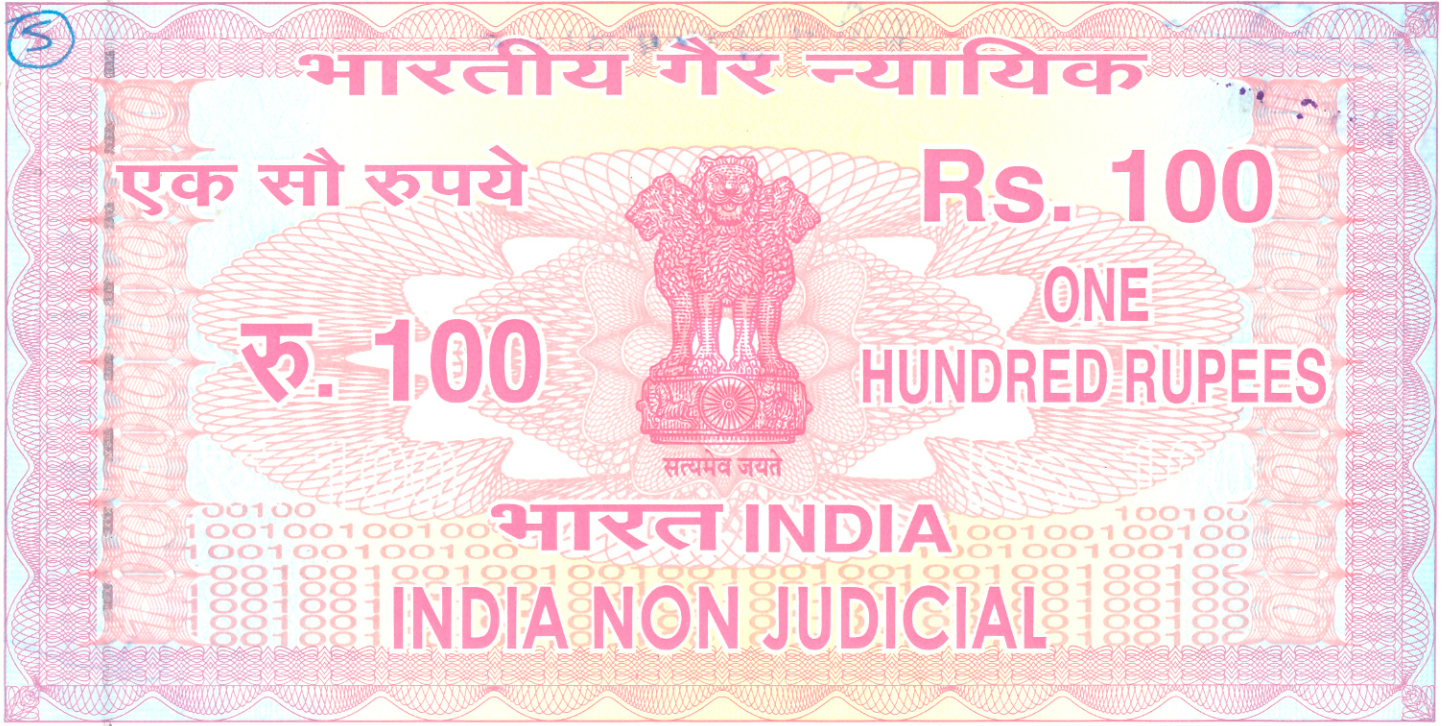


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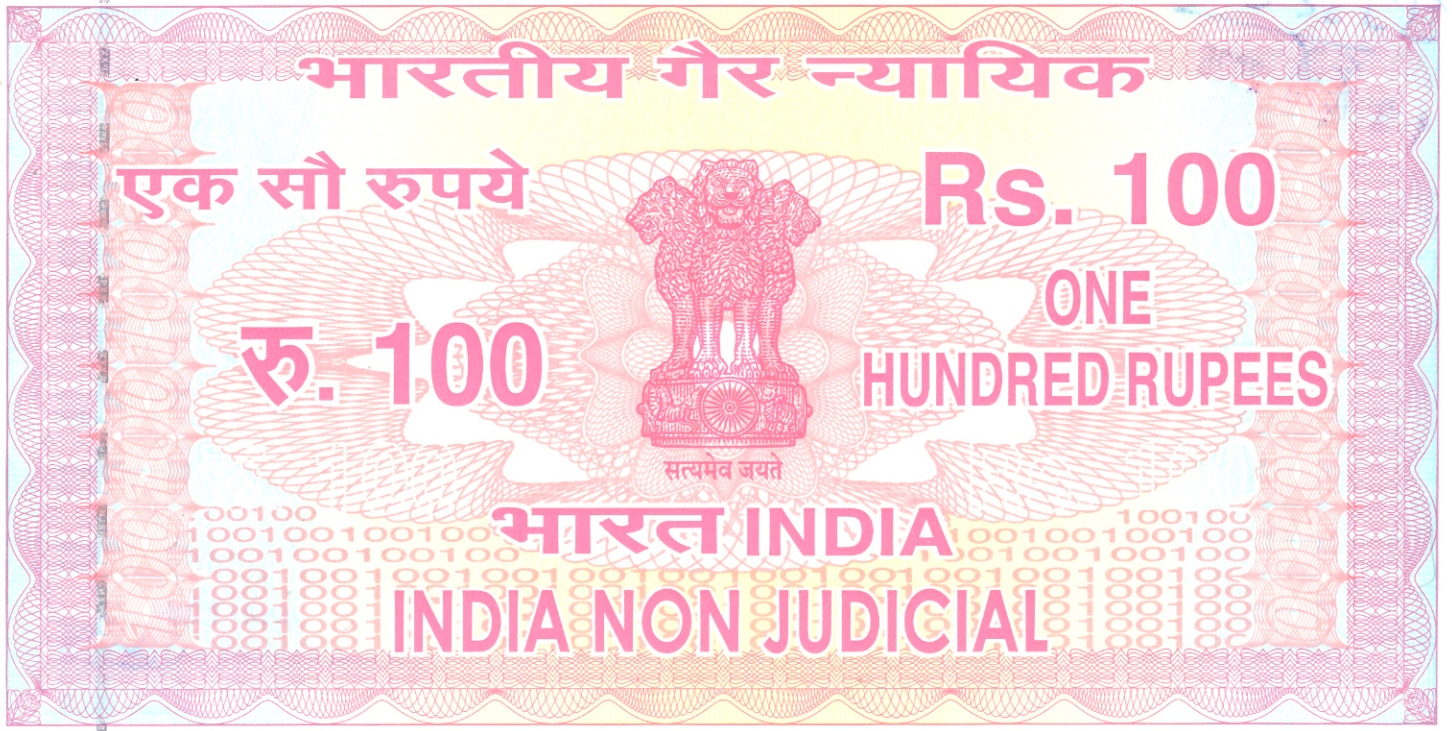
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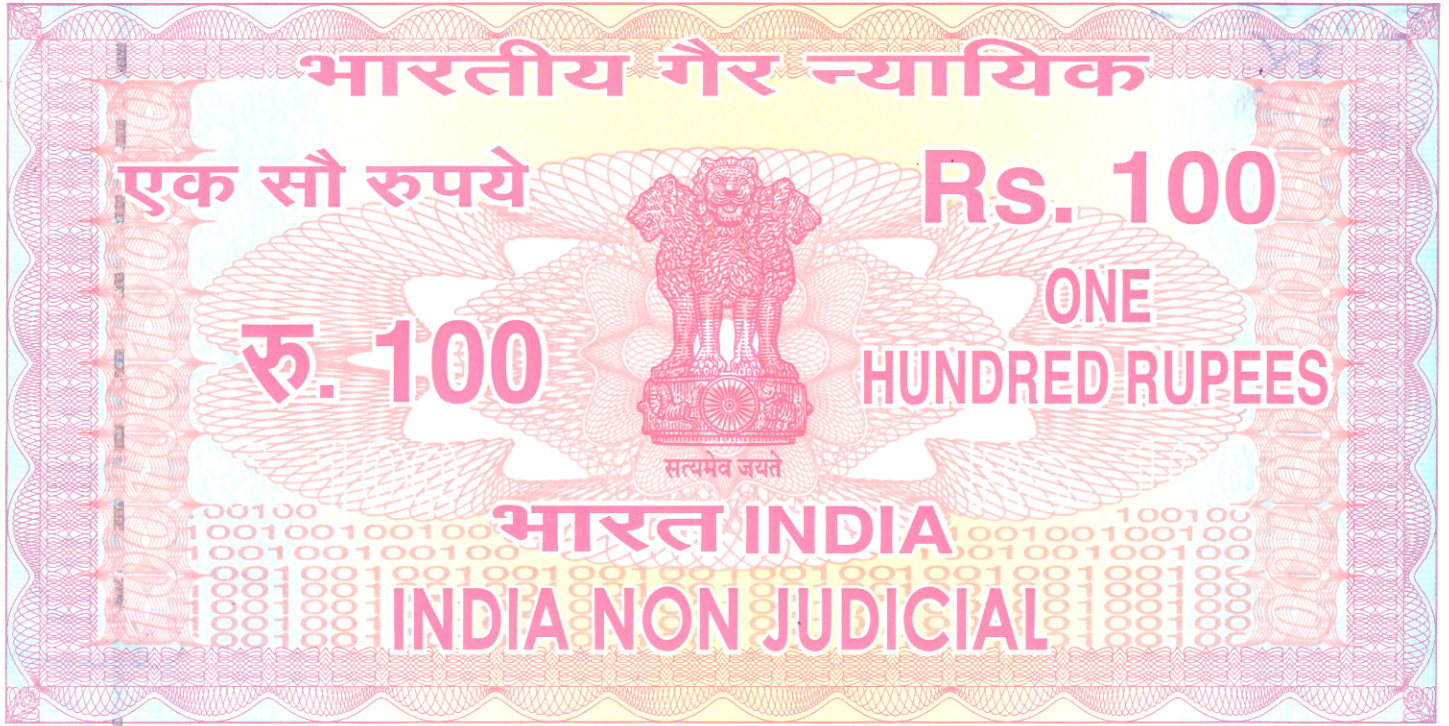
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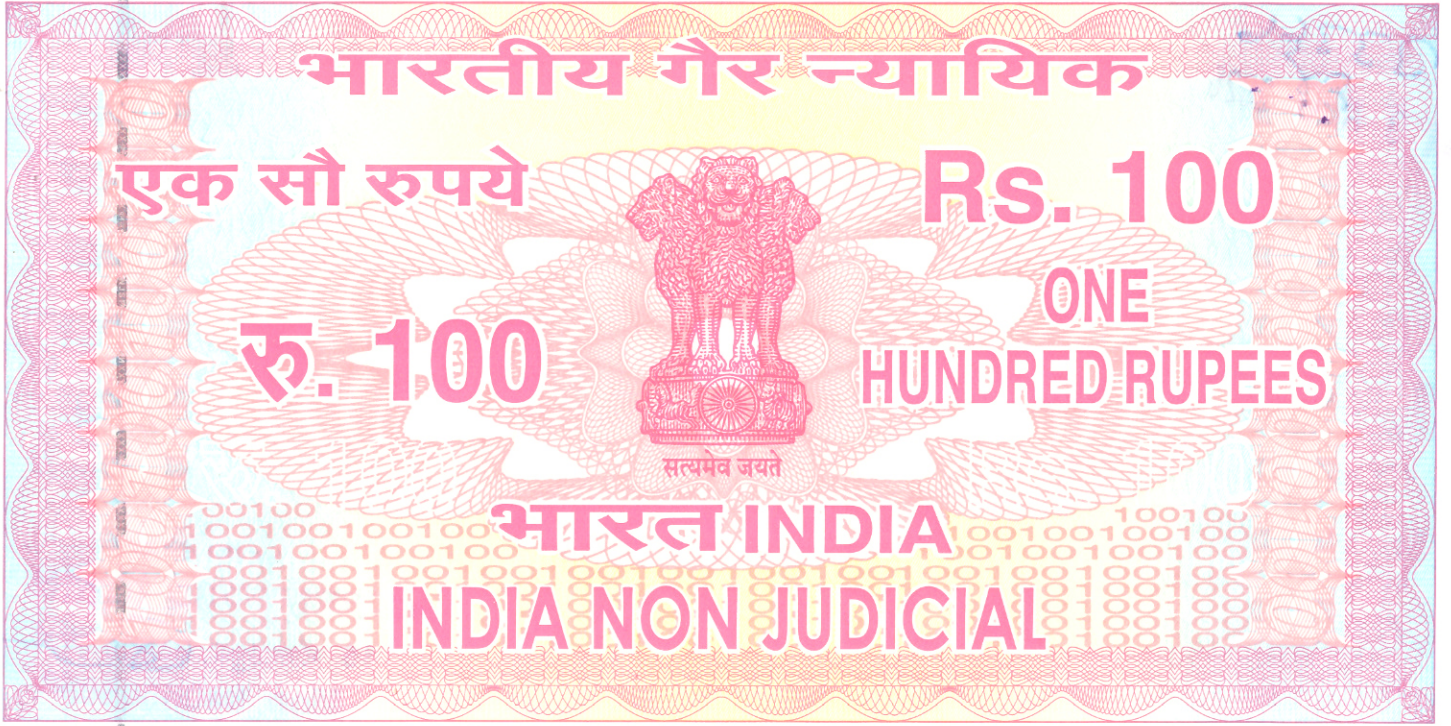
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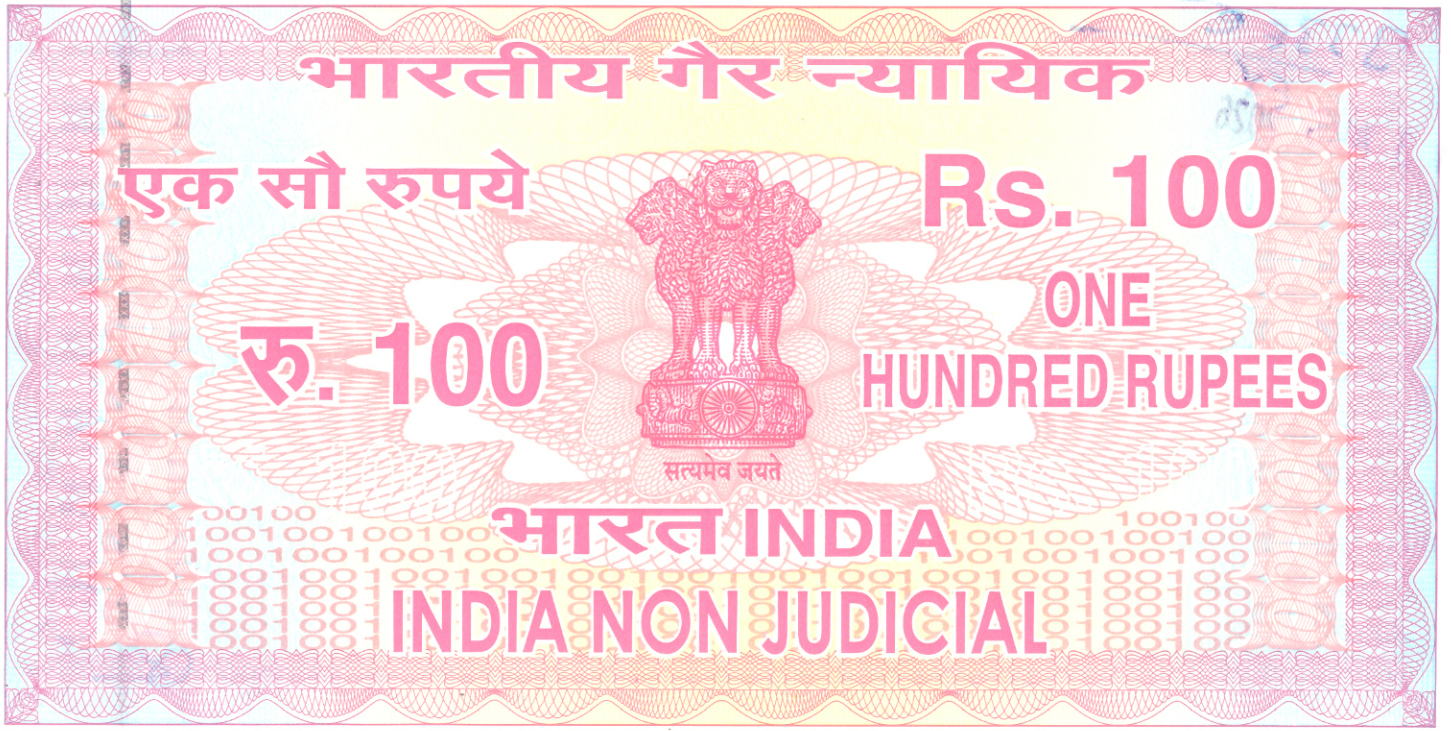
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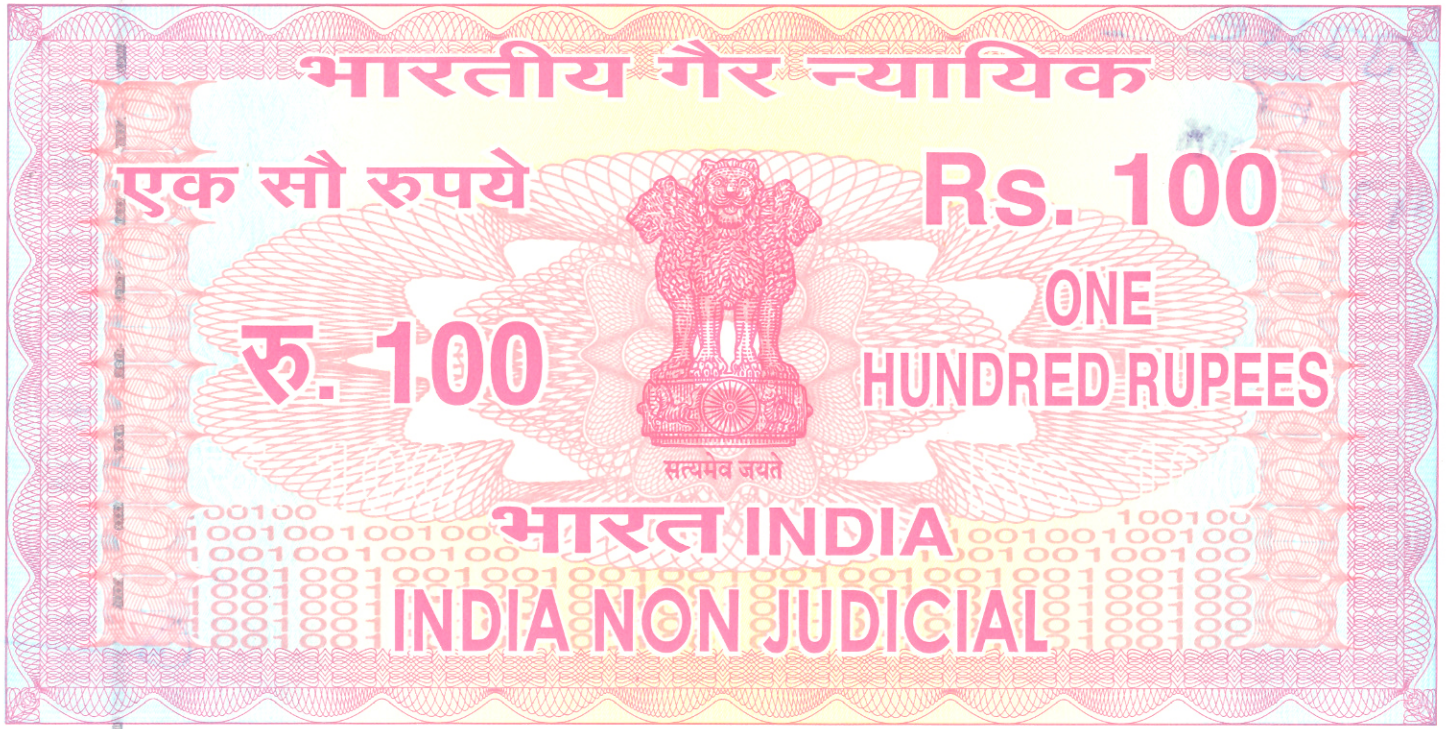
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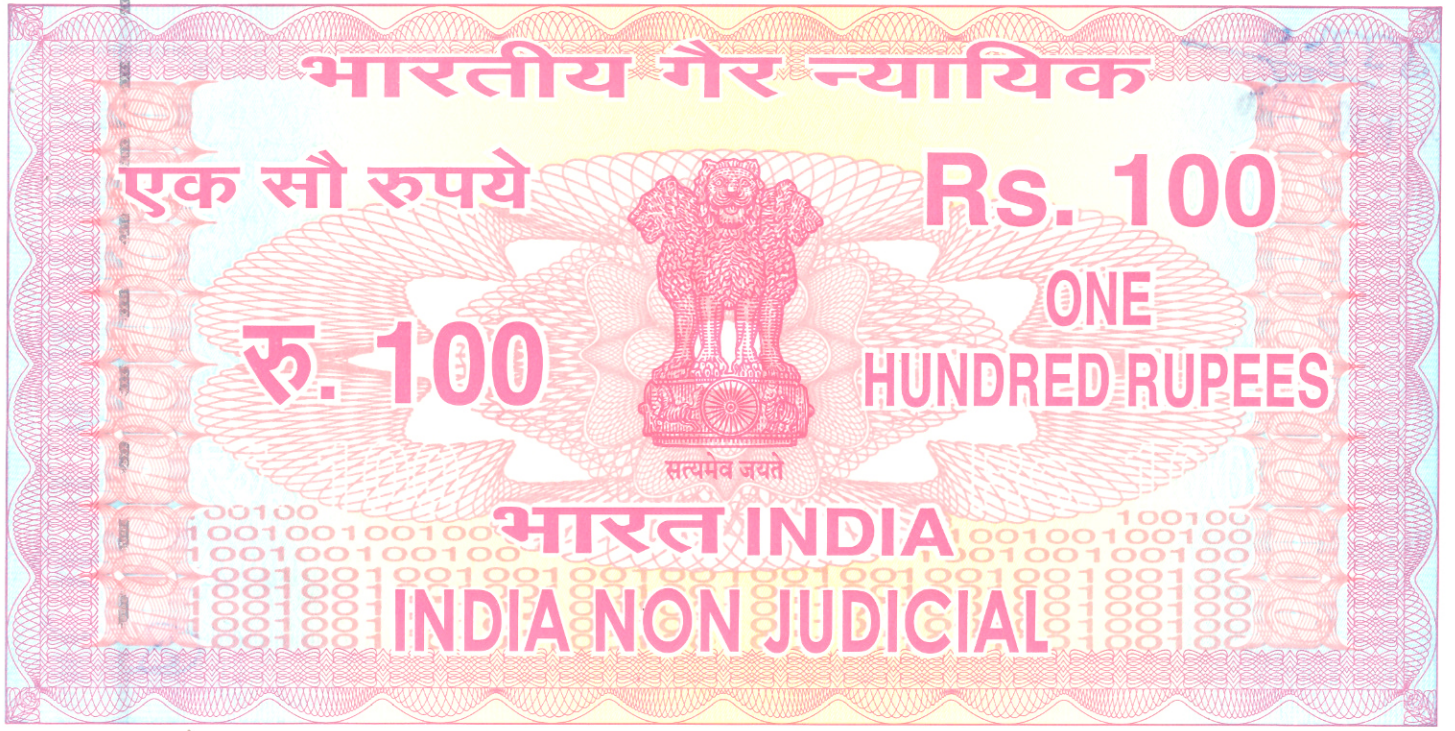
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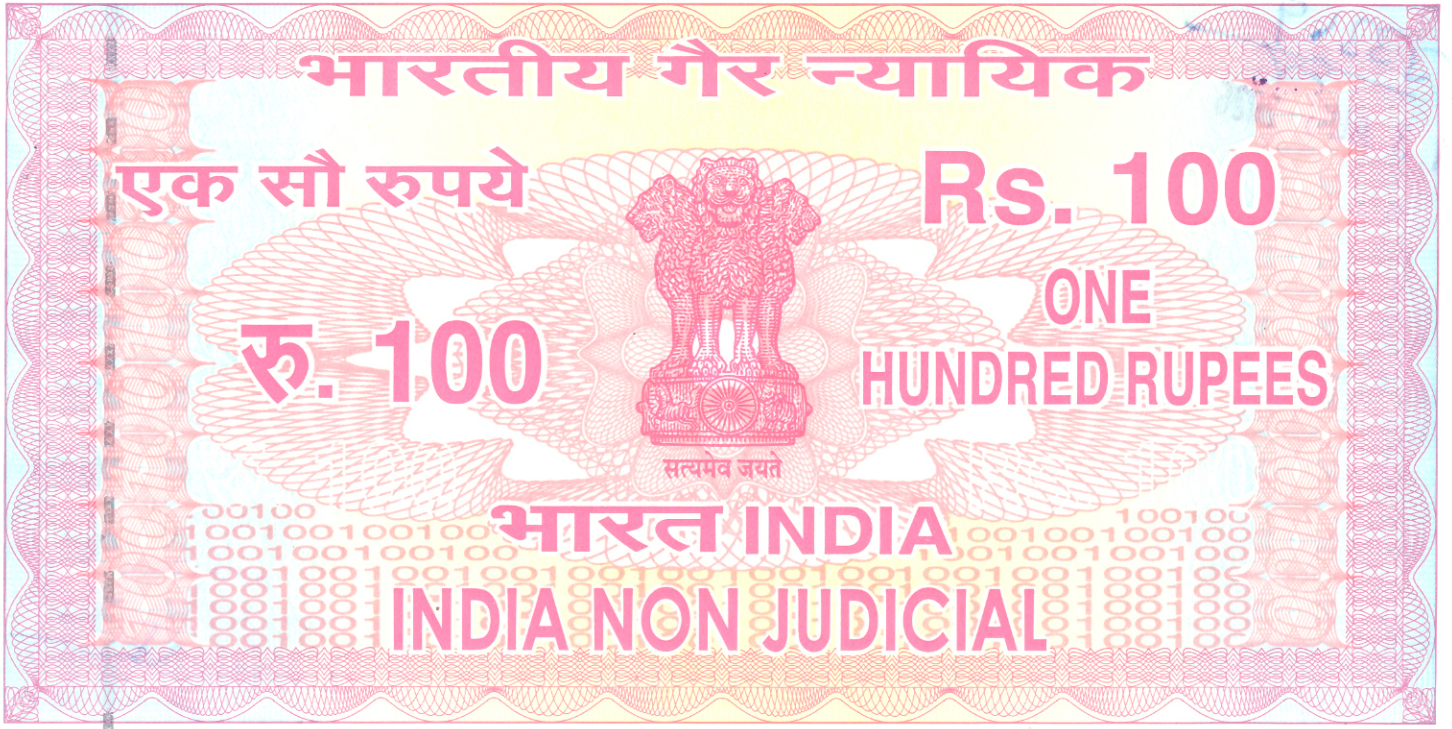
