TIMES THE FACE VALUE OF THE EQUITY SHARES.

BIDS CAN BE MADE FOR A MINIMUM OF 55 EQUITY SHARES AND IN MULTIPLES OF 55 EQUITY SHARES THEREAFTER.

RISKS TO INVESTORS

- 1) Our Company is primarily a holding company which is into the volatile business of diversified financial services. We operate all our business through our 17 subsidiaries/ step-subsidiaries and their performance may adversely affect our Revenue, Net 6) Profit & Returns. 6 of our subsidiaries / step-subsidiaries have incurred losses in the last fiscal year i.e. FY 2021-22.
- 2) Our Capital Business covers mainly our internal treasury operations, which manage our excess capital funds. Revenue from Capital Business Operation includes revenue from our commodities and equities trading verticals. The Capital Business of our Company contributes nearly 92% 98% of Revenue from Operations of our Company in last 3 years. We had witnessed reduction in Revenue of Capital Business in past and may witness the same in future also, which may have adverse effect on our financials including total revenue.
- 3) The Offer consists of an Offer for Sale of 90,00,000 Equity Shares by the Promoter Selling Shareholder which is 70.31% of the total offer size. Our Company will not receive any proceeds from the Offer for Sale by our Promoter Selling Shareholder.
- 4) We intend to utilise ₹ 8,000.00 Lakhs from the Net Proceeds of Fresh Issue to make a further investment in our Subsidiary i.e. Abans Finance Pvt. Ltd. (AFPL NBFC) which contributes only around 2% 5% of revenue from operations of our Company in last 3 years.
- 5) Our four subsidiaries, including Abans Finance Pvt Ltd (AFPL NBFC) are being subject to the credit rating. Any downward

- revision in our credit ratings could adversely affect our ability to service our debts as well as fund raising in the future hence affecting our results of operations and financial conditions.
- Weighted average cost of acquisition of all Equity Shares transacted in last one year and three years immediately preceding the date of the Red Herring Prospectus.

Period	Weighted Average Cost of Acquisition (in ₹)	Cap Price is 'X' times the Weighted Average Cost of Acquisition	Range of acquisition price: Lowest Price - Highest Price (in ₹)
Last 1 year ^(a)	NA	NA	NA
Last 3 years(b)	₹ 80.17	3.37 times	₹80.17 to ₹150.00

- a) No share transaction (primary and secondary) had happened in the last 1 year. b) Adjusted for corporate actions i.e. split & bonus done during the relevant period.
- As on August 31, 2022, our entire lending assets (which also include 97% lending by Abans Finance Pvt Ltd (AFPL NBFC)) are unsecured in nature and are not supported by any collateral that could ensure repayment of the loan. If we are unable to recover such advances in a timely manner, our financial condition, results of operations and cash flows may be adversely affected.
- 3) The BRLM associated with the Offer has handled 14 public issues (Main Board 0, SME Issue 14) during current financial year and two financial years proceeding the current financial year, out of which 2 issues closed below the offer price on listing date.

Name of BRLM	Total Issues	Issues closed below IPO Price on listing date
Aryaman Financial Services Ltd	14	2
Total	14	2

BID / OFFER PROGRAMME

OPENS ON: DECEMBER 12, 2022 (MONDAY)
CLOSES ON*: DECEMBER 15, 2022 (THURSDAY)

(Continued from previous page...

ASBA

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

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

Mandatory in Public Issues. No Cheque will be accepted



UPI-Now available in ASBA for all individual investors applying in public issues where the application amount is up to ₹5,00,000, applying through Registered Brokers, Syndicate, CDPs & RTAs. Retail Individual Investors and Non-Institutional Investors 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.

Investors are required to ensure that the bank account used for bidding is linked to their PAN. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with CBDT notification dated February 13, 2020 and press release dated June 25, 2021.

ASBA has to be availed by all the investors. UPI may be availed by Retail Individual Investors in the Retail Portion and Non-Institutional Investors with an application size of up to ₹ 5,00,000 in the Non-Institutional Portion. For details on the ASBA and UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Offer Procedure" on page 331 of the Red Herring Prospectus. The process is also available on the website of Association of Investment Bankers of India ("AIBI") and Stock Exchanges and in the General Information Document. ASBA bid-cum-application forms can be downloaded from the websites of BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE", and together with BSE, the "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?doRecognisedFpi=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 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. Axis Bank Limited has been appointed as Sponsor Banks for the Offer, in accordance with the requirements of the SEBI Circular dated November 1, 2018 as amended. For offer related queries, please contact the BRLM on their respective email IDs as mentioned below. For UPI related queries, investors can contact NPCI at the toll free number: 18001201740 and mail Id: ipo.upi@npci.org.in.

