This is only an advertisement for information purposes and not a prospectus announcement.

Our Company was incorporated as Loha Ispat Private Limited on December 20, 1988 under the Companies Act, bearing Registration No. 050107 having its Registered Office in Mumbai, Maharashtra. For further details regarding the changes in our name and registered office, kindly refer to the Chapter titled "History and Certain Corporate Matters" beginning on page 157 of the Red Herring Prospectus. The Company's Corporate Identity Number is U27200MH1988PLC050107.

Registered and Corporate Office: 9th Floor, Naman Centre, C-31, Bandra Kurla Complex, Bandra (East), Mumbai 400051.

Tel.: +91 22 67577000; Fax: +91 22 67577001; Email: ipo@loha.in; Website: www.loha.in

Company Secretary and Compliance Officer: Ms. Shobhana Sinka

PUBLIC ISSUE OF 26,705,476 EQUITY SHARES OF A FACE VALUE ₹ 10 EACH OF LOHA ISPAAT LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE) AGGREGATING TO ₹ [●] MILLION (THE "ISSUE"). THE ISSUE WILL CONSTITUTE 26.44% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF THE COMPANY.

PRICE BAND: ₹ 77 TO ₹ 80 PER EQUITY SHARE OF FACE VALUE OF ₹ 10/- EACH THE FLOOR PRICE IS 7.7 TIMES OF THE FACE VALUE AND THE CAP PRICE IS 8.0 TIMES OF THE FACE VALUE

BIDS CAN BE MADE FOR A MINIMUM OF 175 EQUITY SHARES AND IN MULTIPLES **OF 175 EQUITY SHARES THEREAFTER**

In case of any revision in the Price Band, the Issue Period shall be extended for a minimum three additional Working Days after such revision of the Price Band, subject to the total Issue Period not exceeding 10 Working Days. Any revision in the Price Band, and the revised Issue Period, if applicable, shall be widely disseminated by notification to the BSE Limited (the "BSE") and the National Stock Exchange of India Limited (the "NSE"), by issuing a press release, and also by indicating the change on the websites of the Book Running Lead Manager and at the terminals of the other members of the Syndicate and by intimation to Self Certified Syndicate Banks

("SCSBs").

This Issue is being made in terms of regulation 26(1) of the SEBI (ICDR) Regulations, 2009 (as amended from time to time), through the 100% Book Building Process wherein 10% of the Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIB") Bidders. 5% of the QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the QIB Portion shall be available for allocation on a proportionate basis to valid Bids being received at or above the Issue Price. Further, not less than 30% of the Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 60% of the Issue shall be available for allocation to Retail Individual Bidders. The allotment of Equity Shares to each retail individual bidder shall not be less than the minimum bid lot, subject to availability of shares in retail individual bidder category, and the remaining available shares, if any, shall be allotted on a proportionate basis, subject to valid Bids being received at or above the Issue Price. 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, kindly refer to the Section titled "Issue related Information" beginning on page 289 of the Red Herring Prospectus.

ASBA*

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

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

PROMOTER OF THE COMPANY: MR. RAJESH PODDAR

BID/ ISSUE

OPENS ON TUESDAY, MARCH 11, 2014 CLOSES ON THURSDAY MARCH 20, 2014

CORRIGENDUM TO THE RED HERRING PROSPECTUS DATED FEBRUARY 25, 2014 **NOTICE TO INVESTORS**

This is with reference to the Red Herring Prospectus dated February 25, 2014 ("Red Herring Prospectus") filed with the Registrar of Companies, Mumbai, Maharashtra ("ROC"), the Securities and Exchange Board of India ("SEBI") and with the Stock Exchanges in relation to the Issue. All capitalised terms used and not defined herein shall have the respective meanings assigned to them in the Red Herring Prospectus. Investors may note the following disclosures stand included in the Red Herring Prospectus.

1) Modification in the shareholding pattern of Loha Power and Infrastructure Limited ("LPIL") given on page 185 of the Red Herring Prospectus:

The shareholding of Rajesh Poddar shall be read as "49,970" Equity Shares instead of "49,975" Equity Shares and the shareholding of Anushka Poddar shall be included in the table as "5" Equity Shares.

2) Modifications in the section titled Outstanding Litigations and Material Development starting on page 256 of the Red Herring Prospectus. The following litigations shall be included in the Red Herring Prospectus:

"Company Petition No. 29 of 2014 filed by Messrs. Rohit and Company ("the Petitioner") against the Company

The Petitioner has filed a petition under Section 433 and Section 434 of the Companies Act, 1956 against the Company before the Hon'ble High Court of Bombay. The Petitioner has alleged that the Company is indebted to the Petitioner for a sum of Rs. 1,187,402.82/- being the amount to be paid by the Company to the Petitioner in consideration for supply by the Petitioner of HR Coils and steel materials to the Company. Accordingly, the Petitioner has filed this petition. The matter is currently at the pre-admission stage.

"Company Petition No. 515 of 2013 filed by Messrs. Dhakalia Steel Corporation ("the Petitioner") against the Company.

The Petitioner has filed a petition under Section 433 and Section 434 of the Companies Act, 1956 against the Company before the Hon'ble High Court of Bombay. The Petitioner has alleged that the Company is indebted to the Petitioner for a sum of Rs. 48,71,033.80/- being the amount to be paid by the Company to the Petitioner inclusive of the intrest in consideration for supply by the Petitioner of CR/HR Sheet/Coils and plates to the Company. Accordingly, the Petitioner has filed this petition. The matter is currently at the preadmission stage

Note: Accordingly the risk factor No. 1 given on page 12 of the Red Herring Prospectus, shall stand modified to such extent.