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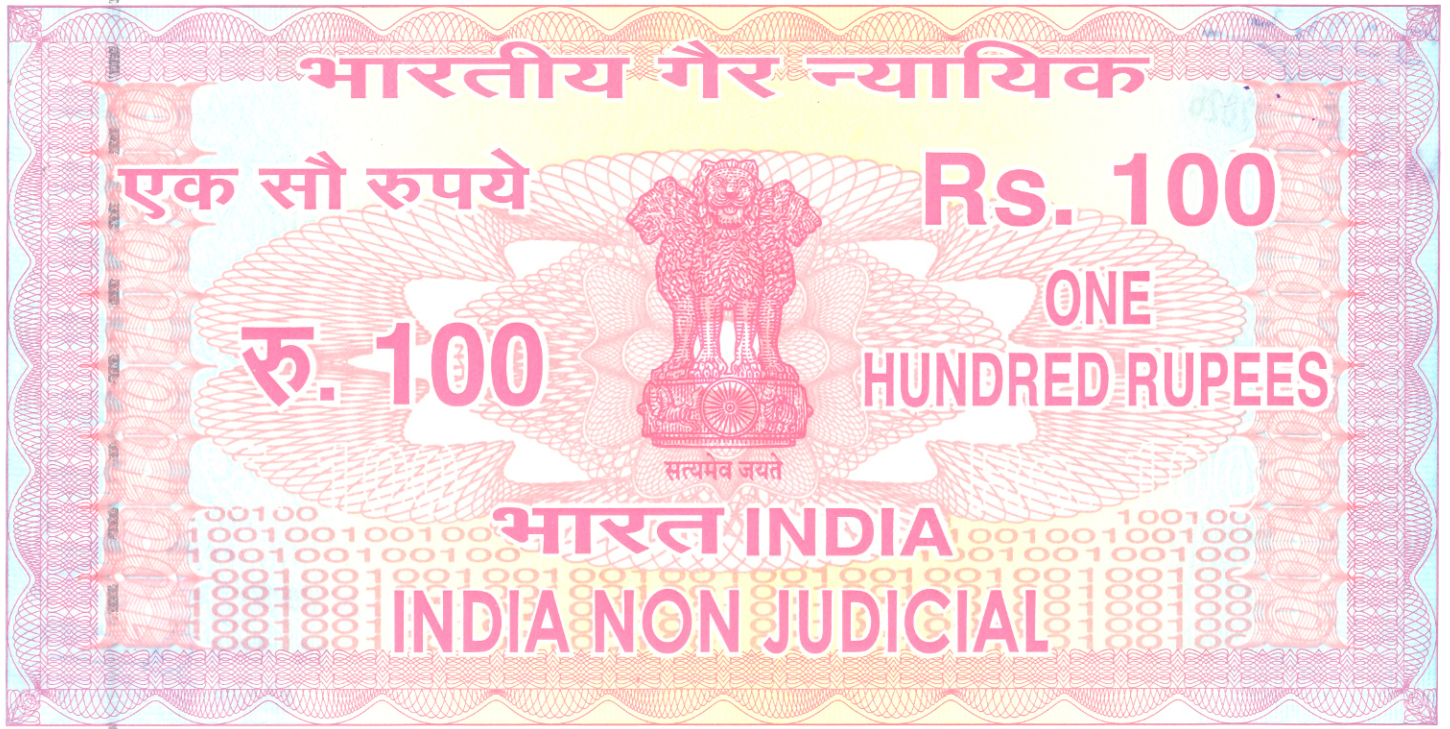
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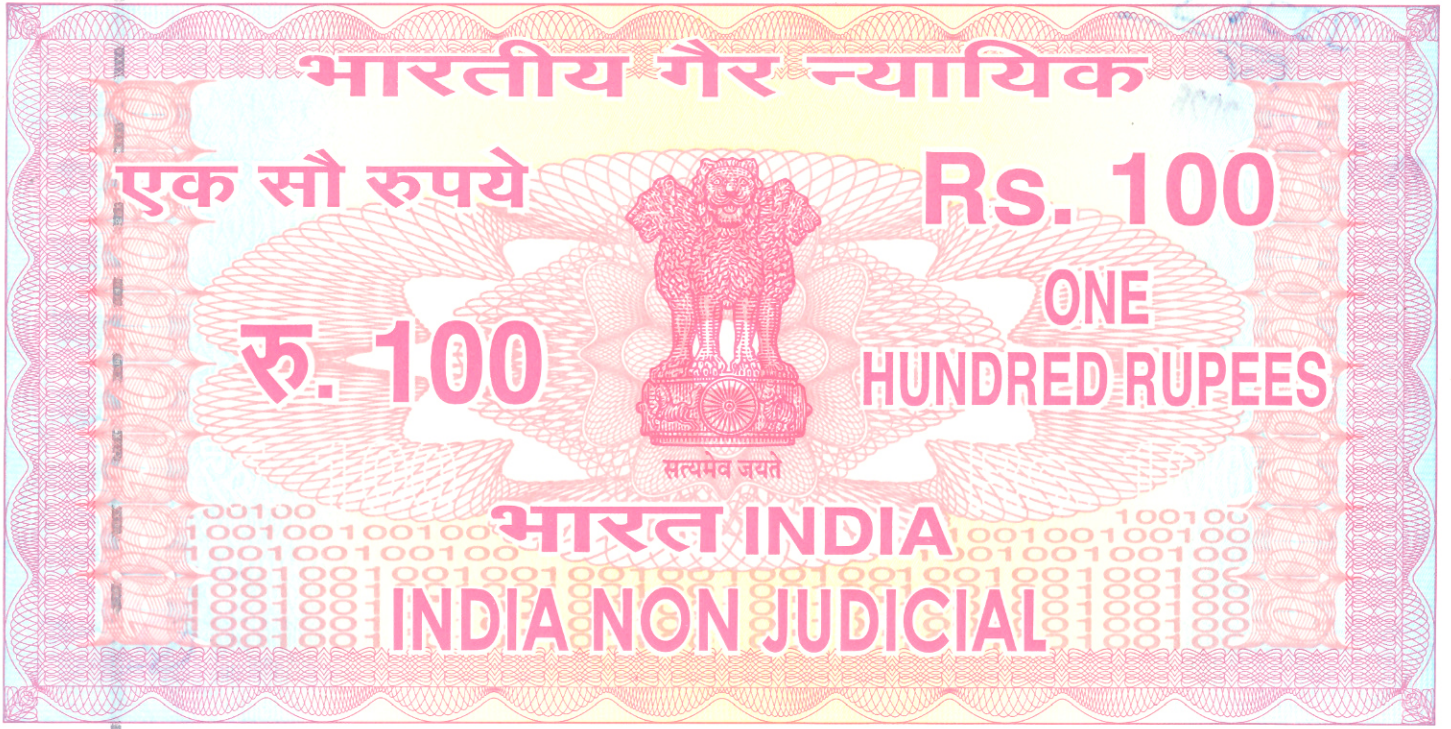
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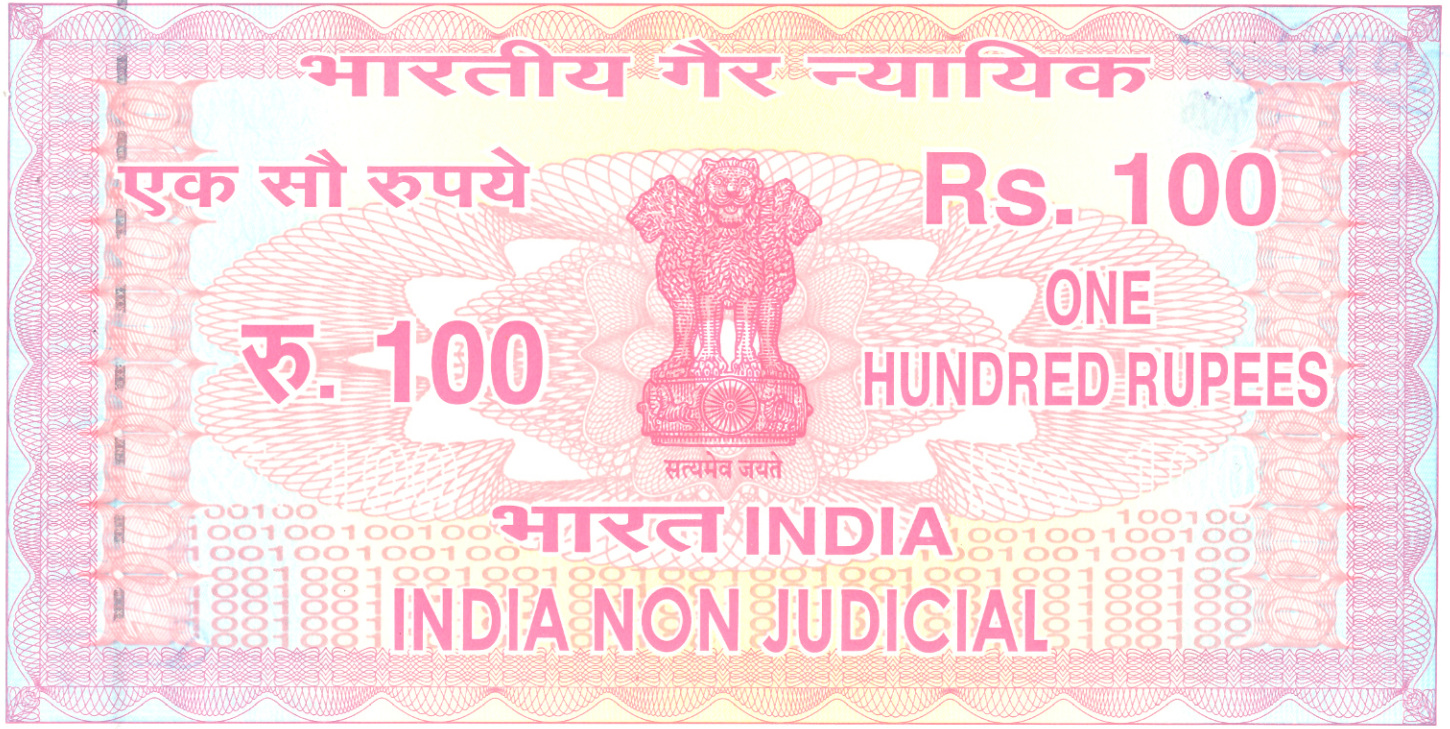
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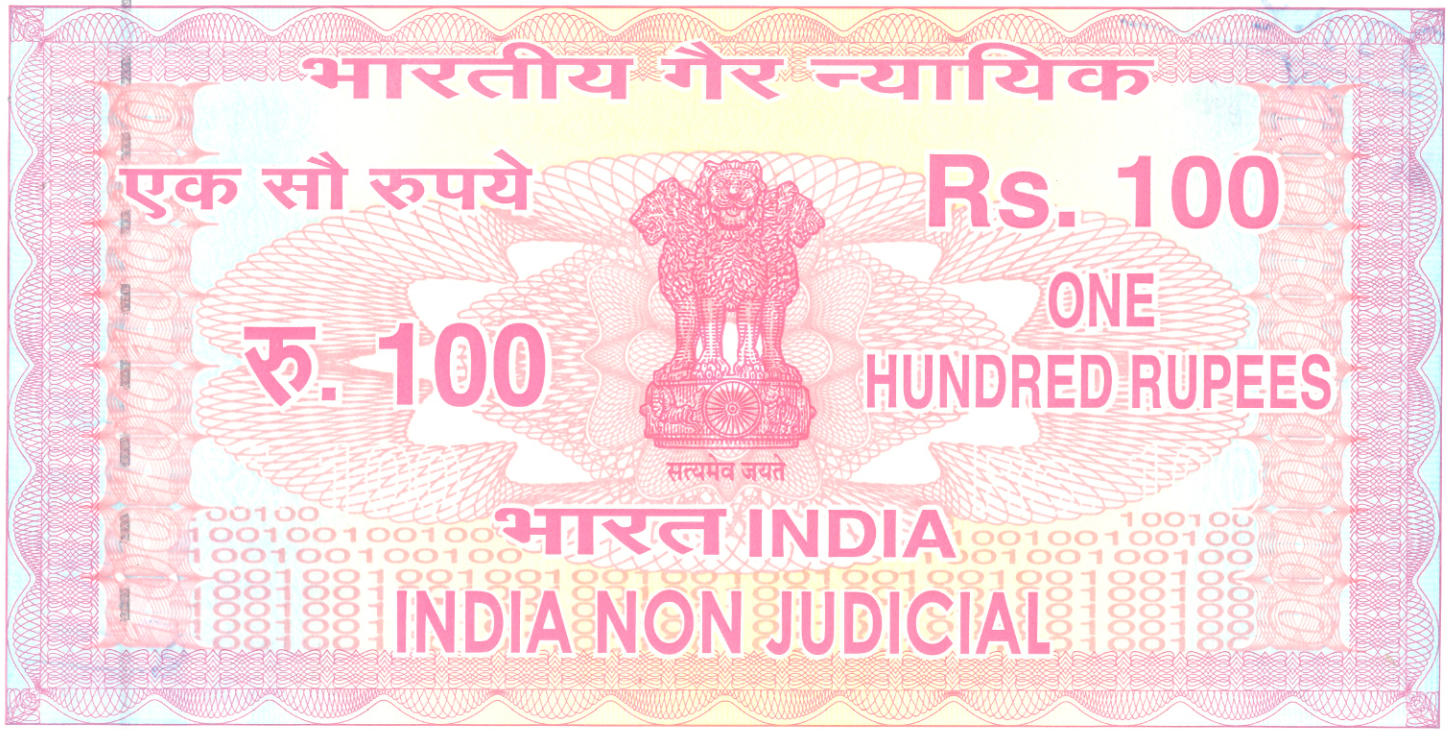
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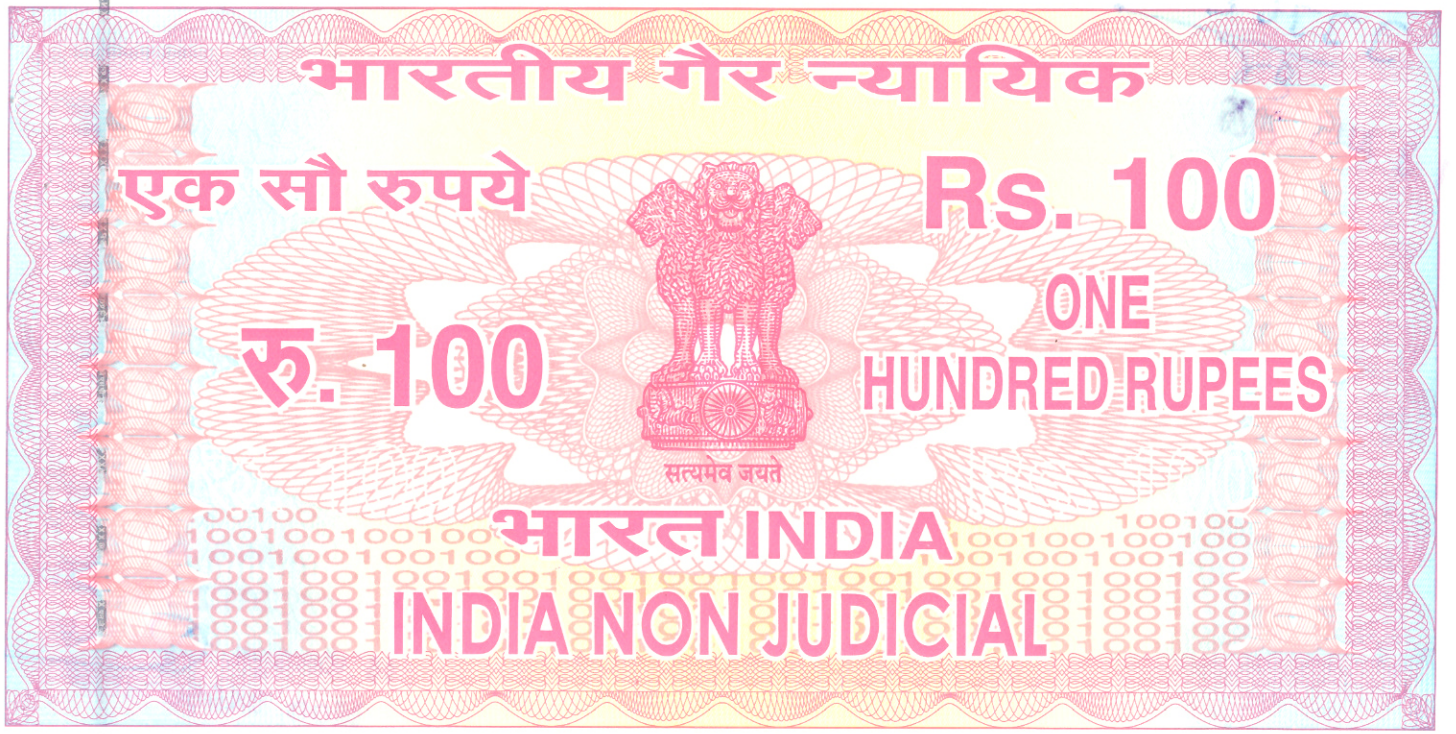
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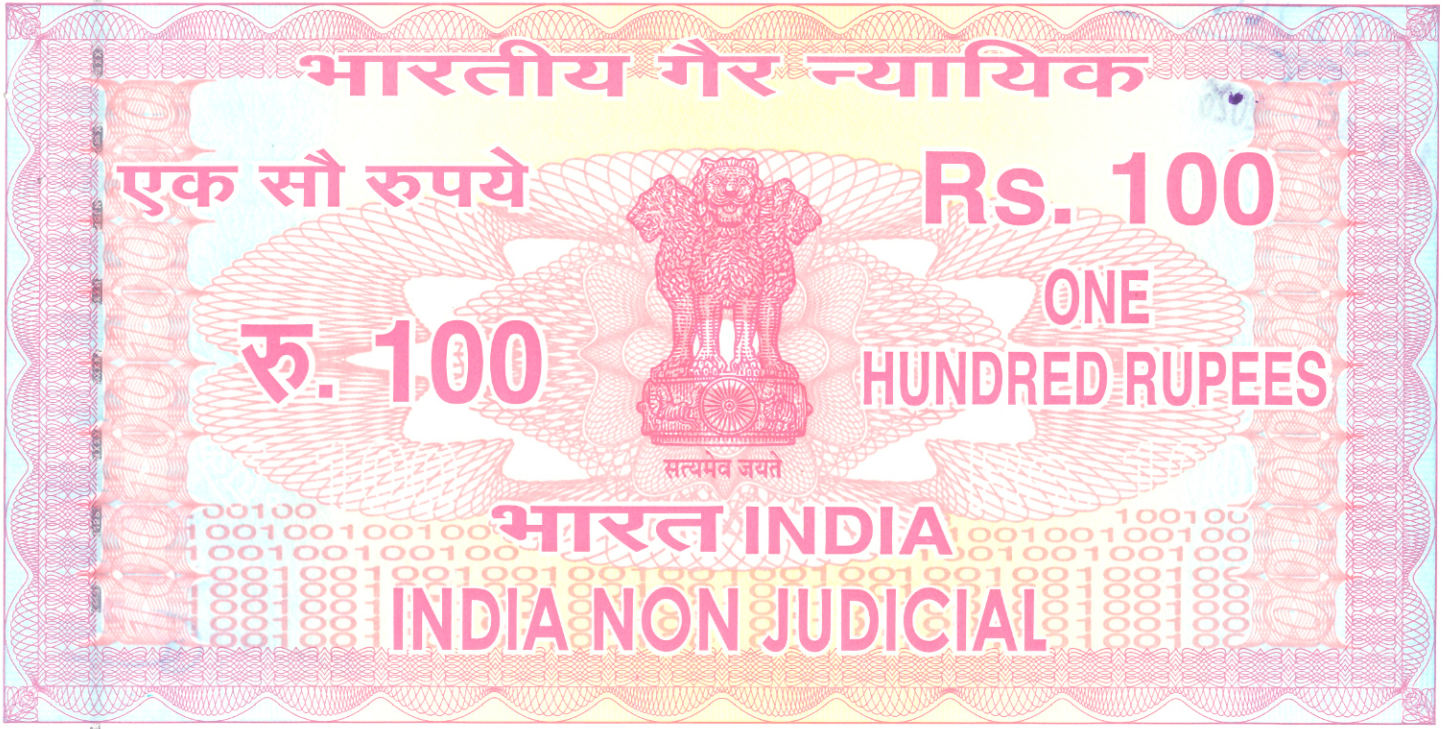
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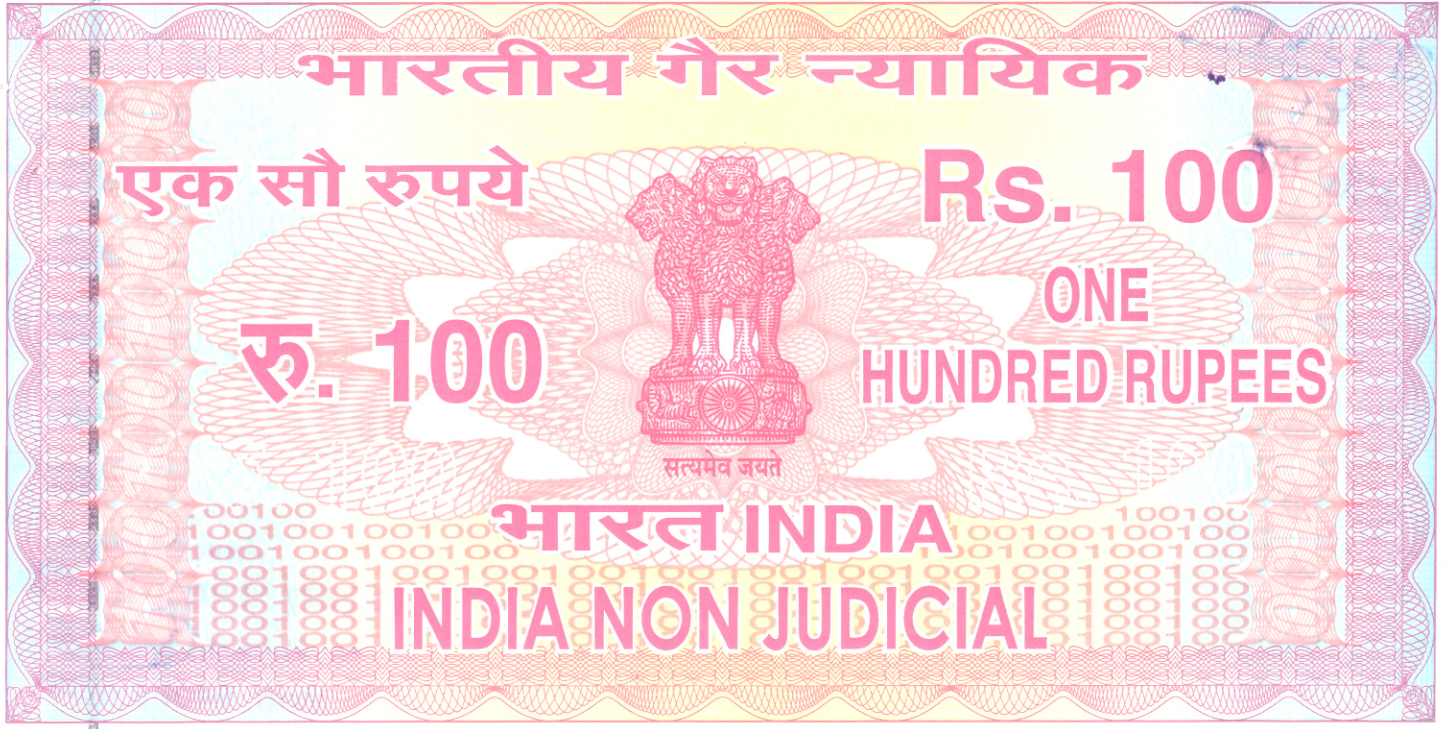
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SERVICE PROVIDER AGREEMENT