In case of any revision to the Price Band, the Bid/Offer Period will be extended by at least three additional Working Days following such revision of 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 and the Promoter Selling Shareholder, in consultation with the Book Running Lead Managers may, 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 Members and by intimation to the Designated Intermediaries and the Sponsor Bank, as applicable. In case of revision of price band, the Bid lot shall remain the same.

The Offer is being made through the Book Building Process, 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 and in compliance with Regulation 6(1) of the SEBI ICDR Regulations and through the Book Building Process, wherein not more than 10% of the Offer shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), Further, 5% of the QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the 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. However, if the aggregate demand from Mutual Funds is less than 5% of the QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining QIB Portion for proportionate allocation to QIBs. Further, not less than 30% of the Offer shall be available for allocation to Non-Institutional Bidders ("Non-Institutional Category") of which one-third of the Non-Institutional Category shall be available for allocation to Bidders with an application size of more than ₹ 2,00000 and up to ₹10,00,000 and two-third of the Non-Institutional Category shall be available for allocation to Bidders with an application size of more than ₹10,00,000 and under-subscription in either of these two sub-categories of Non-Institutional Category may be allocated to Bidders in the other sub-category of Non-Institutional Category in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Offer Price. Further not less than 60% of the Offer shall be available for allocation to Retail Individual Bidders ("RIBs") in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price. All potential Bidders are required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process and shall provide details of their respective bank account (including UPI ID, in case of UPI Bidders) in which the Bid Amount will be blocked by the Self Certified Syndicate Banks ("SCSBs") or the Sponsor Bank, as the case may be. For details, please see "Offer Procedure" on page no. 331 of this Red Herring Prospectus.

Investors/ Applicants should ensure that DP ID, PAN, Client ID and UPI ID (for RIBs bidding through the 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. Investors/ Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Investors/Applicants should note that on the basis of the PAN, DP ID, Client ID and UPI ID (for RIBs bidding through the UPI mechanism) as provided in the Bid cum Application Form, the Bidder/Applicant may be deemed to have authorised 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. Investors/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 Investors' /Applicants' sole risk. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with CBDT notification dated February 13, 2020 and press release dated June 25, 2021.

Contents of the Memorandum of Association of the Company as regards its objects: For information on the main objects of the Company, please see the section "History and Certain Corporate Matters" on page 139 of the Red Herring Prospectus. The Memorandum of Association of the Company is a material document for inspection in relation to the Offer. For further details, please see the section titled "Material Contracts and Documents for Inspection" on page 365 of the Red Herring Prospectus.

Liability of the members of the Company: Limited by shares

Amount of share capital of the Company and Capital structure: As on the date of the Red Herring Prospectus, the authorised share capital of the Company is ₹ 12,00,00,000 divided into 6,00,00,000 Equity Shares of face value of ₹ 2 each. The issued, subscribed and paid-up share capital of the Company is ₹ 9.26.91.900 divided into 4.63.45.950 Equity Shares of face value of ₹ 2 each. For details, please see the section titled "Capital Structure" beginning on page 79 of the Red Herring Prospectus.

Names of signatories to the Memorandum of Association of the Company and the number of Equity Shares subscribed by them: The names of the signatories of the Memorandum of Association of our Company are Mr. Abhishek Bansal and Mr. Sadanand Mishra. For details of the share capital history and capital structure of our Company, please see the section titled "Capital Structure" beginning on page 79 of the Red Herring Prospectus. Listing: The Equity Shares offered through the Red Herring Prospectus are proposed to be listed on the Stock Exchanges. Our Company has received in-principle approvals from BSE and NSE for listing of the Equity Shares pursuant to their letters dated October 25, 2021 and October 22, 2021 respectively. For the purposes of the Offer, BSE shall be the Designated Stock Exchange.

A signed copy of the Red Herring Prospectus and the Prospectus shall be filed with the RoC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/Offer Closing Date, see "Material Contracts and Documents for Inspection" on page 365 of the Red Herring Prospectus.

Disclaimer Clause of Securities and Exchange Board of India ("SEBI"): SEBI only gives its observations on the offer documents and this does not constitute approval of either the Offer or the specified securities or the offer document. The investors are advised to refer to page 315 of the Red Herring Prospectus for the full text of the disclaimer clause of SEBL

Disclaimer Clause of BSE (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 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 page 317 of the Red Herring Prospectus for the full text of the

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 317 of the Red Herring Prospectus for the full text of the disclaimer clause of NSE.