Except for the above, the contents of the Red Herring Prospectus remain unchanged. These changes will be reflected in the Prospectus to be filed with the RoC. The Red Herring Prospectus stand amended to the extent stated herein above. The above notice is required to be read in conjunction with other disclosures in the Red Herring Prospectus.

LISTING: The Equity Shares offered through the Red Herring Prospectus are proposed to be listed on the BSE and the NSE. Our Company has received in-principle approvals from the BSE and the NSE, for the listing of our Equity Shares pursuant to their letters dated Febraury 05, 2013 and Febraury 12, 2013, respectively. For the purpose of this Issue, the Designated Stock Exchange is BSE Ltd.

DISCLAIMER CLAUSE OF SEBI: SEBI only gives its observations on the Offer Documents and this does not constitute approval of either the Issue or the specified securities in the Offer Document. The investors are advised to refer to the Red Herring Prospectus for the full text of 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 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 the Offer Document for the full text of the "Disclaimer Clause of NSE"

IPO GRADING: This Issue has been graded by Credit Analysis and Research Limited and has been assigned the "CARE IPO Grade 3" indicating average fundamentals in its letter dated February 14, 2014. For more information on IPO grading, refer to the Chapter titled "General Information" on pages 52 of the Red Herring Prospectus.

BOOK RUNNING LEAD MANAGER

ARYAMAN FINANCIAL SERVICES LIMITED 60, Khatau Building, Gr. Floor, Alkesh Dinesh Modi Marg,

Fort, Mumbai - 400 001, Maharashtra, India

Tel: +91 22 22618264; Fax: +91 22 22630434 Investor Grievance Email: feedback@afsl.co.in Email: ipo@afsl.co.in; Website: www.afsl.co.in

Contact Person: Ms. Nehar Sakaria / Ms. Ambreen Khan

SEBI Registration No.: MB / INM000011344

REGISTRAR TO THE ISSUE



Andheri (E), Mumbai - 400 072, Maharashtra, India Tel: +91 22 4043 0200; Fax: +91 22 2847 5207 Investor Grievance Email: investor@bigshareonline.com

Email: ipo@bigshareonline.com; Website: www.bigshareonline.com SEBI Registration No.: MB / INR000001385

Contact Person: Mr. Ashok Shetty

COMPANY SECRETARY AND COMPLIANCE OFFICER

Ms. Shobhana Sinkar

Date: March 13, 2014 Place: Mumbai

9th Floor, Naman Centre, C-31, Bandra Kurla Complex, Bandra (East), Mumbai 400051.

Tel.: +91 22 67577000; Fax: +91 22 67577001; Email: ipo@loha.in; Website: www.loha.in

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 and refund orders. In case of ASBA bids submitted to the members of the Syndicate, the Bidders can contact the relevant member of the Syndicate in relation to queries relating to the Bids.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus will be available at www.sebi.gov.in, the website of the Book Running Lead Manager to the Issue at www.afsl.co.in, website of the company at www.loha.in, website of BSE at www.bseindia.com and website of NSE at www.nseindia.com.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application Forms can be obtained from, Loha Ispaat Limited, the Book Running Lead Manager: Aryaman Financial Services Ltd., Registrar to the Issue Bigshare Services Private Limited and at the selected locations of the Sub-syndicate members participating in the Issue. Electronic Bid-cum-Application Form will be available on the website of the Stock Exchanges.

APPLICATIONS SUPPORTED BY BLOCKED AMOUNT (ASBA): Investors may apply through the ASBA process. ASBA can be availed by all the investors. All Non - Retail Investors have to compulsorily apply through ASBA. The investor is required to fill the ASBA form and submit the same to their bank or to the syndicate members. The SCSB will block the amount in the account as per the authority contained in ASBA form. On allotment, amount will be unblocked and account will be debited only to the extent required to be paid for allotment of shares. Hence, there will be no need of refunds. ASBA bid-cum-application forms can also be downloaded from the websites of BSE. ASBA Bid-Cum-Application Form can be obtained from SCSB's or members of the syndicate. ASBA form can be obtained from the list of banks that is available on the website of SEBI at www. sebi.gov.in.

For more details on the ASBA process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 295 of the Red Herring Prospectus.

BANKERS TO THE ISSUE AND ESCROW COLLECTION BANKS: HDFC BANK LTD. AXIS BANK LTD, ICICI BANK LTD AND THE FEDERAL BANK LTD. REFUND BANKER TO THE ISSUE: HDFC BANK LTD.

For **Loha Ispaat Limited**

On behalf of Board of Directors

Managing Director

LOHA ISPAAT LIMITED (the "Company") is proposing, subject to market conditions and other considerations, a public issue of its equity shares and has filed the Red Herring Prospectus with the Registrar of Companies, Mumbai, Maharashtra. The Red Herring Prospectus is available on the website of SEBI at www.sebi.gov.in, the website of the Book Running Lead Manager at www.afsl.co.in, the website of BSE at www.bseindia.com, website of NSE at www.nseindia.com and website of the company at www.loha.in Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see section titled "Risk Factors" on page 12 of the Red Herring Prospectus. This document is not an offer of securities for sale in the United States or elsewhere. The shares of the Company have not been and will not be registered under the U.S. Securities Act of 1933, as amended ("U.S. 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), 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.