DATED AUGUST 26, 2026

BETWEEN

KATARIA DHULCHAND PANNALAL JEWELLERS LIMITED

AND

CONCEPT COMMUNICATION LIMITED

SERVICE PROVIDER AGREEMENT

THIS SERVICE PROVIDER AGREEMENT (hereinafter referred to as the “**Agreement**”, which term will include the recitals, annexures and schedules to this Agreement) is made at Mumbai, India and entered into on this 26th day of August 2026 and shall come into effect on this date (hereinafter referred to as the “**Effective Date**”) entered by and between:

KATARIA DHULCHAND PANNALAL JEWELLERS LIMITED, a company incorporated under the Companies Act, 1956 (CIN: U74110MP1996PLC072077) and having its registered office at Panna Mahal, Sagod Road, Bhagwaan Mahavir Marg, Ratlam-457001, Madhya Pradesh, India (hereinafter referred to as the “**Company**”), which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to mean and include its successors and permitted assigns, of the **FIRST PART**;

AND

CONCEPT COMMUNICATION LIMITED, a company incorporated under the Companies Act, 1956 (CIN: U74300MH1987PLC042964) and having its registered office at Queen’s Mansion, Ground Floor, Prescott Road, Fort, Mumbai – 400 001, Maharashtra, India (hereinafter referred to as the “**Service Provider**”, which expression shall, unless repugnant to the context or meaning thereof, be deemed to mean and include its successors and permitted assigns) of the **SECOND PART**.

In this Agreement, the Company and the Service Provider are collectively referred to as the “**Parties**” and individually as a “**Party**”.

WHEREAS:

- A. The Company proposes to undertake an initial public offering of equity shares of face value of ₹10 each of the Company (the “**Equity Shares**”), comprising a fresh issue of up to 16,000,000 Equity Shares (the “**Fresh Issue**”, and such fresh issue, the “**Issue**”). The Issue shall be undertaken in accordance with the requirements of the Companies Act, 2013, as amended, along with the relevant rules framed thereunder (the “**Companies Act**”), the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the “**SEBI ICDR Regulations**”) and other applicable laws, at such price as may be determined through the book building process (the “**Book Building Process**”) as provided in Schedule XIII of the SEBI ICDR Regulations in terms of which the Issue is being made by the Company in consultation with the book running lead manager to the Issue (the “**Issue Price**”). The Company has appointed Smart Horizon Capital Advisors Private Limited, as the book running lead manager (the “**BRLM**” or the “**Book Running Lead Manager**”) to manage the Issue. The Issue includes an offer (i) within India, to Indian institutional, non-institutional and retail investors in compliance with the SEBI ICDR Regulations; and (ii) outside the United States, to institutional investors in “offshore transactions” as defined in and in reliance on Regulation S (“**Regulation S**”) under the United States Securities Act of 1933, as amended (the “**U.S. Securities Act**”) and in each case, in compliance with the applicable laws of the jurisdictions where offers and sales are made. The Issue may also include allocation of Equity Shares to certain Anchor Investors, in consultation with the Book Running Lead Manager, on a discretionary basis, in accordance with the SEBI ICDR Regulations.
- B. The Company is in the process of filing a draft red herring prospectus (the “**DRHP**” / “**Draft Red Herring Prospectus**”) with the Securities and Exchange Board of India (“**SEBI**”), BSE Limited (“**BSE**”) and the National Stock Exchange of India Limited (“**NSE**”, and together with BSE, the “**Stock Exchanges**”) and subsequently proposes to file the red herring prospectus (“**Red Herring Prospectus**” / “**RHP**”) and the prospectus (“**Prospectus**”, and together with the DRHP and the RHP, including any amendments, supplements, addenda or corrigenda thereto, referred to as the “**Issue Documents**”) with the RoC, and file a copy thereof with SEBI and the Stock Exchanges, in relation to the Issue. The Issue has been authorized by the board of directors of the Company (the “**Board**”) pursuant to its resolution dated June 6, 2026 and by the Shareholders of the Company pursuant to a special resolution dated July 6, 2026.

- C. The Company has approached the Service Provider to provide advertising, public relations, and media services in relation to the Issue, and the Service Provider has consented to provide its professional services to the Company for advertising, public relations, and media relations in respect of the Issue on the terms set out in this Agreement.
- D. The Parties acknowledge that the services proposed to be rendered by the Service Provider, among other things, are required to be in consonance with the relevant provisions of the SEBI ICDR Regulations, SEBI directives, Companies Act, as amended from time to time, the Publicity Memorandum (as defined in **SCHEDULE I**) and the SEBI's instructions to the BRLM, including any instructions communicated to the Association of Investment Bankers of India (the "**AIBI**") and the rules thereunder, as amended and other applicable laws.
- E. Accordingly, the Parties have agreed to, inter alia, record the terms and conditions mutually agreed upon between them as appearing hereinafter in relation to their business understanding, their respective rights, duties and obligations, and rendering of the proposed services by the Service Provider to the Company.

NOW THEREFORE, in consideration of the mutual covenants of the Parties set forth hereinafter, and other good and valuable consideration, the sufficiency whereof is hereby acknowledged, the Parties agree as follows:

1. DEFINITIONS AND INTERPRETATION

Unless the contrary intention appears and/ or the context otherwise requires, the definitions set out in **SCHEDULE I** shall apply throughout this Agreement. The interpretation and/ or construction of this Agreement shall be in accordance with the rules of interpretation set out in **SCHEDULE II**.

2. OBJECTIVES

The Service Provider, through a public relation ("**PR**") and advertising programme designed for the Company, will achieve the following objectives including in accordance with the SEBI ICDR Regulations and the Companies Act, as amended from time to time, directions issued by SEBI / regulatory authorities, the Publicity Memorandum, and other applicable laws:

- 2.1. To create a distinct corporate identity for the Company based on its desired positioning, vision, size, achievements, competencies, business models, performance and growth potential amongst investors, intermediaries and opinion influencers in accordance with the SEBI ICDR Regulations, the Companies Act, directions issued by SEBI / regulatory authorities, other applicable laws and the Publicity Memorandum;
- 2.2. To create awareness, interest and anticipation amongst investors about the Issue in accordance with the SEBI ICDR Regulations, other applicable laws and the Publicity Memorandum, through endorsement from the relevant media, opinion influencers and intermediaries;
- 2.3. To assist the Company, in consultation with the BRLM, in managing media relations with respect to the Issue, including the dissemination of Advertisements and Publicity Material, and tracking media reports in relation to the Issue, as applicable, during the Applicable Period (as defined in **SCHEDULE I**) including, monitoring and reporting of Advertisements and news of any other matter relating to the Company and the Issue in media, till the date on which the Equity Shares of the Company are listed on the Stock Exchanges in a manner which is compliant with the requirements of the SEBI ICDR Regulations, Companies Act, other applicable laws and the Publicity Memorandum;
- 2.4. To coordinate with the Company, the BRLM and the Legal Counsel to the Issue, for prior approval of all communications and Publicity Material issued during the Applicable Period in compliance with the SEBI ICDR Regulations and other applicable laws. The release of the Advertisements shall be as per the plan approved by the Company in consultation with the BRLM;
- 2.5. To assist the Company in creating collaterals needed for effective and efficient communication with key stakeholders;

- 2.6. To help accentuate the management team of the Company's profile as thought leaders and domain experts through appropriate profiling in the media, intermediaries and opinion influencers;
- 2.7. To formulate and present to the Company and the BRLM, the overall advertisement plan for the Issue in line with media plan (which shall include the pre-Issue image building campaign, statutory Advertisements, Issue related Advertisements, etc.) along with the timing, frequency, size and publication details and launching a corporate campaign, if required, in the print, outdoor, radio, television, other electronic (including, but not limited to, online) media, and any other medium as advised by the Company and the BRLM in accordance with the SEBI ICDR Regulations, Companies Act, directions by SEBI / regulatory authorities and other applicable laws; and
- 2.8. To assist the Company in managing crisis situations, if any, during the course of the Issue.

3. SCOPE OF SERVICES

The Service Provider's scope of service shall include, but not be limited to, the following, and shall in each case, comply with such obligations in a manner which is compliant with the requirements of the SEBI ICDR Regulations, the Companies Act, other applicable laws and the Publicity Memorandum:

3.1. Public Relations

- 3.1.1. The Service Provider shall be responsible for (i) carrying out PR activities and advertising services related to the Issue and (ii) any other matter relating to the Company, subject to the discretion of the Company, in consultation with the BRLM and in accordance with this Agreement.
- 3.1.2. The Service Provider will furnish the clients, *inter alia*, the following services with the objective of building the corporate image of the Company and marketing the Issue, (i) research analysis; (ii) strategic planning; (iii) creative and designing; (iv) media planning and placement; (v) print and production; (vi) corporate public relations; (vii) issue public relations; (viii) roadshow management; (ix) media monitoring/tracking for the Company; (x) Assistance for SEBI AV Production and (xi) crisis management, if any.
- 3.1.3. **Communication Audit:** The Service Provider will conduct a communication audit prior to the development of the communication strategy and plan. The audit would include management briefings, secondary research on the sector and a perception study amongst media correspondents covering the sector, analysts and brokers. The Service Provider will also conduct a messaging workshop with all the stakeholders relating to this Issue to arrive at the required messaging and communication for the Issue. The audit results would be used for developing communications strategies and plans. The Service Provider shall make available such audit report to the Company and the BRLM.
- 3.1.4. The Service Provider shall, within agreed upon timelines, in consultation with the Company and the BRLM, write and develop all material, including editorial material, in all the required languages across all forms of communication channels including media, banners, hoardings, television commercials, backgrounders, press releases and all forms of Issue analysis, Advertisements, public communications and Issue Advertisements consistent with the Issue Documents, the SEBI ICDR Regulations, Companies Act, other applicable laws and the Publicity Memorandum governing such communications, in consultation with the Company and the BRLM.
- 3.1.5. The Service Provider confirms that it is not related to the Company, its Promoters, members of Promoter Group, Directors, Key Managerial Personnel, members of the Senior Management, or the BRLM, in any manner and there is no conflict of interest in the discharge of responsibility by the Service Provider.
- 3.1.6. The Service Provider shall advise on all aspects of corporate and Issue related communications and be responsible for managing and executing the same within agreed upon timelines and in accordance with the guidelines and restrictions for publicity and Publicity Material as provided in the SEBI ICDR Regulations, Companies Act, and the Publicity Memorandum and provide

for review to the Legal Counsel to the Issue, all aspects of corporate and Issue related communications, including weekly monitoring the content during the Applicable Period until listing and trading of the Equity Shares on the Stock Exchanges.

- 3.1.7. The Service Provider shall report any supplementary information that may be added to the Issue Documents at a later stage. The Service Provider shall be responsible for preparing and issuing any notices, addenda, corrigenda and/or Advertisements in connection with any supplementary information that may be added to the Issue Documents at a later stage, contents of which will be provided by the Company, in consultation with the BRLM and the Legal Counsel appointed in relation to the Issue, subject to such modification being informed to the Service Provider in time and approval of issuing such information.
- 3.1.8. The Service Provider shall manage media relations with all categories of media, relevant to the marketing of the Issue, including the dissemination of Advertisements and press materials, as applicable, during the Applicable Period, and assist the Company with managing media relations in relation to the Issue, during the Applicable Period.
- 3.1.9. The Service Provider shall be responsible for management of all roadshows (both physical and virtual) and one on one interaction for media, brokers, analysts, influencers and decision makers as per plans developed in consultation with the BRLM and the Company. The communication to the invitees for various roadshows shall be in compliance with the requirements of the SEBI ICDR Regulations, the Companies Act, all other applicable law, and the Publicity Memorandum.
- 3.1.10. The Service Provider shall organize one-on-one management briefings for analysts from key media houses so that the Company's perspective is well understood and carried by the media.
- 3.1.11. The Service Provider shall be responsible for the management of all Advertisements and Company related statutory and formal announcements, and timely placement and dissemination of all Publicity Material in relation to the Issue, in consultation with the Company and the BRLM, including announcement of the filing of the DRHP, announcement of the clearance of the Red Herring Prospectus from the Registrar of Companies, statutory advertisements as prescribed under the Companies Act, the SEBI ICDR Regulations, and other applicable laws, including but not limited to the Issue opening advertisement, Issue closing advertisement (for the qualified institutional buyers ("**QIB Bidders**") and all bidders other than QIB Bidders), amendments, supplements, public notices / addenda / corrigenda if any, announcement of price band, announcement of Issue Price and basis of allotment advertisement.
- 3.1.12. The Service Provider shall be responsible for the management of relevant 'business as usual' announcements during the Applicable Period consistent with past practices in accordance with the SEBI ICDR Regulations, other applicable laws and the Publicity Memorandum.
- 3.1.13. The Service Provider shall assist the Company in managing crisis situations related to the Issue, if any.
- 3.1.14. The Service Provider agrees that for compliance with the SEBI ICDR Regulations (including Regulation 42 and Schedule IX thereof), the Companies Act, and other applicable laws in relation to the Issue, the Publicity Memorandum and SEBI's instructions to the BRLM, including any instructions communicated to the Association of Investment Bankers of India (the "**AIBI**"), it shall provide to the Company, the BRLM and the Legal Counsel (i) on a daily basis from the date of signing of this Agreement till the Equity Shares of the Company offered under the Issue commence trading on the Stock Exchanges, and (ii) for the period from the date of filing of the Draft Red Herring Prospectus with SEBI to the date of closure of the Issue, reports along with soft copies of all the news or media reports issued in relation to the Company in (a) all editions of the Statutory Newspapers (as defined in **SCHEDULE I**) in which the Company shall make a public announcement as per Regulation 26(2) of the SEBI ICDR Regulations or such other newspapers where the Issue Advertisements are released and issued for an on behalf of the Company in the media including, but not limited to, newspapers as decided by the Company, in consultation with the BRLM, and such other newspapers as decided by the Company and recommended by the Service Provider at a later stage in terms of the requirements

of the Companies Act and the SEBI ICDR Regulations, or (b) print and electronic media in any form including, but not limited to, those controlled by a media group where the media group has a private treaty / shareholders' agreement with the Company or the Promoters of the Company as contained in **SCHEDULE III**, as applicable, on a daily basis on all days from the date of filing of the Draft Red Herring Prospectus until the date of closure of the Issue ("**Reporting Period**"). The Company shall promptly provide details to be included in **SCHEDULE III** and promptly provide details of any change or update in information contained in **SCHEDULE III** to the BRLM and the Service Provider.

- 3.1.15. The Service Provider shall immediately bring to the notice of the Company, the BRLM and the Legal Counsel, any misreporting, adverse or negative reporting in any media, relating to the Company, or the Issue and any reporting not supported by disclosures in the Issue Documents (together, "**Adverse Reporting**"), immediately upon becoming aware of such Adverse Reporting, and shall assist the Company and the BRLM in taking appropriate steps in relation to any such Adverse Reporting.
- 3.1.16. The Service Provider shall prepare and provide the media publicity calendar to the Company and the BRLM.
- 3.1.17. The Service Provider shall provide a statement on a weekly basis by way of e-mails or otherwise, in the format of **SCHEDULE IV**, to the extent applicable, attached hereto along with scanned attachments of the news reports, Advertisements, etc. to the BRLM and the Legal Counsel (with a copy to the Company). The Service Provider shall additionally submit a monthly compilation with an executive summary at the end of every month and a soft copy as well as hard bound compilation of all the reports at the closure of the Issue, or upon specific request by the Company and the BRLM at any time during the term of this Agreement. Upon closure of the Issue, the Service Provider shall provide a statement in the format set out in **SCHEDULE IV** attached hereto to the BRLM, with respect to its obligations as mentioned in Clause 3.1.14 and Clause 3.1.15 above.
- 3.1.18. The Service Provider shall track media coverage related to the Company on a day-to-day basis on all working days during the Reporting Period and provide copies of such media coverage to the Company and the BRLM during such period. For media coverage related to the Company being published and/or disseminated on days other than the working days, the Service Provider shall track and provide information about the same on the next working day to the BRLM to facilitate their filing of compliance releases, Issue Advertisements and/or Publicity Material with SEBI in this regard and the report in the format specified in Part E of Schedule X of the SEBI ICDR Regulations.
- 3.1.19. Arranging media presence and coverage of the events of the Company in relation to the Issue in the print, electronic media (television, radio, internet or otherwise), banner or otherwise.
- 3.1.20. The Service Provider shall coordinate with the Company, BRLM and the Legal Counsel for prior approvals on all communications issued during the Applicable Period.
- 3.1.21. The Service Provider agrees that as a condition to the release of each and every written communication issued by the Company and its Affiliates, including but not limited to Publicity Material and/or Issue Advertisements issued by the Company and/or any Company Representative, during the term of this Agreement, the Service Provider shall obtain prior written consent from the BRLM and the Legal Counsel to the Issue.
- 3.1.22. The Service Provider shall provide event management and media support for the listing ceremony of the Company.
- 3.1.23. The Service Provider shall co-ordinate and facilitate visits of key journalists and guests to the Company's facility(ies) on behalf of the Company.
- 3.1.24. The Service Provider shall conduct media training workshops consisting of mock interviews for assisting the management of the Company for media interactions by the Company, in accordance with applicable law.

- 3.1.25. The Service Provider shall initiate relationship meetings with relevant media journalists and facilitate interactions in appropriate corporate and management profiling stories.
- 3.1.26. The Service Provider will be responsible for preparing and issuing any corrigenda and/or advertisements in connection with any supplementary information that may be added to the Issue Documents, contents of which will be provided by the Company, BRLM and the Legal Counsel.
- 3.1.27. Any other communication and activity as advised by the Company and the BRLM in accordance with the terms of this Agreement, provided that such communication and activity is in compliance with the SEBI ICDR Regulations, the Companies Act and any other applicable law.
- 3.1.28. **Investor relations / Broker relations**
 - (a) Responsible for carrying out investor / broker relation activities related to the Issue;
 - (b) Identification of relevant brokers / analyst for purpose of the Issue. Monitor their research reports relevant to the Company;
 - (c) Facilitate site visits of key brokers / analysts on behalf of the Company;
 - (d) Conduct workshop for assisting the management for broker / analysts interactions by the Company;
 - (e) Provide event management and logistics support for domestic roadshows at multiple locations meant for broker and analyst on turnkey basis;
 - (f) Clarify any doubts of brokers / analysts related to domestic roadshow(s); and
 - (g) Follow on IPO research note including overall check on factual data accuracy and circulate positive research notes to media.

3.2. **Advertising**

The Service Provider undertakes and agrees as follows, and shall, in each case, comply with such obligations in a manner which is compliant with the requirements of the SEBI ICDR Regulations, the Companies Act, all other applicable laws and the Publicity Memorandum:

- 3.2.1. The Service Provider shall develop and place all Publicity Material as prescribed under applicable laws and obtain approvals from the Company and BRLM of such Advertisements (before releasing such Advertisements). The Service Provider shall be responsible for timely publication, in consultation with the BRLM, of all statutory advertisements relating to announcement of the filing of each Issue Document with SEBI, Audio Visual Presentation of disclosures made in the Issue Documents, as applicable, the Issue opening advertisement, Issue closing advertisement, public notices, addenda, corrigenda, if any, announcement of price band, announcement of Issue price, basis of allotment advertisement and other such Issue Advertisements in accordance with the SEBI ICDR Regulations, Companies Act, the Publicity Memorandum and other applicable laws.
- 3.2.2. The Service Provider hereby acknowledges that they are aware of the requirements specified under Regulation 42 in Chapter II read with Schedule IX of the SEBI ICDR Regulations, as provided in **SCHEDULE V** to this Agreement, and Section 30 of the Companies Act, and agrees to assist the Company in all aspects of corporate and Issue related Publicity Material and Issue Advertisements in accordance with the guidelines and restrictions for publicity provided under Regulation 42 in Chapter II read with Schedule IX of the SEBI ICDR Regulations, the Companies Act, other applicable laws, the Publicity Memorandum and SEBI's instructions to the BRLM, including any instructions communicated to the AIBI, as well as any additional requirements by SEBI from time to time in this respect and confirms that it will not release any Advertisement not in compliance not in compliance with such requirements. Such

Advertisements must be prepared and completed within the schedule prepared by the Company and the BRLM.