General Risk: 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 Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 24 of the Red Herring Prospectus.

REGISTRAR TO THE OFFER

BOOK RUNNING LEAD MANAGER

ARYAMAN FINANCIAL SERVICES LIMITED

60. Khatau Building, Ground Floor, Alkesh Dinesh Modi Marg, Fort, Mumbai - 400 001.

Telephone: +91 - 22 - 62166999E-mail: ipo@afsl.co.in Investors Grievance E-mail: feedback@afsl.co.ir

Website: www.afsl.co.in Contact Person: Deepak Biyani / Vatsal Ganatra

SEBI Registration Number: INM000011344

BIGSHARE SERVICES PRIVATE LIMITED Office No. S6-2. 6th Floor Pinnacle Business Park, Next

to Ahura Centre, Mahakali Caves Road, Andheri (East), Mumbai - 400 093 Tel No.: +91 22 6263 8200 Email: ipo@bigshareonline.com

Website: www.bigshareonline.com Investor Grievance Email: investor@bigshareonline.com

Contact Person: Babu Rapheal SEBI Registration Number: MB/INR000001385 COMPANY SECRETARY AND COMPLIANCE OFFICER

BANS®

Sheela Gunta

36, 37, 38A, Floor 3, Nariman Bhayan, Backbay, Reclamation, Nariman Point, Mumbai - 400 021 **Tel No.:** +91 - 22 - 61790000:

Email: compliance@abansholdings.com

Website: www.abansholdings.com

Investors can contact the Compliance Officer or the Registrar to the Issue in case of any pre-issue or postissue related problems, such as non-receipt of letters of allotment, credit of allotted shares in the respective beneficiary account, etc.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the RHP and the "Risk Factors" beginning on page 24 of the Red Herring Prospectus, before applying in the Offer. A copy of the Red Herring Prospectus shall be available on website of SEBI at www.sebi.gov.in and is available on the websites of the BRLM, i.e. Aryaman Financial Services Limited at www.afsl.co.in and on the websites of BSE and NSE at www.bseindia.com and www.nseindia.com, respectively.

AVAILABILITY OF BID CUM APPLICATION FORMS: Bid cum Application Forms can be obtained from the Registered Office of the Company ABANS HOLDINGS LIMITED, Tel: +91 - 22 - 6179 0000; the BRLM: Aryaman Financial Services Limited, Tel: +91 - 22 - 6216 6999, Syndicate Members: Aryaman Financial Services Limited Tel: +91 - 22 - 6216 6999 and Aryaman Capital Markets Limited Tel: +91 - 22 - 6216 6999 and at the select locations of the Sub-syndicate Members (as given below), SCSBs, Registered Brokers, RTAs and CDPs participating in the Offer. ASBA Forms will also be available on the websites of BSE and NSE and the Designated Branches of SCSBs, the list of which is available at websites of the Stock Exchanges and SEBI

Syndicate members: Aryaman Financial Services Limited and Aryaman Capital Markets Limited

Sub-syndicate Members: JM Financials, Axis Capital, ICICI Securities, Motilal Oswal, Kotak Securities and others

Escrow Collection Bank, Refund Bank, and Public Offer Bank: Axis Bank Limited

Sponsor Banks: Axis Bank Limited

Date: December 06, 2022

Place: Mumbai

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

For Abans Holdings Limited

Abhishek Bansal Managing Director DIN: 01445730

ABANS HOLDINGS LIMITED is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its equity shares ("Offer") and has filed a Red Herring Prospectus ("RHP") with the Registrar of Companies, Mumbai ("RoC"). The RHP is available on the website of the SEBI at www.sebi.gov.in, the website of the National Stock Exchange of India Limited at www.nseindia.com and the website of the BSE Limited at www.bseindia.com and the websites of the book running lead manager to the Offer, Aryaman Financial Services Limited at www.afsl.co.in. All potential Investors should note that investment in equity shares involves a high degree of risk. For details, potential investors should refer to the Prospectus which may be filed with the RoC in the future, including the section titled "Risk Factors". Potential investors

including the Risk Factors on page 24 of the Red Herring Prospectus before making any investment decision. The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933 (the "U.S. Securities Act") or any state securities laws in the United States, and unless so registered, and may not be offered or sold within the United States, except pursuant to an exemption from. or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold outside the United States in offshore transactions in reliance on Regulation S and the applicable laws of each

jurisdictions where such offers and sales are made. There will be no public offering of the Equity Shares in the United States.

should not rely on the DRHP filed with the SEBI in making any investment decision. Potential investor should read the Red Herring Prospectus carefully,