- 3.2.3. With respect to the pre-issue and price band announcement required to be published pursuant to Regulation 29 of the SEBI ICDR Regulations, the Service Provider shall ensure compliance with the SEBI directives.
- 3.2.4. The Service Provider shall develop all advertising materials to promote the Issue using tombstone formats accepted for such advertising. The Issue advertising campaign will comprise print, television, outdoor, radio and other medium as advised by the Company and the BRLM.
- 3.2.5. The Service Provider shall develop media plans that meet the campaign objectives in terms of reach and 'Opportunity to See'.
- 3.2.6. The Service Provider will assist the Company in building and managing media relations in relation to the Issue, including the dissemination of Publicity Material during the Applicable Period.
- 3.2.7. The Service Provider would distribute any Advertisement (including Issue Advertisements) and/or Publicity Material relating to the Company and/or the Issue, only after the content of such communication has been approved by the Company, the BRLM and the Legal Counsel, and the release is authorized by the Company and the BRLM.
- 3.2.8. The Service Provider will prepare, develop and place various Issue Advertisements and other Publicity Material *inter alia* including all statutory advertisements in connection with the Issue and public notices, addenda and corrigenda, in a timely manner and submit them to the Company, the BRLM and the Legal Counsel for their approval, and undertake to release such Company Advertisements and/or Publicity Material, as applicable, only after approval of the Company, the BRLM and the Legal Counsel have been received for the Issue Advertisement, Publicity Material, the media plan and the release schedule.
- 3.2.9. The Service Provider undertakes to release the approved Issue Advertisements and Publicity Material as per the media plan and release schedule only after the approval of the Company, the BRLM, and the Legal Counsel, in accordance with the SEBI ICDR Regulations, the Companies Act, other applicable law and the Publicity Memorandum.
- 3.2.10. The Service Provider undertakes and represents to the Company and the BRLM that they would adhere to all the requirements as provided in the SEBI ICDR Regulations (including, in particular, Regulation 42 read with Schedule IX of the SEBI ICDR Regulation, attached in **SCHEDULE V**, other applicable laws and the Publicity Memorandum relating to Advertisements, Issue Advertisements and Publicity Material prepared or issued by the Service Provider and shall not directly or indirectly induce others to carry out in any manner the publicity which may be restricted under the SEBI ICDR Regulations, other applicable laws and the Publicity Memorandum.
- 3.2.11. The Service Provider represents that the BRLM can rely on its confirmation, as provided in the format specified in **SCHEDULE IV**, to the extent relevant and applicable, for providing compliance certificate in connection with press releases, Issue Advertisements and/or Publicity Material to SEBI in this regard.
- 3.2.12. The Service Provider represents that the amendments or corrections (including in Publicity Material) proposed by the BRLM and the Legal Counsel to the Issue will be incorporated in letter and spirit.
- 3.2.13. The Service Provider will assist the Company in management of all domestic road-shows, if any for media, brokers and analysts as per plans developed in consultation with the BRLM and the Company, and will be responsible for organizing one-on-one management briefings for the Issue analysts, and decision makers from key media so that the Company's perspective is understood by the media.

- 3.2.14. The Service Provider will assist the Company in connection with the management of all formal announcements and Issue Advertisements in consultation with the Company and the BRLM, including Advertisements on filing of the DRHP, announcement of Registrar of Companies' clearance, statutory Advertisements as prescribed under the Companies Act and the SEBI ICDR Regulations, including but not limited to the announcement of the Issue opening Advertisement, Issue closing Advertisement, public notices / addenda / corrigenda if any, announcement of price band, announcement of the Issue Price and basis of allotment Advertisement.
- 3.2.15. The Service Provider will be responsible for preparing and issuing any public notices, addenda, corrigenda and/or Advertisement in connection with any supplementary information that may be added to the Issue Documents at a later stage. The Service Provider will obtain prior approval of the Company, the BRLM, and the Legal Counsel before issuing such public notices, addenda, corrigenda and/or Advertisement.
- 3.2.16. The Service Provider will write and develop all editorial material including press releases, Issue analysis, etc., in accordance with the provisions of the SEBI ICDR Regulations, other applicable laws governing such Publicity Material and the Publicity Memorandum, for the Company.
- 3.2.17. The Service Provider expressly agrees that it will create and maintain a backup of media / press releases of the Company from the date of filing of the DRHP with SEBI, until the end of the Applicable Period.
- 3.2.18. The Service Provider in consultation with the Company, will negotiate with the media for best possible rates for the advertising campaigns. All rate benefits offered by the media will be passed on to the Company in line with the commercial terms as detailed in Clause 5 of this Agreement.
- 3.2.19. Upon receipt of media release rates / instructions and prior approval from the Company, the Service Provider, if so desired by the Company, will buy advertising time, space and material on the Company's behalf. The Company reserves the right to buy advertisement time / space through any other agency for advertising in relation to corporate Advertisements. The Company will honour the Service Provider's commitments arising out of any such contracts or agreements entered into by the Service Provider on the Company's behalf, provided that such commitments have been approved by the Company in writing. Cancellations or revisions requested for by the Company in writing will be subject to the terms and conditions mentioned in this Agreement and the Engagement Letter (as defined below).
- 3.2.20. The Service Provider shall assist in the preparation of the salient disclosures of the Company and the Issue as may be disclosed in the DRHP, RHP, Prospectus and price band advertisement in audio visual format ("AV"), in accordance and compliance with the requirements of SEBI ICDR Master Circular and the provisions of Schedule IX of SEBI ICDR Regulations (as defined in **SCHEDULE I**). The Service Provider shall in consultation with the Company assist in preparation of such AV in bilingual format i.e., English and Hindi (including text in Devanagari script), each of approximately 10 minutes, distributed equally to cover all material disclosures in the DRHP, RHP, Prospectus and price band advertisement in terms of the SEBI ICDR Master Circular. The production cost of making the AV will be an add on cost and the approval will be sought from the Company.
- 3.2.21. The Service Provider shall ensure that the content of the AV disclosure will be factual, non-repetitive, non-promotional and shall not be misleading in any manner. The content of the AV shall be approved by the Company, the BRLM and the Legal Counsel to the Issue.
- 3.2.22. The Advertisements will be released by the Service Provider based on media plans and cost estimates approved by the Company.
- 3.2.23. The Company shall issue instructions and approvals in writing to the Service Provider on a best-efforts basis. If instructions or approvals are conveyed orally by the Company, the Service Provider shall confirm them in writing to avoid disputes. For the avoidance of doubt, any written instructions given to the Service Provider by any authorized person(s) of the Company (as

previously informed by the Company in writing) shall be deemed as an official sanction and authority from the Company to incur liability on its behalf.

3.2.24. All Advertisements by the Service Provider shall carry the key number of the Service Provider and will be released through the Service Provider.

3.2.25. Any other activity as may be advised by the Company or the BRLM related to the Issue.

4. SERVICING TEAM

A team from the relevant groups from the Service Provider will service the Company. The team will be led by a senior representative, who shall be responsible for coordinating all obligations of the Service Provider under this Agreement and supported by branch network and other representatives of the Service Provider. The team from the Service Provider shall be available at all times indicated to them by the Company and/or the BRLM for developing and finalising any Advertisements or Publicity Material and for timely performance of obligations under this Agreement.

The Service Provider shall share the entire team structure along with their individual roles and profiles with the Company and the BRLM.

5. COMMERCIAL TERMS

5.1. For the scope of services mentioned in Clause 3 of this Agreement, the Service Provider will be paid professional fees, as provided under the engagement letter dated August 14, 2026, executed between the Company and the Service Provider ("**Engagement Letter**"). It is hereby agreed that the professional fees is capped and shall not be exceeded for any reason during the term of this Agreement unless mutually agreed by the Parties in writing.

5.2. All corporate, Issue and statutory Advertisements in connection with the Issue will be developed and released by the Service Provider and the Service Provider will invoice the Company in terms of the Engagement Letter.

5.3. All out-of-pocket, third party or outstation travel cost pre-approved by the Company in writing, incurred by the Service Provider for the advertising and PR programme would be reimbursed by the Company on actuals. The Service Provider would provide supporting documents in respect of such costs.

5.4. All other costs reasonably and properly incurred by the Service Provider under this Agreement shall be reimbursed by the Company in terms of the Engagement Letter.

5.5. The Service Provider will submit bills / invoices in accordance with the approved estimates, and where applicable, voucher copies of the media and other vendors to support its own bills and debit notes. However, in the event the supporting cannot be provided for miscellaneous costs such as stationery, STD communications, local travels for transporting media, etc., such miscellaneous costs shall be claimed at actuals.

5.6. Wherever the Service Provider is required to make advance payments on behalf of the Company, the same shall be pre-approved by the Company and paid by the Company in advance provided that appropriate documentary evidence of such costs is provided. These would include items like road-show costs and the cost of hiring outdoor media like billboards, television / digital / electronic media. Further, the Parties agree that for third party costs and other expenses, if needed to be incurred by Service Provider, bills will be taken in the name of the Service Provider by the Company. Copies of these vendors' invoices will be forwarded to the Company as is with an Invoice. The full cost will be charged to Company net of GST input credit, if available, plus applicable GST.

5.7. The payment terms shall be as provided under the Engagement Letter.

5.7.1 Advertising:

(a) Print advertising bills will be settled within 30 (thirty) days from the release of the advertisement upon submission of proper invoice and other supporting documents. All

advertising releases will be executed through the Service Provider. The advertising related bills will be raised by the Service Provider.

- (b) Online advertising, outdoor advertising, TV and radio advertising payments will be made in advance based on plans and cost estimates approved by the Company. Nonetheless, the Service Provider would be required to provide the proper invoices and other supporting documents immediately to the Company.

In case of any inconsistency between Clause 5.7 of this Agreement and the Engagement Letter, the latter shall prevail. However, other than the provisions of this Clause 5.7, all other provisions of this Agreement shall prevail in case of any inconsistency between this Agreement and the Engagement Letter.

5.7.2 Third Party Expenses:

All third-party expenses related to roadshows etc., will be paid by the Service Provider based on the cost estimates approved by the Company and the same will be paid by the Company on actuals on the submission of all relevant documents.

- 5.7.3 All consideration under this Agreement shall be subjected to tax deduction at source (TDS), if applicable, under the Income Tax Act, 1961, as amended, at the rates applicable from time to time. If the Service Provider is exempt from such withholding taxes as a result of exemption or lower withholding certificate or other reasons, the Service Provider shall provide to the Company a valid tax exemption/ lower withholding certificate obtained from the Income Tax Department

- 5.7.4 It is hereby clarified that the BRLM shall not be liable to make any payments to the Service Provider pursuant to this Agreement or the Issue.

6. TERM OF AGREEMENT

- 6.1 The Agreement will be effective for a period beginning from the Effective Date until the commencement of listing and trading of the Equity Shares of the Company on the Stock Exchanges pursuant to the Issue and upon the completion of all services required to be performed by the Service Provider in relation to the Issue and upon finalisation of the post-Issue media compliance certificate (**SCHEDULE IV**) as contemplated under this Agreement. It is assumed that the entire exercise would be completed within the period as agreed in the Engagement Letter. If the Issue gets delayed for any reason beyond the period agreed under the Engagement Letter, the Service Provider will be paid an additional amount as specified in the Engagement Letter.
- 6.2 If at any time during the term of this Agreement, the Service Provider becomes unable to render services under this Agreement, it shall immediately inform the Company and the BRLM, in writing.

7. TERMINATION

Either Party shall have the right to terminate this Agreement by giving the other party prior notice of 1 (one) month in writing. In case of termination of this Agreement, (i) all the unfinished jobs / assignments which have reached a material stage shall be completed by the Service Provider as may be mutually decided by all Parties, and (ii) the Service Provider shall continue performing the services as agreed to in this Agreement until the appointment of a successor service provider by Company, provided that the Service Provider will be paid fees for its services for such further period as may mutually be agreed by the Parties. Notwithstanding anything contained in this Agreement, the Company shall have the sole discretion to terminate this Agreement with or without notice, at any time, in the event the Company forms an opinion that the Service Provider is providing deficient services or has caused violation of applicable law for the time being in force. In this regard, the Company shall provide sufficient opportunity to the Service Provider to be heard prior to terminating this Agreement. In such event, the Company shall not be responsible for any compensation to the Service Provider, apart from fees and costs actually incurred, with the approval of the Company.

Upon any such termination of this Agreement, the Service Provider shall provide to the Company all publishing materials and any other information / documents provided by the Company and the BRLM in physical and/or soft form, Confidential Information (as defined in **SCHEDULE I**), intellectual properties and

all literature and advertising material in the possession of the Service Provider, whether or not supplied by the Company, which contain or bear the Company's intellectual property and any documents and things of whatever nature forming part of or relating to the intellectual property, as applicable, and render all assistance, as may be required, to ensure due and proper handover of all relevant documents to any new agency appointed by the Company. Further, the Service Provider shall not have the right to terminate this Agreement from the date of the filing of the updated Draft Red Herring Prospectus by the Company with the SEBI.

In the event the Issue is abandoned, withdrawn or terminated in accordance with the Issue Agreement, this Agreement shall stand terminated immediately, and the Service Provider would be paid only to the extent of Services rendered by it until such termination.

8. CONFIDENTIALITY

- 8.1. The Service Provider will treat all information in relation to the Issue, the Company, its business, or otherwise shared by the Company and the BRLM, whether in writing or orally, as confidential, and not divulge the same to anyone without their prior written consent. Further, any Confidential Information furnished to the Service Provider in tangible form shall not be duplicated by the Service Provider, other than for the purposes of this Agreement.
- 8.2. The Service Provider shall not be liable for disclosure or use of any Confidential Information if the same is:
 - 8.2.1. in the public domain, prior to receipt of such information by the Service Provider;
 - 8.2.2. rightfully received from a third party, without any obligation of confidentiality;
 - 8.2.3. rightfully known to it without any limitation on use or disclosure prior to its receipt from the Company or the BRLM;
 - 8.2.4. independently developed by the Service Provider without reliance on the Confidential Information;
 - 8.2.5. generally made available to third parties without any restriction on the Confidential Information; or
 - 8.2.6. communicated in response to a valid order by a court or required by any governmental body or regulatory / legal authority provided that the communicating Party has provided to the other Party whose Confidential Information is being disclosed prompt notice of any such order.
- 8.3. Any Confidential Information shall be considered confidential and proprietary to the Company and the Service Provider shall hold the same in confidence, shall not use such information other than for the purposes of its work with the Company, and shall not disclose, publish or otherwise reveal any of the Confidential Information received from the Company to any other party whatsoever except with the specific prior written authorisation of the Company.
- 8.4. The Service Provider may disclose the Confidential Information solely to its staff / employees / personnel strictly on a 'need to know' basis and for no other purpose whatsoever; provided that, each such staff / employee / personnel is bound by the nondisclosure restrictions which are substantially similar to those in this Agreement.
- 8.5. Any Confidential Information furnished shall not be reproduced or duplicated by the Service Provider other than for the purpose of this Agreement. Upon the request of the Company, the Service Provider shall return all such information received in written or tangible form, including copies, or reproductions or other media containing such information, within thirty (30) days of such receipt of such request. Provided however the Service Provider may retain a copy of the information to be in compliance with its legal, regulatory or statutory obligations.
- 8.6. The provision of this Clause shall survive six (6) months from the expiry / termination of this Agreement.

- 8.7. Neither Party shall use the name, trademark, logo of the other, its group companies, or associates or the BRLM in any sales or marketing publication or advertisement, or in any other manner without prior consent of the Service Provider, Company and/or the BRLM as the case may be. In case of any misuse by the Service Provider of the name, trademark, logo of the Company, its group companies, or associates or the BRLM, the Company and the BRLM may take any action as may be deemed fit against the Service Provider including but not limited to any equitable or injunctive relief. The Service Provider agrees that any product including but not limited to any creative, advertisements (complete or work-in-progress), banners, information, reports, studies, software (including source codes, object codes and executables), flow charts, diagrams and other tangible and intangible material of any nature whatsoever produced by or as a result of any of the services rendered hereunder shall be the sole and exclusive property of the Company except any third party rights which may be part of the deliverables or which may be the deliverables itself. In furtherance thereof, the Service Provider hereby irrevocably grants, assigns, transfers to the Company all rights, title and interest of any kind, in and to any such product produced hereunder subject to other provision stated in this clause above. The Service Provider shall not be entitled to make any use of any of the said materials except as may be expressly permitted by the Company.

9. LIMITATION OF BRLM'S OBLIGATIONS

The Parties acknowledge and agree that notwithstanding anything to the contrary in this Agreement, the BRLM shall have the rights specified under the provisions of Clause 2 (*Objectives*), Clause 3 (*Scope of Services*), Clause 4 (*Servicing Team*), Clause 10 (*Indemnity*), Clause 11 (*Governing Law*), Clause 12 (*Settlement of Disputes*), Clause 13 (*Representations*) and Schedule VII (*Letter of Indemnity issued by the Service Provider in favour of the BRLM*) of this Agreement but shall not have any obligations (including but not limited to payment of any fees or expenses) to the Service Provider or the Company or any other party, expressed or implied, direct or indirect, under the terms of this Agreement.

10. INDEMNITY

- 10.1. In case of breach or alleged breach of any provision of law, regulations or order of any court or regulatory, judicial, quasi-judicial, governmental, administrative, legal, statutory, governmental authority or of any of the terms and conditions mentioned in this Agreement, any non-observance, non-performance, error or failure to deliver or perform the services contemplated under this Agreement, including its obligations to the BRLM under this Agreement, non-compliance with any instruction as per the terms of this Agreement from the Company or the BRLM in connection with the services rendered under this Agreement, breach of any intellectual property rights by the Service Provider and/ or its representatives, officers, directors or other persons acting on its behalf, the Service Provider shall, at its own cost and expense, indemnify, defend and hold the Company, BRLM and their respective Affiliates, directors, officers, management, employees, successors, permitted assigns, advisors, agents, intermediaries or any other persons acting on their behalf and/or any other person that, directly or indirectly, through one or more intermediaries, controls or is controlled by or is under common control with such indemnified persons ("**Indemnified Parties**"), free and harmless at all times, from and against any and all losses, liabilities, claims, interest, damages, actions, costs, judgements, awards, suits, proceedings, penalties and expenses, including attorney's fees and court costs arising out of or in relation to, or in connection with, a breach or alleged breach of the Service Provider's obligations, including the obligations of its subcontractors, third parties appointed by the Service Provider to perform its obligations under this Agreement and the Letter of Indemnity.
- 10.2. The maximum aggregate liability of the Service Provider together with its directors, partners, employees, associates, Affiliates, associates or contractors towards the Company and its affiliates, directors, management or employees under this Agreement, pursuant to sub-clause 1 above, shall in no event exceed the aggregate amount of professional fees paid by the Company to the Service Provider under this Agreement except in the event of fraud, willful misconduct, willful default, bad faith and/ or gross negligence by the Service Provider.
- 10.3. The Service Provider undertakes to immediately execute and deliver a Letter of Indemnity in favour of the BRLM in the form attached at **Schedule VII** to indemnify and hold harmless the BRLM and their respective Affiliates, their respective directors, management, representatives, employees, officers, advisors, associates, agents, successors, permitted assigns, or intermediaries of the BRLM or any other person acting on its behalf and/or any other person that, directly or indirectly, through one or more intermediaries, controls or is controlled by or is under common control with such indemnified persons

and agents for any and all losses, liabilities, charges, interests, demands, damages, claims, suits, actions, awards, judgements, writs, penalties, costs and expenses, including but not limited to attorney's fees or other professional fees and court costs arising out of or in relation to or in connection with a breach or alleged breach of the obligations of the Service Provider under this Agreement and the Letter of Indemnity, on the day of the execution of this Agreement. The Service Provider acknowledges and agrees that entering into this Agreement for performing its services to the Company is sufficient consideration for the Letter of Indemnity to be issued in favour of the BRLM. In case of any conflict between the Letter of Indemnity and this Agreement, the Letter of Indemnity shall prevail.

- 10.4. This Clause, including the Letter of Indemnity, shall survive the expiry / termination of this Agreement.
- 10.5. The Service Provider also undertakes and represents to the Company that it shall comply with all requirements under SEBI ICDR Regulations, the Companies Act and other applicable law in relation to Advertisements and Publicity Material prepared by the Service Provider and that the BRLM can rely on its confirmation for issuing a compliance certificate in connection with press releases, Issue Advertisements and/ or Publicity Material to SEBI in this regard.
- 10.6. The Company shall at its own cost and expense, indemnify, defend and hold the Service Provider, its partners, directors, employee, associates, affiliates or contractor free and harmless from and against any and all losses, liabilities, claims, actions, costs and expenses, including reasonable attorney's fees and court costs which may arise as a result of any claim, suit or proceeding brought against the Service Provider, due to any materials or publicity prepared for the Company which was approved for release by the Company (excluding any breach or alleged breach by the Service Provider of any provision of law, regulations or order of any court or regulatory authority or of any of the terms and conditions mentioned in this Agreement), to the extent such losses, liabilities, claims, actions, costs and expenses are finally judicially determined by a competent court. The maximum aggregate liability of the Company together with its employees and associates (regardless of the form of action, whether in contract, negligence or otherwise) shall in no event exceed the aggregate amount of professional fees paid by the Company to the Service Provider under this Agreement or out of the arbitration proceedings as mentioned in Clause 12 (*Settlement of Disputes*).
- 10.7. The Service Provider undertakes and represents to the Company that it shall not infringe or misappropriate any Intellectual Property right. The Service Provider shall defend, indemnify and hold the Company harmless against any and all claims, whether or not such claim is legitimate, that the Publicity Material infringes, misappropriates or violates any Intellectual Property right of a third party.

11. GOVERNING LAW

This Agreement shall be governed and interpreted by and construed in accordance with the substantive laws of India, without giving effect to the principles of conflict of laws thereunder.

12. SETTLEMENT OF DISPUTES

The provisions of this Agreement shall be governed by and construed in accordance with Indian law. In the event of any disputes / differences among the Parties hereto, whether before or after the termination of this Agreement, regarding the interpretation of any provision of this Agreement or regarding any claim of one disputing Party against the other or regarding any other matter arising out of this Agreement, the disputing Parties shall promptly and in good faith endeavor to settle the matter by mutual conciliation. In case no amicable resolution is reached within a period of 30 (thirty) days, or within such extended period as the disputing Parties may agree upon, from the date on which the dispute or difference arose, a disputing Party may refer such dispute or difference to arbitration in accordance with the provisions of the Arbitration and Conciliation Act, 1996. Each disputing Party shall appoint one arbitrator and the two arbitrators so appointed shall jointly appoint the third arbitrator who shall be the presiding arbitrator within fifteen (15) days of receipt of the second arbitrator's confirmation of his / her appointment. The arbitration award shall be final, conclusive and binding on the disputing Parties, the disputing Parties agree to be bound thereby and to act accordingly. Furthermore, the arbitration award shall be subject to enforcement in any court of competent jurisdiction. The seat and place of arbitration shall be Mumbai, Maharashtra and the language shall be English. Subject to the provisions of this Clause, the courts of Mumbai, Maharashtra shall have the sole and exclusive jurisdiction in relation to any disputes arising out of this Agreement.

13. REPRESENTATIONS

- 13.1. The Service Provider hereby represents that it has the requisite power and authority to enter into this Agreement and perform the services and obligations assumed by it under this Agreement by any provision of law, regulation or order of any court or legal, statutory, judicial, quasi-judicial, administrative, governmental and/or regulatory authority.
- 13.2. The Service Provider undertakes that it shall act with utmost due diligence, care and skill while discharging its services under this Agreement.
- 13.3. The execution, delivery and performance of this Agreement by the Service Provider does not and will not violate any applicable law or regulation, its constitutional documents, its obligations under any other business activity engaged, or any other assignment or instrument entered into by it with other parties or clients.
- 13.4. The Service Provider hereby represents that it is not prohibited from acting as a PR consultant or an advertising agency by any judicial, regulatory, quasi-judicial, governmental, statutory and/or administrative body.
- 13.5. The Service Provider also undertakes to immediately, on the date of this Agreement, enter into a Letter of Indemnity in the format set out in **Schedule VII**, with the BRLM, to indemnify the BRLM for any and all losses, liabilities, claims, damages, actions, awards, judgments, costs, interests, and expenses, including attorney's fees and court costs arising out of a breach of the obligations of the Service Provider under this Agreement.
- 13.6. The Service Provider represents that the amendments or corrections (including in the Publicity Material) proposed by the BRLM and the Legal Counsel to the Issue will be incorporated in letter and spirit.
- 13.7. Neither the Service Provider nor any of its employees have engaged in or will engage in any activity, directly or indirectly, which may be construed to be a misuse or an unauthorized use of the Company's and/or each of the BRLM logo, trademark, intellectual property and respective names.
- 13.8. The Service Provider has not engaged and will not engage in any violations of applicable anti-corruption / bribery laws. Neither the Service Provider nor any of its employees, affiliates and subsidiaries have engaged in or will engage in any activity, directly or indirectly, relating to the payment of any extraneous consideration / bribe / gratification or similar compensation to any of the employees of the Company for securing the arrangement set out in this Agreement.
- 13.9. The Service Provider undertakes and represents that it shall comply with all requirements under the SEBI ICDR Regulations and the Companies Act, in relation to Advertisements and Publicity Material prepared by the Service Provider.
- 13.10. The Service Provider confirms that it has not provided any services to the Company from the time of the kick-off meeting in relation to the Issue until the filing of the DRHP, which is in violation of the guidelines provided under the Publicity Memorandum.

14. SURVIVAL

Clause 8 (*Confidentiality*), Clause 9 (*Limitation of BRLM's Obligations*), Clause 10 (*Indemnity*), Clause 11 (*Governing Law*), Clause 12 (*Settlement of Disputes*) and Clause 13 (*Representations*), this Clause 14 (*Survival*), Clause 15 (*Severability*), Clause 16 (*Intellectual Property*), Clause 17.3, 17.13 and Schedule VII (*Letter of Indemnity issued by the Service Provider in favour of the BRLM*) of this Agreement shall survive the termination or expiration of this Agreement.

15. SEVERABILITY

If any provision or any portion of a provision of this Agreement becomes invalid or unenforceable under applicable law, such invalidity or unenforceability shall not invalidate or render unenforceable this Agreement, but rather shall be construed as if not containing the particular invalid or unenforceable

provision or portion thereof, and the rights and obligations of the Parties shall be construed and enforced accordingly.

16. INTELLECTUAL PROPERTY

- 16.1 Each Party agrees and acknowledges that the intellectual property of each Party shall always belong to such respective Party. The Service Provider shall be permitted to use the intellectual property of the Company solely for the sole purpose of Advertisements, Publicity Material, other promotional material or collaterals relating to the Issue published, issued, circulated or released for and on behalf of the Company and for no other purpose whatsoever.
- 16.2 Nothing herein shall constitute an agreement to transfer or license any intellectual property of the Company to the Service Provider. The Service Provider agrees that it shall not do or commit any acts of commission or omission, which would impair and/or adversely affect the Company's rights, ownership and title in its intellectual property or the reputation / goodwill attached to the intellectual property. The Service Provider agrees not to contest, deny or dispute the validity of any rights in the intellectual property of the Company appearing in Advertisements, Publicity Material or otherwise and not to assist others in doing so, and not to take action of any kind, inconsistent with the holding of all such rights. The Service Provider shall not, while implementing the provisions of this Agreement, make any representations / announcements etc. which directly or indirectly give and/or create an impression that the right in and/or ownership of the right in the intellectual property of the Company vests in it.
- 16.3 The Service Provider acknowledges and agrees that it shall only have a limited right to use the intellectual property of the Company for the purposes as specifically set forth in this Agreement and for no other purposes, and the intellectual property of the Company shall remain the sole and exclusive property of the Company and the Service Provider shall claim no right, title or interest of any nature whatsoever over the same.
- 16.4 The Service Provider shall ensure that, in preparing the Advertisements or Publicity Material, no third party intellectual property rights are used other than the material provided by the Company.

17. MISCELLANEOUS:

- 17.1 Nothing contained herein shall be deemed to create a relationship of a partnership or a principal and agent, and the relationship of the Parties is on a principal to principal basis, independent of each other. None of the employees, officials, agents or assigns of a Party can be treated as agent of the other Party and in no case can bind the other Party by its representations and acts.
- 17.2 These terms and conditions will be binding on and inure to the benefit of the Parties hereto, their successors, and permitted assigns. These terms and conditions supersede and replace any and all prior contracts, other than the payment terms documented in the Engagement Letter, understandings or arrangements, whether oral or written, heretofore made between any of the Parties hereto and relating to the subject matter hereof, and as of the date hereof constitute the entire understanding of the Parties.
- 17.3 The Parties represent that they have taken all necessary corporate action to authorise the execution and consummation of this Agreement and have the requisite and proper authorisation to execute this Agreement. They undertake to furnish satisfactory evidence of the same upon request.
- 17.4 If any provision(s) of this Agreement is held to be prohibited by or invalidated under the applicable law or becomes inoperative as a result of change in circumstances, such provision(s) shall be ineffective only to the extent of such prohibition or invalidity or inoperativeness, without invalidating the remaining provisions of this Agreement.
- 17.5 Failure to exercise part of any right under this Agreement in one or more instances shall not constitute a waiver of those rights in another instance, such waiver by one Party of any of the rights established herein shall not be considered as a waiver of another right established herein.
- 17.6 This Agreement shall be executed in duplicate and both copies should be treated as original for all purposes.

- 17.7 This Agreement is subject to force majeure situations. It shall be subject to inabilities based on circumstances beyond the power in this Agreement, such as civil commotion, riots, and acts of God, etc.

Provided that in order to be excused from delay or failure to perform, such Party must promptly communicate the occurrence of such inability, within seven (7) days of occurrence of such a cause, and act diligently to remedy the cause of such delay or failure. The Company, shall in its sole discretion, be entitled to terminate this Agreement without any liability in case the force majeure event continues for more than thirty (30) days.

- 17.8 No amendment of this Agreement shall be valid or legally binding on the Parties unless it is in writing and duly executed by or on behalf of all the Parties to this Agreement. It is hereby expressly clarified that any increase or decrease in the size of the Issue at the time of filing the RHP, to the extent that such increase or decrease does not trigger a refiling of the DRHP in terms of the SEBI ICDR Regulations, will not warrant any amendment to this Agreement, and the relevant terms of this Agreement, including the term 'Issue', shall be construed accordingly.
- 17.9 The Service Provider shall not assign to any third party any of its rights and obligations contained herein without prior written consent of the Company and the BRLM.
- 17.10 The Service Provider agrees that monetary damages may be an inadequate remedy for breach or threatened breach of the provisions of this Agreement, and notwithstanding anything to the contrary contained herein, in the event of a breach of any provisions of this Agreement, the respective rights and obligations hereunder shall be enforceable by specific performance or injunctive remedy.
- 17.11 The Company agrees to the following, as part of the obligation to this Agreement:
- (a) to give clear direction and information to the Service Provider on activities, materials, plans and research reports;
 - (b) to give access to and availability of the top management for direction, spokesman-ship and performance reviews with prior appointment, preferably in writing; and
 - (c) to give adequate lead-time and advance notice, as is necessary to professionally carry out services provided under this Agreement.
- 17.12 The Service Provider shall not use the name, trademark, logo of the Company or its Affiliates and/or of the BRLM in any sales or marketing publication or advertisement, or in any other manner without prior written consent of the Company and/or the BRLM as the case may be. In case of any misuse of the name, trademark, logo of the Company or its Affiliates and/or of the BRLM, the Company and/or the BRLM, as the case may be, may take any action as may be deemed fit against the Service Provider including but not limited to any equitable or injunctive relief.
- 17.13 In case any notice is required to be given for the purposes of this Agreement, the same shall be given by personal delivery or by Speed Post / Registered Post A.D. / email and shall be addressed as follows:

In case of the Service Provider, to:

CONCEPT COMMUNICATION LIMITED

Queen's Mansion, Ground Floor, Prescott Road

Fort, Mumbai – 400 001

Maharashtra, India

Telephone: 40558888

Email: vivek@conceptindia.com

Attention: Vivek Suchanti

In case of the Company, to:

KATARIA DHULCHAND PANNALAL JEWELLERS LIMITED

Panna Mahal, Sagod Road,

Bhagwaan Mahavir Marg, Ratlam-457001

Madhya Pradesh, India

Telephone: 07412221214

Email: investor@katariajewellers.com

Attention: Abhay Gandhi, Executive Director

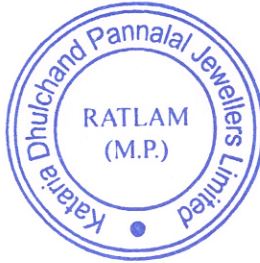
THIS SIGNATURE PAGE FORMS AN INTEGRAL PART OF THE SERVICE PROVIDER AGREEMENT ENTERED INTO BY AND BETWEEN THE COMPANY AND CONCEPT COMMUNICATION LIMITED

IN WITNESS WHEREOF, the Parties or their duly authorized signatories, have set their hands on the day and year hereinabove written:

For and on behalf of **KATARIA DHULCHAND PANNALAL JEWELLERS LIMITED**



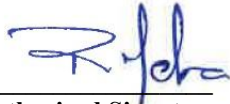
Authorized Signatory
Name: Harsh Kataria
Designation: Managing Director



THIS SIGNATURE PAGE FORMS AN INTEGRAL PART OF THE SERVICE PROVIDER AGREEMENT ENTERED INTO BY AND BETWEEN THE COMPANY AND CONCEPT COMMUNICATION LIMITED

IN WITNESS WHEREOF, the Parties or their duly authorized signatories, have set their hands on the day and year hereinabove written:

For and on behalf of **CONCEPT COMMUNICATION LIMITED**



Authorized Signatory

Name: Ravi Mehra

Designation: Executive Director



SCHEDULE I | DEFINITIONS

1. DEFINITIONS

- 1.1. All capitalized terms used in this Agreement, including the recitals, shall, unless specifically defined herein, have the meaning assigned to them in the Issue Documents. The following terms shall have the meanings ascribed to such terms below, as the context may require:

“Adverse Reporting” shall have the meaning as ascribed to it in Clause 3.1.15 (*Scope of Services – Public Relations*) of this Agreement.

“Advertisement” includes notices, brochures, pamphlets, circulars, show cards, catalogues, hoardings, placards, posters, insertions in newspaper, cover pages of the Issue Documents, pictures and films in any print media or electronic media, radio, television programmes or through any other electronic media including, but not limited to, online media and including any Issue Advertisements.

“Affiliate” with respect to any Party means (a) any other person that, directly or indirectly, through one or more intermediaries, Controls, or is Controlled by or is under common Control with such Party, (b) any other person which is a holding company, subsidiary or joint venture of such Party, and / or (c) any other person in which such Party has a “*significant influence*” or which has “*significant influence*” over such Party, where “*significant influence*” over a person is the power to participate in the management, financial, or operating policy decisions of that person, but is less than Control over those policies and shareholders beneficially holding, directly or indirectly, through one or more intermediaries a 10% or more interest in the voting power of that person are presumed to have a significant influence over that person. For the purposes of this definition, the terms “*holding company*” and “*subsidiary*” have the meanings set forth in Section 2(46) and Section 2(87) of the Companies Act, 2013, respectively.

“Agreement” shall have the meaning as ascribed to it in the preamble.

“AIBI” shall have the meaning as ascribed to it in the Recitals.

“Applicable Period” shall mean the period commencing from the Effective Date until the date on which the trading of the Equity Shares commences on the Stock Exchanges.

“Audio Visual Presentation” shall mean presentation of salient disclosures made in the DRHP, RHP, Prospectus and price band advertisement for the Issue, in audio visual format, pursuant to the SEBI ICDR Master Circular.

“Book Running Lead Manager” or **“BRLM”** shall have the meaning ascribed to such term in the Recitals.

“BSE” shall have the meaning ascribed to such term in the Recitals.

“Companies Act” shall mean the Companies Act, 2013, as amended, read with the rules, regulations, clarifications and modifications notified thereunder.

“Company Representatives” shall collectively mean the Promoters, Directors, Key Managerial Personnel, members of Senior Management, officers of the Company and its subsidiary and all other persons and/or entities acting on behalf of the Company.

“Confidential Information” means any and all non-public information disclosed by the Company to the Service Provider in any form or manner, verbal or written or electronically or by any other media or perceived by the Service Provider by any means or otherwise, including but not limited to, the Company’s technical or business information, non-public financial statements, unpublished price sensitive information, business activities, products, software, hardware, intellectual properties. Confidential Information shall also include any materials, models, data, documentation, processes, procedures, sales and marketing techniques, and development plans, business models and business forecasts, information related to customer, vendors, employees, pricing policies, advertising strategies. Confidential Information shared by the Company shall be deemed confidential whether marked as confidential or proprietary or not and under the circumstances, a person exercising reasonable business

judgment would understand to be confidential or proprietary. For abundant clarification, Confidential Information shall include any and all information whether written, electronic or verbal, which is not generally known to the public, and which has or could have commercial value to the Company's business. It includes not only information disclosed by the Company during the discussions, negotiations but also information developed or learned by the Service Provider during the course of the purpose, whether or not indicated as confidential by the Company. It will not include any information which is disclosed in the Issue Documents.

"Effective Date" shall have the meaning ascribed to such term in the preamble.

"Engagement" shall mean the letter of engagement dated August 14, 2026 executed between the Company and the Service Provider.

"Equity Shares" shall have the meaning ascribed to such term in the Recitals.

"Fresh Issue" shall have the meaning ascribed to such term in the Recitals.

"Group Company" shall have the meaning given to the term in the Issue Document.

"Intellectual Property" shall mean rights in all intellectual property including trademarks, service marks, trade names, signs, slogans, logos, insignia, copyrights, artwork, advertising and promotional materials, designs, trade dress, domain names, know-how, methodologies, trade secrets, drawings, plans, manuals, artwork, written materials, drawings, photographs, graphic materials, film, music, transcription, or other materials, whether registerable or not and held, developed as of the date hereof or in future.

"Legal Counsel" shall mean the legal counsel appointed in relation to the Issue.

"Letter of Indemnity" shall mean letter of indemnity to be issued by the Service Provider in favour of the BRLM as per the format provided in **Schedule VII** of this Agreement.

"NSE" shall have the meaning ascribed to such term in the Recitals.

"Issue" shall have the meaning ascribed to such term in the Recitals.

"Issue Advertisement" shall mean any Advertisement made by the Company, subject to the applicable provisions of the SEBI ICDR Regulations and the Companies Act, in connection with the Issue, *inter alia*, including any notices, addendum, corrigendum, statutory advertisement, announcement in relation to the filing of the DRHP with SEBI, advertisement for opening or closure of the Issue, announcement of floor price or price band as may be decided by the Company in consultation with the BRLM and advertisement for the Basis of Allotment and Issue Price including any corrigenda or addendum thereto.

"Issue Documents" shall mean the DRHP, the Red Herring Prospectus and the Prospectus together with the Supplemental Issue Materials, preliminary or final international supplement/ wrap to such offer documents and the Bid cum Application Form, the abridged prospectus and the allotment advice, including any amendments, notices, supplements, addenda or corrigenda thereto.

"Issue Price" shall have the meaning ascribed to such term in Recitals.

"Party" or **"Parties"** shall have the meaning ascribed to such terms in the preamble to this Agreement.

"Promoters" shall mean Sunil Kataria, Ravi Kataria, Harsh Kataria, Yash Kataria and Sunil Anokhilal Kataria HUF.

"Publicity Material" includes corporate Advertisements, Issue Advertisements, and other Advertisements of the Company, interviews by its Promoters, Directors, duly authorized employees or other Company Representatives, documentaries about the Company, its Promoters, periodical reports and press releases in newspapers, pictures, films, any other print medium, radio, television programmes or in any other electronic medium including, but not limited to, online media.

“**Publicity Memorandum**” shall mean the memorandum setting out the guidelines and restrictions on publicity, prepared by the Legal Counsel and provided to the Company in connection with the Issue, as set out in **Schedule VI** of this Agreement.

“**RoC**” shall have the meaning ascribed to such term in the Recitals.

“**SEBI**” shall have the meaning ascribed to such term in the Recitals.

“**SEBI Directives**” shall refer to the directives issued by SEBI in relation to price band Advertisements and other Advertisements, from time to time, which includes the following:

- a) The portion pertaining to “Risks to Investors” shall constitute at least 33% of the price band Advertisement space.
- b) The font size for price band and “Risk to investors” should be increased to match the font of Bid/Issue Programme.
- c) Matters related to application supported by blocked amount (“**ASBA**”) and unified payment interface (“**UPI**”) may be brought subsequent to Price Band, Risks to Investors, Bid/ Issue Programme and other offer details, and can be of smaller font.
- d) The portion pertaining to “**BRLM**” shall not constitute more than 10% of the price band Advertisement space.
- e) And any other directives in relation to the price band advertisements, and other advertisements, issued by SEBI from time to time, as applicable.

“**SEBI ICDR Master Circular**” shall mean the SEBI ICDR Master Circular no. HO/49/14/14(2)2026-CFD-POD2/I/4518/2026 dated February 9, 2026 and any subsequent circulars or notifications issued by SEBI and Stock Exchanges in this regard.

“**Statutory Newspapers**” shall comprise one English newspaper, one Hindi newspaper, Hindi being the regional language of the place where the registered office of the Company is situated, each with wide circulation and in which the pre-Issue advertisement is made by the Company pursuant to Regulation 43(1) of the SEBI ICDR Regulations.

“**Stock Exchanges**” shall have the meaning ascribed to such term in the Recitals.

“**Supplemental Issue Materials**” shall mean any written communication prepared by or on behalf of the Company, or used or referred to by the Company, that constitutes an offer to sell or a solicitation of an offer to buy the Equity Shares including, but not limited to, the audio-visual presentations required by the SEBI, the investor road show presentations or any other road show materials relating to the Equity Shares or the Issue, and shall include any amendment or supplement to the foregoing.

Unless otherwise specified, references to all Clauses and Sections are to the Clauses and Sections of this Agreement.

2. ADDITIONAL DEFINED TERMS

For the purposes of this Agreement, the following terms have the meanings specified in the indicated provisions of this Agreement:

DEFINED TERM	PROVISION
Adverse Reporting	Clause 3.1.15
Agreement	Preamble
AIBI	Clause 3.1.14
BRLM/ Book Running Lead Manager	Recital A
BSE	Recital A
Company	Preamble

DEFINED TERM	PROVISION
Companies Act	Recital A
DRHP/ Draft Red Herring Prospectus	Recital A
Effective Date	Preamble
Engagement Letter	Clause 5.1
Equity Shares	Recital Error! Reference source not found.
Indemnified Parties	Clause 10.1
Issue	Recital Error! Reference source not found.
Issue Documents	Recital A
Issue Price	Recital A
NSE	Recital A
Parties	Preamble
Party	Preamble
PR	Clause 2
Prospectus	Recital A
Red Herring Prospectus/ RHP	Recital A
Reporting Period	Clause 3.1.14
Registrar of Companies	Recital A
Regulation S	Recital Error! Reference source not found.
SEBI	Recital A
SEBI ICDR Regulations	Recital Error! Reference source not found.
Service Provider	Preamble
Stock Exchanges	Recital A
U.S. Securities Act	Recital A

SCHEDULE II | INTERPRETATION

Unless the context of this Agreement otherwise requires:

- (a) references to schedules are references to clauses of and schedules to this Agreement, references to paragraphs are, unless otherwise specified, references to paragraphs of the schedule in which the reference appears, and references to this Agreement include the schedules;
- (b) the recitals, schedules and annexures hereto shall constitute an integral part of this Agreement;
- (c) the headings are inserted for ease of reference only and shall not affect the construction or interpretation of this Agreement;
- (d) every reference to a particular statutory provision or other law shall be construed also as a reference to all other laws made under the law referred to and to all such laws as amended, re-enacted, consolidated or replaced or as their application or interpretation is affected by other laws from time to time and whether before or after the date of this Agreement and includes any subordinate legislation made under the relevant statute or statutory provision;
- (e) words of any gender are deemed to include those of the other gender;
- (f) references to any Party to this Agreement or any other agreement or deed or instrument shall include its survivors, successors or permitted assignees;
- (g) words using the singular or plural number also include the plural or singular number, respectively;
- (h) the terms “hereof”, “herein”, “hereby”, “hereto” and derivative or similar words refer to this entire Agreement or specified Sections of this Agreement, as the case may be;
- (i) the contents table, heading and bold typeface are only for convenience and shall be ignored for the purposes of interpretation;
- (j) the recitals are included for descriptive purposes only, are not legally binding and shall be ignored for the purposes of interpretation;
- (k) reference to any legislation or law or to any provision thereof shall include references to any such law as it may, after the date hereof, from time to time, be amended, supplemented or re-enacted, and any reference to a statutory provision shall include any subordinate legislation made from time to time under that provision;
- (l) any phrase introduced by the terms “other”, “including”, “include” and “in particular” or any similar expression shall be construed as illustrative and shall not limit the sense of the words preceding those terms;
- (m) unless otherwise specified, references to all Clauses and Sections are to the Clauses and Sections of this Agreement; and
- (n) time is of the essence in the performance of the Parties’ respective obligations. If any time period specified herein is extended, such extended time shall also be of the essence.

SCHEDULE III

There are no print and electronic media controlled by a media group where the media group has a private treaty / shareholders' agreement with the Company or the Promoters of the Company.

SCHEDULE IV

[On the letterhead of the Service Provider]

Date: [●]

Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II,
Kanakia Space, Behind Metro Mall,
Off Western Express Highway, Magathane,
Borivali East, Mumbai - 400066, Maharashtra, India.

(Smart Horizon Capital Advisors Private Limited, collectively as the Book Running Lead Manager or “BRLM”)

Ladies and Gentlemen:

Information with respect to the news reports for the proposed initial public offering of equity shares of equity shares of face value of ₹10 each (“Equity Shares”) of Kataria Dhulchand Pannalal Jewellers Limited (the “Company”, and such offering, the “Issue”)

Pursuant to the Service Provider Agreement dated [●] (“Agreement”) between the Company and Concept Communication Limited, in the period between the date of filing the Draft Red Herring Prospectus with the Securities and Exchange Board of India, and the date of closure of the Issue, we, Concept Communication Limited confirm that there have been no news reports appearing in any of the following media, other than as mentioned in **Annexure I:**

- (a) newspapers mentioned in Regulations 43(1) and 26(2) of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended, being all editions of such statutory newspapers (English and Hindi, Hindi being the regional language of Madhya Pradesh, where the Company’s registered office is situated), in this case, namely [●] and [●], in which the pre-Issue advertisement was made by the Company; and
- (b) print and electronic media controlled by a media group where the media group has a private treaty / shareholders’ agreement with the Company or its Promoters in accordance with clause 11(b) of Schedule IX of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018.

We further confirm that there are no print and electronic media controlled by a media group where the media group has a private treaty / shareholders’ agreement with the Company or the Promoters of the Company.

The certificate is true, correct and complete and accurate. The above information pertains to the media where the Issue advertisements have been published. The contents of the news reports in the table in **Annexure I** being supported by disclosures in the DRHP, the Red Herring Prospectus and the Prospectus and the relevant page numbers have been filled by the Service Provider, and the BRLM can rely on this confirmation for providing their compliance certificate in connection with press releases, Advertisement and/or Publicity Material to SEBI in this regard. We confirm that this information may be relied upon by the BRLM and legal counsel in respect of the Issue.

In case, the information is untrue, incomplete or incorrect in any respect, the Service Provider shall, at its own cost and expense, indemnify, defend and hold each of the BRLM, its Affiliates and their directors, officers, management, representatives, advisors, agents, successors, permitted assigns or employees, free and harmless from and against any and all losses, liabilities, claims, demands, judgments, actions, costs, interests, awards, penalties, proceedings and expenses including attorney’s fees and court costs arising out of any such default on the part of the Service Provider, and/or its representatives, officers, directors, employees or other persons acting on its behalf. In case of any conflict between this paragraph and the Letter of Indemnity issued by the Service Provider to the BRLM under the Agreement, the Letter of Indemnity shall prevail.

The maximum aggregate liability of the Service Provider together with its directors, partners, employees, Affiliates, associates or contractors towards the BRLM under the Agreement shall in no event exceed the

aggregate amount of professional fees paid by the Company to the Service Provider under the Agreement except in the event of fraud, wilful misconduct, wilful default, bad faith and/or gross negligence by the Service Provider.

This indemnity will survive the expiry / termination of the Agreement.

We confirm that we will immediately inform the BRLM of any changes to the information stated in this certificate until the date on which Equity Shares commence trading on the stock exchanges. In the absence of any such communications, the information stated in this certificate should be taken as updated information. This confirmation may be relied upon by the BRLM and the legal counsel in respect of the Issue.

This certificate and indemnity shall be governed by and construed in accordance with Indian laws.

Any dispute arising in relation to this certificate may be referred by the BRLM or the Service Provider to arbitration in accordance with the provisions of the Arbitration and Conciliation Act, 1996, as amended. In the event of any disputes / differences among the BRLM and the Service Provider hereto, the disputing Parties shall promptly and in good faith endeavor to settle the matter by mutual conciliation. In case no amicable resolution is reached within a period of 30 (thirty) days, the BRLM and the Service Provider shall appoint one arbitrator each and the two arbitrators so appointed shall jointly appoint the third arbitrator who shall be the presiding arbitrator within 15 (fifteen) days of receipt of the second arbitrator's confirmation of his / her appointment. The venue and seat of arbitration shall be Mumbai, Maharashtra, India and the language of arbitration shall be English. The rights and obligations of the parties under, or pursuant to, this certificate, including the arbitration clause, shall be under the sole and exclusive jurisdiction of the courts located at Mumbai, Maharashtra, India. Subject to the above, the courts of Mumbai, Maharashtra, India shall have the sole and exclusive jurisdiction in relation to any disputes arising out of this certificate.

All capitalised terms not specifically defined in this certificate will have the same meanings attributed to such terms in the Agreement.

All terms and conditions mentioned in the Agreement will apply to this letter *mutatis mutandis*.

Sincerely,

For and on behalf of **Concept Communication Limited**

Authorized Signatory

Name: [●]

Designation: [●]

Date: [●]

Annexure I

S. No.	News report details (Newspaper, edition, date)	Subject Matter	Whether the contents of the news report are supported by disclosures in the DRHP or advertisements made pursuant to the SEBI ICDR Regulations or information available on the website of the Stock Exchanges (Yes/No)	If yes, page numbers in the DRHP where the disclosures are made	If no, actions taken by the BRLM
a)	[•]	[•]	[•]	[•]	[•]
b)	[•]	[•]	[•]	[•]	[•]

**Action taken by the BRLM to be provided by the BRLM*

SCHEDULE V

Extracts of Section 30 of the Companies Act, 2013:

30. Advertisement of Prospectus

Where an advertisement of any prospectus of a company is published in any manner, it shall be necessary to specify therein the contents of its memorandum as regards the objects, the liability of members and the amount of share capital of the company, and the names of the signatories to the memorandum and the number of shares subscribed for by them, and its capital structure.

Extracts of the SEBI ICDR Regulations:

Regulation 42. Public communications, publicity materials, advertisements and research reports

All public communication, publicity materials, advertisements and research reports shall comply with the provisions of Schedule IX.

SCHEDULE IX – PUBLIC COMMUNICATIONS AND PUBLICITY MATERIALS

- (1) Any public communication including advertisements, publicity material and research reports (referred to as public communication) issued or made by the issuer or its associate company, or by the lead manager(s) or their associates or any other intermediary connected with the issue or their associates, shall contain only such information as contained in the draft offer document/offer document and shall comply with the following:
 - (a) it shall be truthful, fair and shall not be manipulative or deceptive or distorted and it shall not contain any statement, promise or forecast which is untrue or misleading;
 - (b) if it reproduces or purports to reproduce any information contained in the draft offer document or draft letter of offer or offer document, as the case may be, it shall reproduce such information in full and disclose all relevant facts not to be restricted to select extracts relating to that information;
 - (c) it shall be set forth in a clear, concise and understandable language;
 - (d) it shall not include any issue slogans or brand names for the issue except the normal commercial name of the issuer or commercial brand names of its products already in use or disclosed in the draft offer document or draft letter of offer or offer document, as the case may be;
 - (e) it shall not contain slogans, expletives or non-factual and unsubstantiated titles;
 - (f) if it presents any financial data, data for the past three years shall also be included along with particulars relating to revenue, net profit, share capital, reserves / other equity (as the case may be), earnings per share, dividends and the book values, to the extent applicable;
 - (g) issue advertisements shall not use technical, legal or complex language and excessive details which may distract the investor;
 - (h) issue advertisements shall not contain statements which promise or guarantee rapid increase in revenue or profits;
 - (i) issue advertisements shall not display models, celebrities, fictional characters, landmarks, caricatures or the likes;
 - (j) issue advertisements on television shall not appear in the form of crawlers (advertisements which run simultaneously with the programme in a narrow strip at the bottom of the television screen) on television;

- (k) issue advertisements on television shall advise the viewers to refer to the draft offer document or offer document, as the case may be, for the risk factors;
 - (l) an advertisement or research report containing highlights, shall advise the readers to refer to the risk factors and other disclosures in the draft offer document or the offer document, as the case may be, for details in not less than point seven size;
 - (m) an issue advertisement displayed on a billboard / banners shall contain information as specified in Part D of Schedule X;
 - (n) an issue advertisement which contains highlights or information other than the details contained in the formats as specified in Schedule X shall prominently advise the viewers to refer to the draft offer document and offer document for details and risk factors.
- (2) All public communications issued or published in any media during the period commencing from the date of the meeting of the board of directors of the issuer in which the public issue is approved till the date of filing draft offer document with the Board shall be consistent with its past practices:
- Provided that where such public communication is not consistent with the past practices of the issuer, it shall be prominently displayed or announced in such public communication that the issuer is proposing to make a public issue of specified securities in the near future and is in the process of filing a draft offer document.
- (3) All public communications issued or published in any media during the period commencing from the date of filing draft offer document or draft letter of offer till the date of allotment of securities offered in the issue, shall prominently disclose that the issuer is proposing to make a public issue or rights issue of the specified securities and has filed the draft offer document or the draft letter of offer or has filed the offer document or letter of offer, as the case may be, and that it is available on the websites of the Board, lead manager(s) and stock exchanges.
- Provided that requirements of this sub-regulation shall not be applicable in case of advertisements of products or services of the issuer.
- (4) The issuer shall make a prompt, true and fair disclosure of all material developments which take place between the date of filing offer document and the date of allotment of specified securities, which may have a material effect on the issuer, by issuing public notices in all the newspapers in which the issuer had released pre-issue advertisement under applicable provisions of these regulations;
 - (5) The issuer shall not, directly or indirectly, release, during any conference or at any other time, any material or information which is not contained in the offer document.
 - (6) For all issue advertisements and public communications, the issuer shall obtain the approval from the lead manager(s) responsible for marketing the issue and shall also provide copies of all issue related materials to all lead manager(s).
 - (7) Any advertisement or research report issued / made by the issuer / cause to be issued by the issuer or its associate company (as defined under the Companies Act, 2013), or by the lead manager(s) or their associates (as defined in the Securities and Exchange Board of India (Merchant Bankers) Regulations, 1992) or any other intermediary connected with the issue or their associates (as defined under Securities and Exchange Board of India (Intermediaries) Regulations, 2008) shall comply with the following:
 - (a) it shall be truthful, fair and shall not be manipulative or deceptive or distorted and it shall not contain any statement, promise or forecast which is untrue or misleading;
 - (b) if it reproduces or purports to reproduce any information contained in the draft an offer document or draft letter of offer or offer document, as the case may be, it shall reproduce such information in full and disclose all relevant facts not to be restricted to select extracts relating to that information;
 - (c) it shall be set forth in a clear, concise and understandable language;

- (d) it shall not include any issue slogans or brand names for the issue except the normal commercial name of the issuer or commercial brand names of its products already in use or and disclosed in the draft offer document or draft letter of offer or offer document, as the case may be;
 - (e) if it presents any financial data, data for the past three years shall also be included along with particulars relating to sales, gross profit, net profit, share capital, reserves, earnings per share, dividends and the book values, to the extent applicable;
 - (f) no advertisement shall use extensive technical, legal terminology or complex language and excessive details which may distract the investor;
 - (g) no issue advertisement shall contain statements which promise or guarantee rapid increase in profits;
 - (h) no issue advertisement shall display models, celebrities, fictional characters, landmarks or caricatures or the likes;
 - (i) no issue advertisement shall appear in the form of crawlers (the advertisements which run simultaneously with the programme in a narrow strip at the bottom of the television screen) on television;
 - (j) in any issue advertisement on television screen, the risk factors shall not be scrolled on the television screen and the advertisement shall advise the viewers to refer to draft offer document or draft letter of offer or offer document, as the case may be, or other documents, the red herring prospectus or other offer document for details;
 - (k) no issue advertisement shall contain slogans, expletives or non-factual and unsubstantiated titles;
 - (l) if an advertisement or research report contains highlights, the advertisement or research report, as applicable, shall prominently advise the viewers to refer to the draft offer document or draft letter of offer or offer document, as the case may be, for details contains highlights, it shall also contain risk factors with equal importance in all respects including print size of not less than point seven size;
 - (m) an issue advertisement displayed on a billboard shall not contain information other than that specified in Part D of Schedule X;
 - (n) an issue advertisement which contains highlights or information other than the details contained in the format as specified in Schedule X shall prominently advise the viewers to refer to the offer document for details and risk factors.
- (8) No public information with respect to the issue shall contain any offer of incentives, to the investors whether direct or indirect, in any manner, whether in cash or kind or services or otherwise.
 - (9) No advertisement relating to product or service provided by the issuer shall contain any reference, directly or indirectly, to the performance of the issuer during the period commencing from the date of the resolution of the board of directors of the issuer approving the public issue till the date of allotment of specified securities offered in such issue.
 - (10) No information which is extraneous to the information disclosed in the draft offer document or offer document, as the case may be, or otherwise, shall be given by the issuer or any member of the issue management team or syndicate to any particular section of the investors or to any research analyst in any manner whatsoever, including at road shows, presentations, in research or sales reports or at bidding centres.
 - (11) The lead manager(s) shall submit a compliance certificate in the format specified in Part E of Schedule X for the period between the date of filing the draft offer document / draft letter of offer and the date of closure of the issue, in respect of news reports appearing in any of the following media:

- (a) newspapers mentioned in these regulations;
- (b) print and electronic media controlled by a media group where the media group has a private treaty or shareholders' agreement with the issuer or promoters of the issuer.

Explanation: For the purpose of this schedule:

- (I) *“public communication or publicity material” includes corporate, issue advertisements of the issuer, interviews by its promoters, directors, duly authorized employees or representatives of the issuer, documentaries about the issuer or its promoters, periodical reports and press releases.*
- (II) *Any advertisement issued by the issuer shall be considered to be misleading, if it contains:*
 - (a) *Statements made about the performance or activities of the issuer without necessary explanatory or qualifying statements, which may give an exaggerated picture of such performance or activities.*
 - (b) *An inaccurate portrayal of past performance or its portrayal in a manner which implies that past gains or income will be repeated in the future.*

SCHEDULE VI

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PUBLICITY MEMORANDUM

Date:	March 11, 2026
To:	Kataria Dhulchand Pannalal Jewellers Limited
From:	M/s. Crawford Bayley & Co.
Copy to:	Smart Horizon Capital Advisors Private Limited <i>(Formerly known as Shreni Capital Advisors Private Limited)</i>

Re: Restrictions on publicity in connection with the proposed initial public offering of equity shares (the “**Securities**”) by the Company

1. General

- a. This memorandum sets out the principal restrictions (the “**Restrictions**”) under Indian law in respect of any public communication if including but not limited to advertisements, publicity material, marketing activities and research reports, as applicable, to the recipients of this memorandum, applicable in relation to the proposed initial public offer of the equity shares of Kataria Dhulchand Pannalal Jewellers Limited (the “**Company**”, such equity shares referred to as the “**Equity Shares**”, and such public offer of the Equity Shares by the Company, referred to as the “**Offer**”). The Offer will be governed by the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the “**SEBI ICDR Regulations**”), and the Companies Act, 2013, as amended (the “**Companies Act**”) and the rules framed thereunder, and any communication provided by Securities and Exchange Board of India (“**SEBI**”) directly or routed through Association of Investment Bankers of India and any other applicable law. Please note that this Memorandum sets out the Restrictions under Indian law only and does not extend to the corresponding restrictions under the laws of the United States of America or any other law governing the foreign jurisdictions.
- b. Unless otherwise specified, the Restrictions apply to the Company, its subsidiaries, joint ventures, associates, body corporate if any, promoter(s), board of directors, their respective controlling persons, affiliates, and the shareholders of the Company (collectively referred to as the “**Group**”), and their respective directors, officers, employees, management, all persons acting on their behalf (including any public relations firm and financial advisor) (collectively, the “**Company Participants**”). The Book Running Lead Manager (“**BRLM**”) appointed for the Offer, along with its associates and any other intermediaries (including syndicate members, Counsel *(as defined below)*, Registrar to the Offer, Statutory Auditor) (collectively, the “**Intermediaries**”), connected with the Offer, along with their associates, must also observe these Restrictions in relation to the Offer (the Company Participants, the selling shareholders, the BRLM, Intermediaries and syndicate members are collectively referred to as, the “**Offer Participants**”).
- c. We further understand that the Offer will be undertaken, in accordance with applicable law including the Companies Act, 2013 and the SEBI ICDR Regulations, pursuant to the Offer Documents *(as defined hereinafter)* to be prepared by the Company.
- d. The BRLM and the Counsel must review all information (other than normal and routine product advertising published) that any Offering Participant wishes to publish during the issue period (the “**Pre-Release Review**”). Offering Participants should not publish any information (other than normal and routine product advertising) unless the BRLM and the Counsel has approved such publication in accordance with these publicity guidelines.

The following activities and/or materials are examples of what will be subject to a Pre-Release Review:

- corporate brochures, information packs and videos;
- all contact with the press, including interviews, press conferences, telephone calls and written press releases;
- all contact with securities analysts;
- all contact with investors (including shareholders), including investor presentations and “non-deal” roadshows;
- annual reports, results announcements, accounts and other corporate communications;
- advertising, other than normal and routine product advertising;
- Internet and website activities;
- speeches and seminars; and

- any internal communication of information with persons who are not involved in the Issue (e.g., company newsletters).

However, the Company may continue to engage in permitted publicity which includes:

- normal and routine product advertising,
 - routine corporate communications; and
 - factual business announcements
- e. Factual business announcements will include communications regarding factual operational developments (e.g., receipt of a contract, settlement of a strike) in each case, published strictly in accordance with past practice (i.e., in the same manner as in the past).
- f. We strongly recommend that the Offer Participants contact M/s. Crawford Bayley & Co (hereinafter referred to as “**Counsel**”) as early as possible when approached by the press, media or by securities analysts, when invited to any conference or before planning any event that is likely to generate publicity or before issuing any advertisement in relation to the Group, their business or the Offer, to ensure compliance with the relevant legal requirements.
- g. It would be advisable for the Company and any selling shareholders, as applicable to designate a member of their respective management teams to (i) review all proposed press releases, analyst presentations, speeches, and responses to queries from the press and other publicity, including any information to be posted on the Company’s and / or the selling shareholders’ website or any social media platform, to ensure compliance with these Restrictions, and (ii) contact the Counsel and the BRLM in the event of any questions. Specifically, please ensure that all members of the board of directors of the Company and the selling shareholders and other personnel in regular contact with the press and media are made familiar with these Restrictions. Please also share a copy of these Restrictions with the Company Participants, as these would be applicable to any publicity activities they may undertake in relation to the Offer, the Company or its business on a standalone or consolidated basis.
- h. We recommend that these Publicity Guidelines be distributed to all Offer Participants, including persons responsible for public relations, persons in regular contact with the press, and any advertising, public relations or marketing agencies retained in connection with the Offer. Each Offer Participant should ensure that all relevant persons in its organisation are aware of the Restrictions and should institute controls to ensure compliance.
- i. In respect of all Publicity Material (*as defined below*), (i) approval shall be obtained from the BRLM as well as the Counsel, and (ii) copies of all Offer-related materials shall be made available with the BRLM and the Counsel until allotment and/or transfer of Equity Shares in the Offer is completed. The Company and the BRLM must ensure compliance by the Offer Participants of the Restrictions and the compliances prescribed in relation thereto. In the event of any questions in this regard, clarifications may be sought from the Counsel.
- j. Accordingly, please disseminate promptly the attached information to the Offer Participants.
- k. Failure to comply with the Restrictions could affect the ability to launch the Offer in the time and manner contemplated and could expose the Offer Participants to liability under Indian securities laws.
- l. This memorandum is a summary only and does not constitute a complete description of the relevant laws, rules and regulations in the India applicable to the Offer. Accordingly, the Offer Participants are encouraged to discuss with the Counsel and BRLM any plans with respect to publicity and advertising throughout the Offer process, particularly before engaging any public relations specialists or granting interviews to any members of the media or any financial or securities analysts

2. Restrictions on Publicity

- a. The SEBI regulates the Indian securities market. It has framed the regulations and guidelines that govern the primary and secondary capital markets of India including the SEBI ICDR Regulations. The SEBI ICDR Regulations and any circulars and guidelines prescribed thereunder are applicable to all public issues undertaken by listed and unlisted companies in India. Regulations 42, 43 and 51 read with Schedules IX and X of the SEBI ICDR Regulations sets out the regulations under Indian law in connection with public

communication, publicity material, advertisements and research reports for any public issue of securities by Indian companies.

b. For the purpose of these Restrictions:

- (i) “*Public communication or publicity material*” includes corporate Offer advertisements of the Company, and its subsidiaries, joint ventures, if any, research reports issued or made by the BRLM or any intermediary concerned with the Offer interviews by its promoter(s), directors, duly authorised employees or representatives of the Offer Participants, any contact with press or securities analysts or representatives of independent research or consulting firms, documentaries about the Company, its subsidiaries (if any), its affiliates/associates, its joint ventures (if any), or its promoter(s), periodical reports and press releases, whether written, oral or electronic form and whether made by means of an Advertisement (*as defined below*), article, newsletters, notice, mailing, press conference, speech, presentation, interview, telephone conference, press release, brochure, seminar, meeting, radio or television broadcast, video, internet, email, or other web-based communication, including, *inter alia*, social networking websites such as LinkedIn, Meta (*formerly known as Facebook*) or X (*formerly known as Twitter*), etc., bulletin boards, company newsletters, or any other medium.
- (ii) “*Advertisement*” includes notices, brochures, pamphlets, show cards, catalogues, hoardings, placards, posters, insertions in newspaper, pictures and films in any print media or electronic media, radio, television program (collectively, with public communication and publicity material, referred to as the “**Publicity Material**”).

c. The salient features of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015, as amended (the “**Insider Trading Regulations 2015**”) are set out below:

- (i) The Insider Trading Regulations 2015 govern, *inter alia*, the communication and procurement of unpublished price sensitive information relating to companies or securities ‘listed’ or ‘proposed to be listed’ in India.
- (ii) As per the Insider Trading Regulations 2015, any person who is a connected person or is in possession of, or has access to, unpublished price sensitive information (an “**Insider**”) is not allowed to, *inter alia*, (i) communicate, provide, or allow access to any unpublished price sensitive information, relating to a company or securities listed or proposed to be listed, to any person including other insiders except where such communication is in furtherance of legitimate purposes, performance of duties or discharge of legal obligations; and (ii) trade in securities that are listed or proposed to be listed on a stock exchange when in possession of unpublished price sensitive information, subject to certain exceptions.
- (iii) The term “*connected person*” means (i) any person who is, or has, during the six months prior to the concerned act, been associated with a company, directly or indirectly, in any capacity including by reason of frequent communication with its officers, or by being in any contractual, fiduciary or employment relationship or by being a director, officer or an employee of the company or holds any position including a professional or business relationship between himself and the company whether temporary or permanent, that allows such person, directly or indirectly, access to unpublished price sensitive information or is reasonably expected to allow such access; (ii) without prejudice to the generality of the foregoing, the persons falling within the following categories who are deemed to be connected persons unless the contrary is established:
 - a relative of connected persons specified in clause (i) above; or
 - a holding company or associate company or subsidiary company; or
 - an intermediary as specified in Section 12 of the Securities and Exchange Board of India Act, 1992, as amended (the “**SEBI Act**”) or an employee or director thereof; or
 - an investment company, trustee company, asset management company or an employee or director thereof; or
 - an official of a stock exchange or of clearing house or corporation; or
 - a member of board of trustees of a mutual fund or a member of the board of directors of the asset management company of a mutual fund or is an employee thereof; or
 - a member of the board of directors or an employee of a public financial institution as defined in section 2(72) of the Companies Act, 2013; or

- an official or an employee of a self-regulatory organisation recognised or authorised by SEBI; or
- a banker of the company; or
- a concern, firm, trust, Hindu undivided family, company or association of persons wherein a director of a company or his relative or banker of the company, has more than 10% of the holding or interest.
- a firm or its partner or its employee in which a connected person specified in the paragraph 2(c)(iii)(i) of is also a partner; or
- a person sharing household or residence with a connected person specified in this paragraph 2(c)(iii)(i)

Please note that the definition of “*connected person*” under the Insider Trading Regulations 2015 is also intended to bring into its ambit persons who may not seemingly occupy any position in a company but are in regular touch with the company and its officers and are involved in the know of the company’s operations. Further, the definition is intended to bring within its ambit those who would have access to, or could access, unpublished price sensitive information about any company or class of companies by virtue of any connection that would put them in possession of unpublished price sensitive information.

Further, the term “*relative*” shall mean the following:

- a. spouse of the person;
- b. parent of the person and parent of its spouse;
- c. sibling of the person and sibling of its spouse;
- d. child of the person and child of its spouse;
- e. spouse of the person listed at point (c); and
- f. spouse of the person listed at point (d)

- (iv) The term “*unpublished price sensitive information*” means any information, relating to a company or its securities, directly or indirectly, that is not generally available which, upon becoming generally available, is likely to materially affect the price of the securities and shall ordinarily include but shall not be restricted to information relating to the following:–

- financial results;
- dividends;
- change in capital structure;
- mergers, de-mergers, acquisitions, delistings, disposals and expansion of business and such other transactions; changes in key managerial personnel, other than due to superannuation or end of term, and resignation of a Statutory Auditor or Secretarial Auditor;
- change in rating(s), other than ESG rating(s);
- fund raising proposed to be undertaken;
- agreements, by whatever name called, which may impact the management or control of the company;
- fraud¹ or defaults² by the company, its promoter, director, key managerial personnel, or subsidiary or arrest of key managerial personnel, promoter or director of the company, whether occurred within India or abroad;
- resolution plan/ restructuring or one-time settlement in relation to loans/borrowings from banks/financial institutions;
- admission of winding-up petition filed by any party /creditors and admission of application by the Tribunal filed by the corporate applicant or financial creditors for initiation of corporate insolvency resolution process against the company as a corporate debtor, approval of resolution plan or rejection thereof under the Insolvency and Bankruptcy Code, 2016;
- initiation of forensic audit, by whatever name called, by the company or any other entity for detecting mis-statement in financials, misappropriation/ siphoning or diversion of funds and receipt of final forensic audit report;

¹ The term “*fraud*” shall have the same meaning as referred to in Regulation 2(1)(c) of Securities and Exchange Board of India (Prohibition of Fraudulent and Unfair Trade Practices relating to Securities Market) Regulations, 2003.

² The term “*default*” shall have the same meaning as referred to in Clause 6 of paragraph A of Part A of Schedule III of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

- action(s) initiated or orders passed within India or abroad, by any regulatory, statutory, enforcement authority or judicial body against the company or its directors, key managerial personnel, promoter or subsidiary, in relation to the company;
- outcome of any litigation(s) or dispute(s) which may have an impact on the company;
- giving of guarantees or indemnity or becoming a surety, by whatever named called, for any third party, by the company not in the normal course of business;
- granting, withdrawal, surrender, cancellation or suspension of key licenses or regulatory approvals.

The explanation to the definition of “*unpublished price sensitive information*” under the SEBI Insider Trading Regulations provides that for identification of events enumerated in the abovementioned paragraph as unpublished price sensitive information, the guidelines for materiality referred at paragraph A of Part A of Schedule III of the SEBI Listing Regulations, as may be specified by SEBI from time to time and materiality as referred at paragraph B of Part A of Schedule III of the SEBI Listing Regulations shall be applicable.

The note to the definition of ‘unpublished price sensitive information’ under the Insider Trading Regulations, 2015, intended that information relating to an issuer or its securities, that is not generally available would be unpublished price sensitive information if it is likely to materially affect the price upon coming into the public domain. It further clarifies that the above definition provides an indicative list of the type of matters that would ordinarily give rise to unpublished price sensitive information to give illustrative guidance of unpublished price sensitive information have been listed above to give illustrative guidance of unpublished price sensitive information.

The note to communication or procurement of unpublished price sensitive information under the SEBI Insider Trading Regulations also indicates that it intended to cast an obligation on all insiders who are essentially persons in possession of unpublished price sensitive information to handle such information with care and to deal with the information with them when transacting their business strictly on a need-to-know basis. It is also intended to lead to organizations developing practices based on need-to-know principles for treatment of information in their possession.

The SEBI Insider Trading Regulations clarify that any person who has been in possession of unpublished price sensitive information, trades in securities that are listed when in such possession, any such trades would be presumed to have been motivated by the knowledge and awareness of such information in their possession.

- (v) The term “*generally available information*” means information that is accessible to the public on a non-discriminatory basis and shall not include unverified event or information reported in print or electronic media. The note to the definition as provided in the Insider Trading Regulations 2015 also indicates that information published on the website of a stock exchange, would ordinarily be considered generally available.
- d. The Company should strictly comply with the Insider Trading Regulations 2015 to ensure the preservation, handling and dealing of unpublished price sensitive information likely to affect the price of any securities of the Company. Additionally, the Company should also comply with and ensure compliance of its prevention of insider trading policy and code of fair disclosure and conduct (including the policy for determination of ‘legitimate purposes’) and policies and procedures for inquiry in case of leak of unpublished price sensitive information or suspected leak of unpublished price sensitive information, required to be framed pursuant to the Insider Trading Regulation 2015.
- e. Further, SEBI mandated the advertisement of disclosures made in the DRHP/RHP and Price Band Advertisement to be made available in Audio Visual (AV) format as well vide SEBI Master circular no. HO/49/14/14(2)2026-CFD-POD2/I/4518/2026 dated February 9, 2026 (“**SEBI ICDR Master Circular**”). Salient features of the AV Circular are given below:
- i. The AV advertisements should be made in bilingual format i.e. Hindi and English. The Hindi version should contain the Devanagari script. While translating the text into Hindi, matters such as financial information, name of regulators, website/ e-mail addresses, etc. may be kept in English.
 - ii. The AV should be updated with information disclosed in the RHP/Prospectus and the price band advertisement including details of the issue opening/closing date, price/ price-band etc., and

uploaded on the date of publication of the price band advertisement (or the date of filing of the prospectus, in case of fixed price offerings).

- iii. AV advertisements should be in compliance with the provisions regarding “Public communications and publicity materials” prescribed under Schedule IX of SEBI ICDR Regulations, 2018.
- iv. The AV advertisements should contain the following disclosures:

“Investors are advised not to rely on any other document, content or information provided in respect to the public issue on the internet/online websites/social media platforms/micro-blogging platforms by influencers.

Investors are advised to rely only on the information contained in the Offer Documents and Price Band Advertisement for making investment decision.”

- v. The duration of each bilingual version of the AV advertisement shall be approximately 10 minutes.
- vi. The total duration of the AV advertisement shall be equitably distributed to cover material disclosures made under various sections of the DRHP and RHP viz. about the Company, risk factors, capital structure, objects of the offer, business of the Company, promoters, management, summary of financial information, litigations, material developments and terms of the offer etc.
- vii. The AV should convey accurate information in a clear and understandable manner, avoid jargon or overly technical language that may confuse potential investors. Misleading statements or omissions that could misinform potential investors must not be included in the AV.
- viii. The content of the AV advertisement must be factual, non-repetitive, nonpromotional and shall not be misleading in any manner. The AV should clearly state that it is for information purposes only and is not a promotional video and does not constitute an invitation or offer to acquire, purchase or subscribe to the Shares. It should maintain a professional demeanour throughout its duration and avoid making exaggerated claims or promises about the Company’s prospects.
- ix. In case an industry report is being cited as a source, the AV should mention in the voice over and the text, the name of the entity that has issued the report and whether the industry report is commissioned and paid for by the Company.
- x. A scan-able QR code should be included in the AV that gives access to the website of the Lead Manager where a copy of: (i) the DRHP can be viewed, for AV uploaded at the DRHP stage, (ii) the offer documents, price band advertisement, etc. (as applicable) can be viewed, for AVs uploaded on the date of publication of the price band advertisement.

In addition, the AV must be prepared in accordance with the provisions set out in Schedule IX of the SEBI ICDR Regulations relating to “Public Communications and Publicity Materials”. The Company and the Book Running Lead Manager shall be responsible for the content and information made available in the AV

- f. It is essential that all Publicity Material released in the period between the date of the resolution of the board of directors of the Company approving the Offer or the date of the kick-off meeting (whichever is earlier) and the date of allotment and/or transfer of the Equity Shares offered in the Offer is truthful, fair, accurate, unambiguous, verifiable and not manipulative, deceptive or distorted, and shall not contain any statement, promise or forecast which is misleading or untrue and consistent with, and supported by, the information which will be contained in the Draft Red Herring Prospectus (“**DRHP**”), the Red Herring Prospectus (“**RHP**”) and the Prospectus (collectively, the “**Offer Documents**”) issued in connection with the Offer. It is also essential that no information that may have a material bearing in making an informed decision to invest in the Equity Shares offered in the Offer, or would be likely to stimulate interest in the Company or its securities (including the Equity Shares), or could be reasonably expected to have the effect of conditioning the market for the Equity Shares, is made available publicly but omitted from the Offer Documents.
- g. The Internet permits market participants to disseminate advertisements and other information regarding securities across borders. Posting of information regarding the Offering on a website or social media platform

may constitute an offer of securities for purposes of securities laws of other jurisdictions or may have the effect of conditioning the market.

- h. No Offer Participant should share any projections, estimates or conjectures with, or make any forward-looking statement relating to the Company or the Shares, until the date of listing and trading of Equity Shares. Further, the Publicity Material should not contain any information which may be price sensitive with respect to any group company of the Company whose securities are listed on the stock exchanges, unless such information has been disclosed to the stock exchanges.

3. Applicability

The Restrictions may be classified on the basis of the periods mentioned below:

- a. the period commencing from the date of the meeting of the board of directors of the Company in which the Offer is approved, or the date of the kick-off meeting (whichever is earlier) till the date of filing the DRHP with SEBI (“**Pre-Filing Period**”); and
- b. the period commencing from the date of filing the DRHP with SEBI till the later of (i) the date of allotment of the Equity Shares offered in the Offer, or (ii) as advised by the Counsel and the BRLM (“**Post-Filing Period**”).

Please note however that for the Pre-Filing Period, it is advisable that the Restrictions be complied with, from the date of the kick-off meeting. Please note that if the DRHP filed by the Company is returned by SEBI and/or a refiling of the DRHP is necessitated, these Restrictions shall continue to apply and shall not be suspended, unless the DRHP is withdrawn.

4. Publicity during the Pre-Filing Period

- a. The Publicity Material during the Pre-Filing Period should be consistent with past practices of the Company. In order to determine what is consistent with past practices of the Company, we request you to share Advertising Material that has been issued by the Company in the past three years with the BRLM and the Counsel.
- b. If such Publicity Material is not consistent with the past practices of the Company, it shall be prominently displayed or announced in such Publicity Material that:

“Kataria Dhulchand Pannalal Jewellers Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, a public issue of its equity shares in the near future and is in the process of filing a draft red herring prospectus with the Securities and Exchange Board of India.”

The disclaimer should be displayed in a legible and prominent manner, such that the same is not disproportionate to the contents of the Publicity Material. However, such disclaimer may not be displayed in the product and service advertisements issued by the Company.

- c. The Company should ensure that all Publicity Material to be released (including past Publicity Material which are required to be circulated again) are pre-cleared by the BRLM and the Counsel.
- d. During the Pre-Filing Period, the Publicity Material should not contain any reference to the Offer (other than the aforesaid disclaimer in relation to the Offer, if applicable), the valuation of the Equity Shares of the Company or future projections of financial performance of the Company or the Group and shall be in accordance with the Publicity Restrictions.

5. Publicity during Post-Filing Period

All the Publicity Material during the Post-Filing Period should be consistent with the disclosures in the Offer Documents.

- a. During the Post-Filing Period, the following should be ensured and complied with:
 - (i) The Publicity Material (other than product or service advertisements of the Company) should prominently display or announce that the Company proposes to undertake the Offer and has filed a DRHP with SEBI or

has filed the RHP or Prospectus with the Registrar of Companies, Madhya Pradesh at Gwalior (“RoC”), as the case may be;

- (ii) Such Publicity Material (excluding product or service advertisements of the Company) shall further state that the DRHP, the RHP or the Prospectus, as the case may be, is available on the website of SEBI at www.sebi.gov.in as well as on the websites of the BRLM and the websites of the stock exchange(s). An indicative format of the disclaimer, which should be included in all Publicity Material/ communications during the Post-Filing Period is provided below:

“Kataria Dhulchand Pannalal Jewellers Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its equity shares and has filed a [Draft Red Herring Prospectus (“DRHP”) dated [●] with the Securities and Exchange Board of India (“SEBI”)]/ [the Red Herring Prospectus (“RHP”) dated [●] with the Registrar of Companies, Madhya Pradesh at Gwalior] / [the prospectus dated [●] with the Registrar of Companies, Madhya Pradesh at Gwalior]. The [DRHP/ RHP/ Prospectus] is available on the website of SEBI at www.sebi.gov.in as well as on the website of the Book Running Lead Manager, Smart Horizon Capital Advisors Private Limited (Formerly known as Shreni Capital Advisors Private Limited) at <https://shcapl.com/investors/>, the websites of the stock exchange(s) at www.nseindia.com and www.bseindia.com, respectively. Potential investor should note that investment in equity shares involves a high degree of risk and for details refer to the [DRHP]/[RHP] / [Prospectus], including the section titled “Risk Factors”.

This disclaimer should be appropriately modified at different stages of the proposed Offer. The disclaimer should be displayed in a legible and prominent manner, such that the same is not disproportionately smaller than the contents of the Publicity Material. However, as stated above, this requirement is not applicable to product or service advertisements of the Company.

- (iii) Such Publicity Material shall contain only factual information and shall not contain any projections, estimates, conjectures, forward looking statements, speculations or forecast or any matter extraneous to the DRHP filed with SEBI and the relevant stock exchange(s) or the RHP or the Prospectus filed with the RoC and submitted to SEBI and the stock exchange(s), as the case may be.
- (iv) The Offer Participants shall not, directly or indirectly, release, during any conference or at any other time, any material or information which is extraneous to the DRHP filed with SEBI and the relevant stock exchange(s) or the RHP or Prospectus filed with the RoC and submitted to SEBI the stock exchange(s), as the case may be, or which contain references to the Offer without having it reviewed in advance by the BRLM and the Counsel.
- b. The Company shall keep a record of any Publicity Material released by the Company as well as the Group, or any selling shareholders, in consultation with the BRLM, in relation to the Company, the Group or its business or the Offer, released in any form, print, electronic or otherwise, from the date of filing of the DRHP till the completion of the Offer and provide copies of the Publicity Material, including transcripts of interviews given, to the BRLM promptly upon request.
- c. Further, under Clause 11 of Schedule IX of the SEBI ICDR Regulations, the Company and each advertising agency engaged by the Company shall provide a compliance certificate, to the BRLM in relation to the Publicity Material or news reports in relation to the Company, its promoters or the Offer (“**News Reports**”), from the date of filing of the DRHP till the closure of the Offer, appearing in the following media:
- (i) newspapers in which the pre-Offer advertisements including the advertisement to be issued pursuant to/simultaneously with the filing of the DRHP with SEBI and the relevant stock exchanges, as per the SEBI ICDR Regulations, were published; and
- (ii) print and electronic media controlled by a media group where the media group has a private treaty or shareholders’ agreement with the Company or its promoter(s), as applicable.

Accordingly, please ensure that the relevant advertising or publicity agency appointed for the Offer (i) monitors and tracks all Publicity Material or News Reports in those newspapers and other print and electronic media as specified in (ii) above, if applicable, that are specified to them by the BRLM; (ii) provides drafts of all Publicity communication on a timely basis to the Counsel and the BRLM for approval; and (iii) is provided with a copy of these Publicity Guidelines. The certificate shall be provided in the following format, as specified in Part E of Schedule X of the SEBI ICDR Regulations, unless any amendments to the same may be provided by SEBI:

Sl. No.	Newspaper, edition, date	Subject matter	Whether contents of the news report are supported by disclosures in the Offer Document or advertisements made pursuant to the SEBI ICDR Regulations or information available on the website of the stock exchanges		If yes, page numbers in the Offer Document where disclosures are made	If no, action taken by the BRLM*
			Yes	No		

*Action taken by the BRLM to be provided by the BRLM

d. **Product or Service Advertisements**

Product or service advertisements issued by the Company, including mobile based advertisements (including, but not limited to SMS or app based), should not contain any reference, directly or indirectly, to the performance of the Company during the period commencing from the date of the resolution of the board of directors of the Company approving the Offer, or from the date of the kick-off meeting, whichever is earlier, till the date of allotment of Equity Shares offered in the Offer and should limit corporate information, if any, including commercial name of the Company or commercial brand names of its products already in use, to what is consistent with past practices, provided that such corporate information should not result in the product or service advertisements being considered otherwise.

Please note however that for the Pre-Filing Period, it is advisable that the Restrictions be complied with, from the date of the kick-off meeting.

e. **Statutory Advertisements in the Offer process**

(i) *Public announcement (after filing the DRHP)*

Under Regulation 26(2) of the SEBI ICDR Regulations, the Company shall, within two days of the date of filing the DRHP with SEBI, make a public announcement in one English national daily newspaper with wide circulation, one Hindi national daily newspaper with wide circulation and one regional language newspaper with wide circulation at the place where the registered office of the Company is situated, disclosing to the public the fact of filing of DRHP with SEBI and inviting the public to give their comments to SEBI, the Company or the BRLM in respect of disclosures made in the DRHP. In our case, Hindi is the regional language of Madhya Pradesh, where the registered office of the Company is situated.

(ii) *Pre- Offer Advertisement*

After filing the RHP with the RoC, the Company is required to publish a pre-Offer and price band advertisement in the same newspapers in which the public announcement under sub-regulation (2) of Regulation 26 was published in connection with the Offer, i.e., in one English national daily newspaper with wide circulation, one Hindi national daily newspaper with wide circulation and one regional language newspaper with wide circulation at the place where the registered office of the Company is situated.

Such pre-Offer and price band advertisement must be in the format, and contain such disclosures, as specified in Part A of Schedule X of the SEBI ICDR Regulations. Further, such advertisement must also comply with the provisions of Sections 12(3)(c) of the Companies Act, 2013, which require the name, address of the registered office and the corporate identity number along with the telephone number, fax number, if any, email and website address, if any, printed and Section 30 of the Companies Act, 2013 which require disclosures regarding the Company's objects as per its memorandum of association, the liability of members, the amount of share capital of the Company, the names of signatories to the memorandum of association and the number of shares subscribed for by them and details of capital structure of the Company.

(iii) *Price band advertisement*

If the price band is not included in the RHP, the Company is required to publish an advertisement for announcement of the floor price or the price band at least two working days prior to the opening to the Offer,

in all newspapers in which the pre-Offer advertisement was released. Such price band advertisement shall be made in the format prescribed in Part A of Schedule X of the ICDR Regulations and is required to contain relevant financial ratios computed for both the upper and lower ends of the price band and also a statement drawing attention of the investors to the section titled “*Basis of Offer Price*” in the RHP. Additionally, such advertisement will also be made available on the websites of the stock exchanges where the Equity Shares are proposed to be listed pursuant to the Offer and must be pre-filled in the application forms to be made available on the websites of the stock exchanges.

The term “*working day*” is defined in the SEBI ICDR Regulations to mean days on which commercial banks in the city as specified in the Offer Document are open for business. In respect of (a) announcement of price band; and (b) bid/offer period, working day means all days, excluding Saturdays, Sundays and public holidays, on which commercial banks in the city as notified in the Offer Document are open for business. In respect of the time period between the bid/ offer closing date and the listing of the specified securities on the stock exchanges, working day means all trading days of the stock exchanges, excluding Sundays and bank holidays, as per circulars issued by SEBI.

(iv) *Formats for pre-Offer and price band advertisements, Offer opening and closing advertisements*

Pre-Offer advertisements, Offer opening and Offer closing advertisements have to be in the format and contain the minimum disclosures as specified in Parts A, B and C of Schedule X of the SEBI ICDR Regulations respectively on the letterhead of the Company along with details prescribed under Section 12(3)(c) of the Companies Act, 2013. Any pre-Offer and price band advertisements or Offer opening advertisements or Offer closing advertisements which contain highlights or information, other than the details contained in the format as specified in Parts A and B of Schedule X of the SEBI ICDR Regulations shall advise the readers/viewers to refer to the Offer Documents for details and risk factors. Further, such advertisements (including price band advertisements) must also comply with the provisions of Section 30 of the Companies Act, 2013, which require disclosures regarding the Company’s objects as per its memorandum of association, the liability of members, the amount of share capital of the Company, the names of the signatories to the memorandum of association and the number of Equity Shares subscribed for by them and details of the capital structure of the Company. Such advertisements must also comply with the directives issued by SEBI from time to time. The Company may issue advertisements for opening and closing of the Offer, which shall be in the formats specified in Parts B and C of Schedule X of the SEBI ICDR Regulations during the period for which the Offer is open.

(v) *Post-Offer advertisement*

In accordance with Regulation 51 of the SEBI ICDR Regulations, BRLM must ensure that advertisements providing details relating to: (i) subscription, basis of allotment, number, value and percentage of all applications including Application Supported by Blocked Amount (“**ASBA**”), (ii) number, value and percentage of successful allottees for all applications including ABSA, (iii) date of completion of instructions to self-certified syndicate banks in relation to refunds by the Registrar to the Offer, (iv) date of dispatch of certificates, (v) date of credit of specified securities, (vi) date of filing of the listing application, etc. is released within 10 (ten) days (or such time as may be prescribed) from the date of completion of the various activities in at least one English national daily newspaper with wide circulation, one Hindi national daily newspaper with wide circulation and one regional language newspaper with wide circulation at the place where the registered office of the Company is situated. These details shall also be placed on the websites of the stock exchanges where the Equity Shares are proposed to be listed. Hindi is the regional language of Madhya Pradesh, where the registered office of the Company is situated. Further, such advertisements must also comply with the provisions of Sections 12(3)(c) and 30 of the Companies Act, 2013 as well as the directives issued by SEBI from time to time.

Neither the Company, any other Offer Participant nor any person connected with the Offer shall publish any advertisement stating that the Offer has been oversubscribed or indicating investors’ response to the Offer, during the period when the Offer is still open for subscription by the public.

f. *Disclosure of Material Developments*

The Company is required to make prompt, true and fair disclosure of all material developments, which may have a material effect on the Company, taking place during the period between the date of filing the RHP with the RoC and the date of commencement of listing and trading of the Equity Shares pursuant to the Offer, by issuing public notices in all the newspapers in which the Company had issued pre-Offer and price band

advertisements under Regulation 43 of the SEBI ICDR Regulations. Further, such advertisement must also comply with the provisions of Sections 12(3)(c), and 30 of the Companies Act, 2013.

- g. The AV advertisements shall be uploaded on the website of the Company and AIBI within five working days of the filing of DRHP with SEBI.
- h. The AV advertisement shall also be made available on digital/social media platforms of the Company and AIBI. The web link of the said AV shall be made available on the websites of the Stock Exchanges and the Lead Managers to the issue. The AV advertisements shall be made accessible through QR code (as made available in Offer Documents) pertaining to the Offer.
- i. Do's and Don'ts for Advertisements

Following are some of the measures, presented in the form of certain “*dos' and don'ts*”, that the Company should consider with regard to any Publicity Material, Offer Advertisements, routine announcements, meetings with investors, industry conferences, interviews and responses to the press, press releases, and the content on its website. In all instances, the Company is required to comply with the requirements stated at Paragraphs 4 and 5 above, in relation to Publicity Material in the Pre-Filing Period and Post-Filing Period, respectively.

(i) ***Do's***

Announcements and Press Releases

The Company shall not issue any press release that discusses or mentions the Offer.

The Company and its Group may continue to make announcements about the non-financial aspects of their business that are (a) routine, (b) factual, (c) in the ordinary course of business, and (d) consistent with past practice. Care should be taken, however, to ensure that otherwise routine corporate communications do not constitute, in light of all the circumstances surrounding their release, the release of relevant information contrary to the Restrictions. The context, timing and breadth of distribution of “routine” or “ordinary course” communications should be consistent with past practice and should not be of such character as to suggest that a selling effort is underway. It is recommended that in order for the Publicity Material to be considered in normal course, it may be no greater in length, frequency or scope and no more positive in tone than prior to the contemplation of the Offering. The Company may not release any projections, estimates or opinions regarding the value of securities. Please inform the BRLM and the Counsel prior to all such announcements.

An announcement regarding closure of Offer shall be made only after the BRLM is satisfied that minimum subscription, in accordance with the SEBI ICDR Regulations has been achieved and a certificate has been obtained to that effect from the registrar to the Offer and subject to a minimum net offer to the public as required under Rule 19(2)(b) of the Securities Contracts (Regulations) Rules, 1957, as amended, being allotted to the public under the Offer. However, such announcement shall not be made before the date on which issue is to be closed. During the period the issue is open for subscription, no advertisement shall be released giving an impression that the Offer has been fully subscribed or oversubscribed, or indicating investors' response to the issue.

Information released to the media must be consistent with the disclosure in the Offer Documents as well as past practice and may not contain financial or business forecasts or projections or share valuations.

Advertisements

- Advertisements must be truthful, fair and shall not be manipulative or deceptive or distorted and they must not contain any untrue or misleading statement, promise or forecast. An Advertisement shall be considered to be misleading, if it contains: (a) statements made about the performance or activities of the Company or its Group without necessary explanatory or qualifying statements, which may give an exaggerated picture of such performance or activities, and (b) an inaccurate portrayal of past performance or its portrayal in a manner which implies that past gains or income will be repeated in the future.

- Advertisements reproducing or purporting to reproduce any information contained in the Offer Document must reproduce such information in full, and must disclose all relevant facts, and must not be restricted to select extracts relating to that information.
- Advertisements must be in clear, concise and understandable language.
- The advertisement shall advise the viewers that investing in the Equity Shares involves a high degree of risk and they should refer to the Offer Documents for details. This legend, were used in a television advertisement or screened as part of any slideshow, should be visible on screen for a reasonable period.
- Financial data, if any, in advertisements must also contain data for the past three years and must include particulars relating to sales, gross profit, revenue, net profit, share capital, reserves/other equity (as the case may be), earnings per share, dividends and the book values, to the extent applicable. As a rule, it may be advisable to avoid inclusion of financial data in an advertisement.
- Any advertisement that contains highlights any information in relation to the Offer, other than details contained in the formats as specified under Schedule X of the SEBI ICDR Regulations, is required to prominently advise the viewers / readers to refer to the DRHP / RHP for details and risk factors. The advice must be given equal importance in all respects including the print size. The font size must not be less than point 7.
- If IPO grading is obtained, advertisements issued after the receipt of the IPO grading by the IPO grading agencies, must contain the IPO grade obtained along with the grading rationale furnished by the credit rating agency.

Offer advertisements

- Offer advertisements must be truthful, fair and must not contain any untrue or misleading statement, promise or forecast. An Offer advertisement shall be considered to be misleading, if it contains: (a) statements made about the performance or activities of the Company or its Group without necessary explanatory or qualifying statements, which may give an exaggerated picture of such performance or activities, and (b) an inaccurate portrayal of past performance or its portrayal in a manner which implies that past gains or income will be repeated in the future.
- Offer advertisements in newspapers, magazines, brochures and pamphlets containing highlights or information other than the details contained in the formats as specified in Schedule X of the SEBI ICDR Regulations relating to the Offer must also contain the risk factors and shall prominently advise the viewers to refer to the Offer Documents for details and risk factors. These risk factors must be given equal importance in every respect, including the font size. The font size must not be less than point 10.
- The Offer advertisements must contain the name of the Company, address of its registered office and name of the BRLM and registrar to the Offer and be in the format prescribed under Schedule X of the SEBI ICDR Regulations, including instructions issued by SEBI to AIBI from time to time.
- Offer advertisements issued after receipt of grading for the Offer (“**IPO Grading**”) by the Company from the grading agency(ies), if applicable, must contain details regarding the IPO Grading received.
- Offer advertisements on television shall advise the viewers to refer to the draft Offer Documents, for the risk factors.

Interviews and responses to the Press and Analyst Inquiries

- If the Offer Participants have previously scheduled interviews with the ‘press’, such interviews may be permitted so long as no information regarding the Offer is discussed. The Company Participants should not respond to any inquiries from domestic or international press without consulting the Counsel and the BRLM.

- The Offer Participants may answer unsolicited telephone inquiries from the ‘press’ concerning factual information about its business, consistent with past practice, but should avoid making any statements concerning the proposed Offer or any financial forecasts or valuation opinions.
- Prior to DRHP filing, if any journalist makes an unsolicited inquiry about the Offer, the Company should ideally respond with a “no comment” or should say no more than “we are considering all funding alternatives, including transactions in the capital markets” (in either case, on a consistent basis). In no event should the Company make any comment as to the merits of investing in the Company or the Equity Shares or mention the terms of the Offer. After DRHP filing, and before the RHP filing, if asked about the status of the initial public offering, respond on the lines: “*The Company has filed a DRHP with SEBI. We are unable to comment further at this stage.*”
- In relation to any questions regarding the projections, growth, future valuations and estimates of the Company or the industry, please consider responding on the lines of: “*We are unable to provide any estimate or projection at this stage.*”

Website

- Information on the respective websites of the Company or its Group or any selling shareholders should be consistent with the disclosure in the Offer Documents.
- The content and quantity of releases and other information provided on such websites should be consistent with past practice.
- The Group should ensure that there is no reference to the Offer on their respective websites, as applicable. Provided however, the Company would be required to comply with the requirement to upload the DRHP on its website in accordance with the SEBI ICDR Regulations. Please discuss with the Counsel for appropriate disclaimers and legends, as may be required, prior to uploading the DRHP or any offer document, including the RHP and Prospectus.

(ii) Don'ts

Advertisements

- Advertisements shall not be manipulative or deceptive or distorted and shall not contain any statement, promise or forecast which is untrue or misleading.
- Advertisements shall not include any slogans or brand names for the company except the normal commercial name of the Company or commercial brand names of its products already in use or disclosed in the Offer Documents.
- Advertisements should avoid inclusion of financial data.
- Advertisements shall not contain slogans, expletives or non-factual and unsubstantiated titles.
- Advertisements shall not use extensive technical, legal terminology or complex language and excessive details which may distract the investor.
- Advertisements shall not be issued giving any impression that the Offer has been fully subscribed or oversubscribed or indicating investors’ response to the Offer during the period the Offer is open for subscription.
- No public information with respect to the Offer shall contain any offer of incentives, whether direct or indirect, in any manner, whether in cash or kind or services or otherwise.
- Incentives, other than as may be permitted under law, must not be offered through any publicity material to anyone associated with the marketing of the Offer.
- No advertisement relating to product or service provided by the Company shall contain any reference, directly or indirectly, to the performance of the Company during the period commencing

from the date of the resolution of the board of directors of the Company approving the public issue or kick-off, whichever is earlier, till the date of allotment of Equity Shares offered in Offer.

Offer advertisements

- Offer advertisements shall not contain slogans, expletives or non-factual and unsubstantiated titles.
- Offer advertisements shall not use extensive technical, legal terminology or complex language and excessive details which may distract the investor.
- Offer advertisements shall not contain statements which promise or guarantee rapid increase in revenue or profits.
- Offer advertisement shall not display models, celebrities, fictional characters, landmarks or caricatures or the likes.
- Offer advertisements shall not appear in the form of crawlers (advertisements which run simultaneously with the programme in a narrow strip at the bottom of the television screen) on television.
- In any Offer advertisement on television screen, the risk factors shall not be scrolled on the television screen and the advertisement shall advise the viewers to refer to the Offer Documents for details.
- Offer advertisements on television shall advise the viewers to refer to the Offer Documents for the risk factors.
- Offer advertisements displayed on a billboard or banners shall not contain information other than that specified in Part D of Schedule X of the SEBI ICDR Regulations, as applicable.
- No information which is selective, additional or extraneous to the information disclosed in the Offer Documents or otherwise, shall be given by the Company or any member of the Offer management team or syndicate to any particular section of the investors or to any research analyst in any manner whatsoever, including at road shows, presentations, in research or sales reports or at bidding centres.

Press Releases

- The Offer Participants should not release any projections, forecasts, estimates or opinions regarding the value of Equity Shares.
- The Offer Participants should not issue any press release that discusses or mentions the Offer.
- Press releases should not contain statements which promise or guarantee rapid increase in revenue or profits.

Interviews and responses to the Press or Analyst Inquiries

- The Offer Participants should not schedule any interviews with representatives of the international or Indian 'press' without consulting the BRLM and the Counsel first.
- There should be no discussions about the Company outside the ordinary course or which is not consistent with past practices, and in any event, there should be no mention of forecasts or valuations.
- The Company should further instruct their directors, employees, officers and its duly authorized representatives not to make statements of their own volition and to route all involvement with the press through proper channels such as a designated department or spokesperson, after due consultation with the BRLM and the Counsel. The Company must also instruct their employees and the officers that they should not make statements in the press of their own volition they must ensure that they do not appear to be speaking on behalf of or as representatives of the Company.

- Such Offer Participants should refrain from making any statements concerning financial forecast or valuation opinions either to the press or in response to analyst inquiries and information shared with the press and analysts must be consistent with the Offer Documents.

Meetings with Investors

- The Offer Participants should not hold any meetings with investors, in the context of the Offer or in relation to the Company or its Group or its business, in one-on-one meetings or at conferences without first consulting the Counsel and the BRLM.
- The Offer Participants are advised not to provide any additional information, apart from that contained in the Offer Document to any section of investors. In the event, the Offer Participants have provided any such additional information to a particular section of investors, such information shall be publicised and made available to all other investors as well through a public notice and care should be taken to inform SEBI and the stock exchanges of the same.
- The Company should ensure strict compliance with the Insider Trading Regulations at any meeting with investors.

Industry Conferences

- No industry conferences should be scheduled without first consulting the BRLM and the Counsel. If the Company is already scheduled to appear at conferences, please notify the BRLM and the Counsel at the earliest, so that they can discuss specific restrictions.
- Any material information which is not contained in the Offer Documents shall not, directly or indirectly, be released during any conference or at any other time.

Website, Social Media and internet activities

- The website should not contain financial or operating forecasts or share valuation opinions.
- All information on the website should be consistent with the disclosures in the Offer Documents as well as past practice, and may not contain financial or business forecasts or projections or share valuations. In addition, the Company should not link its website to other websites containing investor-sensitive material, as a hyperlink may be viewed as an adoption or endorsement of information contained on websites accessed through such hyperlink.
- The Company and its Group should ensure that there is no mention of the Offer on their respective websites.
- We recommend that the DRHP, RHP or the Prospectus to be uploaded on the website of the Issuer after consultation with the BRLM and the Counsel for appropriate disclaimers and legends.
- Throughout the Pre-Filing Period and Post-Filing Period, the Company should, as soon as practicable, review its websites and social media handles such as Whatsapp, LinkedIn, YouTube, Meta (formerly known as Facebook), Instagram and X (formerly known as Twitter) and remove the following:
 - (i) any “hyperbole”;
 - (ii) out-of-date and “stale” information;
 - (iii) hyperlinks to websites maintained by any banks or other third parties; and
 - (iv) material information which conflicts with (or may conflict with) or is omitted (or may be omitted) from the Offer Documents issued/to be issued in connection with the Offer.
- The Offer Documents or Publicity Materials which are to be made available through its website, in accordance with SEBI ICDR Regulations, the Company must ensure that access to such material is limited to viewers who first provide information regarding their country of residence (for e.g., click-through screens), and that appropriate legends or disclaimers are included after consulting the BRLM and the Counsel.

- We recommend against dissemination of any information (except product and service-related information disseminated in the ordinary course of business by the Company) through social media platforms.

Road shows

- Road shows may be held if the general limitations on publicity are observed.
- No information extraneous to the Offer Documents shall be given in road shows or to selected persons through road show presentations, handouts or otherwise. If the Company has provided any such additional information selectively, such information must be made available to the regulators as well as to all prospective investors through public notice. In particular, statements involving predictions, projections or forecasts concerning the Company's operations or opinions regarding the value of the Company or the Equity Shares may not be made. In response to questions that seek such information, the Company may at most answer with carefully qualified general statements about the possible continuation or non-continuation of existing trends, provided that such information is contained or contemplated in the offer documents.
- Unless the consent letter from the relevant persons permit the inclusion of their logos, the road show presentations shall not include such person's logos
- All road show presentations or any information provided to the public during road shows are cleared by the BRLM and the Counsel prior to the road shows.
- No hand-outs (including copy of slides) or written materials or electronic copy of the presentation should be provided to attendees be enabled for download from a website (whether or not password protected) or any net roadshow platform by, the attendees, whether any time before, during or after the meeting.
- During pre-deal road shows, information that has not already been made public by way of press release or other formal announcement may not be released to potential investors and all communications (including oral discussions, slide presentations, etc.) should be derived from the information contained in the DRHP under preparation and should contain or include appropriate disclaimers or private placement legends to clarify that no offering of securities or solicitation of bids is being conducted on that basis. The information disclosed in such communications shall be cleared by the BRLM and Counsel, prior to the event of disclosure.
- During deal-related road shows, that is post filing of the RHP with the RoC and receipt of the acknowledgement card, the only written information that may be provided to attendees is the RHP (and, if applicable, any addenda, corrigenda or statutory advertisement(s) issued in respect thereto). Further, all communications (including oral discussions, slide presentations, etc.) should be derived from the information contained in the RHP.
- If the BRLM intend to organize "net road shows", they should consult with the Counsel on limitations (in addition to the ones set forth above) applicable to such net road shows.
- No written materials should be provided or shared, whether at the meeting or in setting up the meeting, other than the presentation (which should only be shared during the meeting and not ahead of time), and no physical or electronic copy of the presentation may be shared or left behind.

Other Presentations

- Other than road show presentations, presentations to or discussions with any investor group, presentations at conferences or other such presentations must be cleared by the BRLM and the Counsel prior to the relevant presentations.
- During deal-related road shows, that is, post filing of the RHP with the RoC and receipt of the acknowledgement card, the only written information that may be provided to attendees is the RHP (and, if applicable, any addenda, corrigenda or statutory advertisement(s) issued in respect thereto); presentations cleared by the BRLM and the Counsel, as discussed above, may be made during the road show.

- If the BRLM intends to organize “net road shows”, they should consult the Counsel on limitations (in addition to the ones set forth above) applicable to such net road shows.

In addition, for your reference, we have set out below certain “publicity guidelines” in a tabular form that provide examples of recommended and non-recommended responses in specific situations when dealing with the press:

	Situation	Permissible Response	Avoid
1.	Press		
1.1.	A publication asks how the Company will finance future expansions	<i>“The Company is considering a number of possible options.”</i>	
1.2.	A publication asks whether the Company is conducting an offering of securities.	<i>“The Company is considering a number of possible financing options.” or “We have no comment to offer.”</i>	
2.	Articles and Interviews		
2.1.	A publication is doing an article on one of the following subjects and calls the Company for information or an interview:	Although interviews are not permitted, the Company may provide information to avoid misstatements about the Company being published. Such factual information should not be extraneous to the relevant Offer Document. The Company should keep the Counsel and the BRLM informed of any such article and the Counsel must review such articles before it is published.	The Company should not initiate such an article and should not make any projections of earnings and revenues or refer to the Issue.
(a)	Feature article on a senior executive of the Company	Although interviews are not permitted, the Company may provide factual information to avoid misstatements about the Company being published. Such factual information should not be extraneous to the relevant Issue Document. The Company should keep the Counsel and the BRLM informed of any such article and the Counsel must review such articles before it is published.	The Company should not initiate such an article and should not make any projections of earnings and revenues or refer to the Offer.

	Situation	Permissible Response	Avoid
(b)	Specific subject relating to the business or industry of the Company.	The Company can participate (including senior executives giving interviews) and provide any information or opinions (except as described to the right under “<u>Avoid</u>”). Such information should not be extraneous to the relevant Offer Document. The Company should keep the Counsel and the BRLM informed of any such article. Further, the Company must share the opinions/responses/information the Company proposes to provide in relation to the business or industry of the Company with the Counsel for their review.	The Company should not initiate any interviews and should not make any statement concerning the Offer and should not make any projections of earnings and revenues.
3.	Projections		
3.1.	A publication asks for an estimate of fiscal year 2026 earnings or revenues.	<i>“The Company is not in a position to provide any such estimate at this time.”</i>	<i>“The Company projects that its earnings (losses) in fiscal 2026 will be INR X.”</i> <i>“The Company believes that its aggregate revenues in fiscal 2026 will be INR X.”</i> <i>“The Company believes that earnings will increase.”</i> <i>“The Company expects to sell X units.”</i>
4.	Business Developments		
4.1.	The Company reaches a new material agreement with a strategic partner.	The Company may announce the agreement after consultation with the Counsel and BRLM. The announcement to be made must be reviewed by the Counsel. Further, the Company may have to take specific consent from the party(ies) to the agreement in order to disclose the agreement in public domain.	

Note: The above responses are only indicative to give a general idea to the Company. However, the Company must seek specific legal advice to provide an appropriate and legally sound response in such situations.

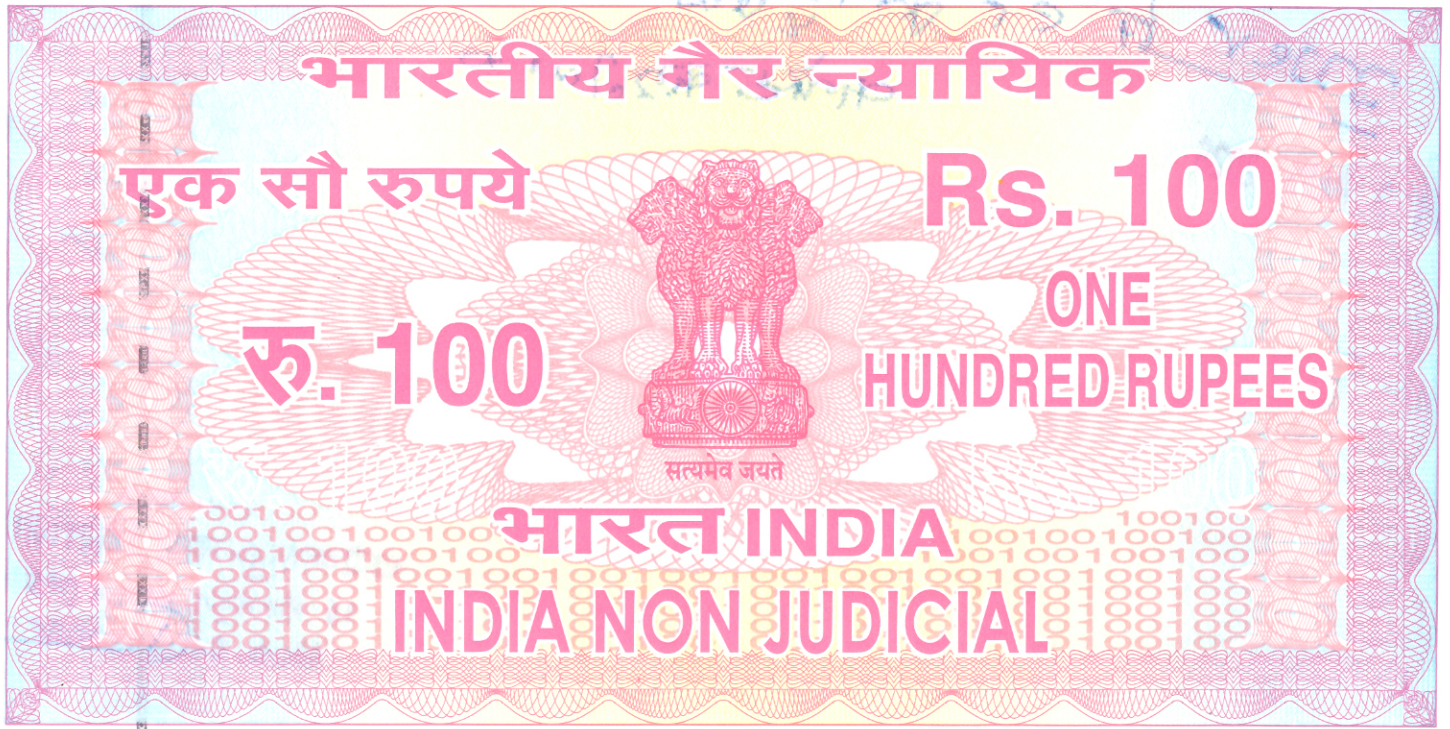
Neither the Company nor any member of the issue management team or syndicate shall provide information extraneous to the information disclosed to the public through the Offer Documents or otherwise, to any particular section of the investors or to any research analyst in any manner whatsoever, including at road shows, presentations, in research or sales reports or at bidding centers.

Please note that SEBI monitors compliance with the SEBI ICDR Regulations. Under Section 11A of the SEBI Act, SEBI may, for the protection of investors specify by regulations, the matters relating to issue of capital, transfer of securities and other matters incidental thereto and by way of general or specific order may (i) prohibit any company from issuing prospectus, any offer document or advertisement soliciting money from the public for the issue of securities, and (ii) specify the conditions subject to which the prospectus, offer document or advertisement, if not prohibited may be issued under. Specifically, under Section 24(1) of the SEBI Act, if any person contravenes or attempts to contravene or abets the contravention of the provisions of the SEBI Act or of any rules or regulations made thereunder, the SEBI Act prescribes punishment of imprisonment for a term which may extend to ten years, or with fine, which may extend to ₹ 250 million or with both.

Additionally, we wish to highlight that SEBI has recently increased its scrutiny with respect to Advertising Material and has, in a few cases, asked for certain additional compliances to be fulfilled by issuer companies, including mandating voice over for disclaimers in television advertisements. Further, inclusion of any material other than the logo of the Company to indicate sponsorship, in any manner, of an event or program, would also require adherence to the Restrictions mentioned in this memorandum, including inclusion of disclaimers except in case of product or service advertisements.

Any breach or violation of the SEBI ICDR Regulations could result in imposition of penalties, as well as civil and criminal liabilities, as applicable, for the Company, its promoters, directors and the BRLM.

You should consult (i) the BRLM, and (ii) M/s. Crawford Bayley & Co. (Kataria@crawfordbayley.com) with respect to any proposed deviation from the attached Publicity Guidelines and for advice regarding the application of the Publicity Guidelines to specific situation and for any proposed deviation from the attached Publicity Guidelines and for advice regarding the application of the Publicity Guidelines to specific situations.



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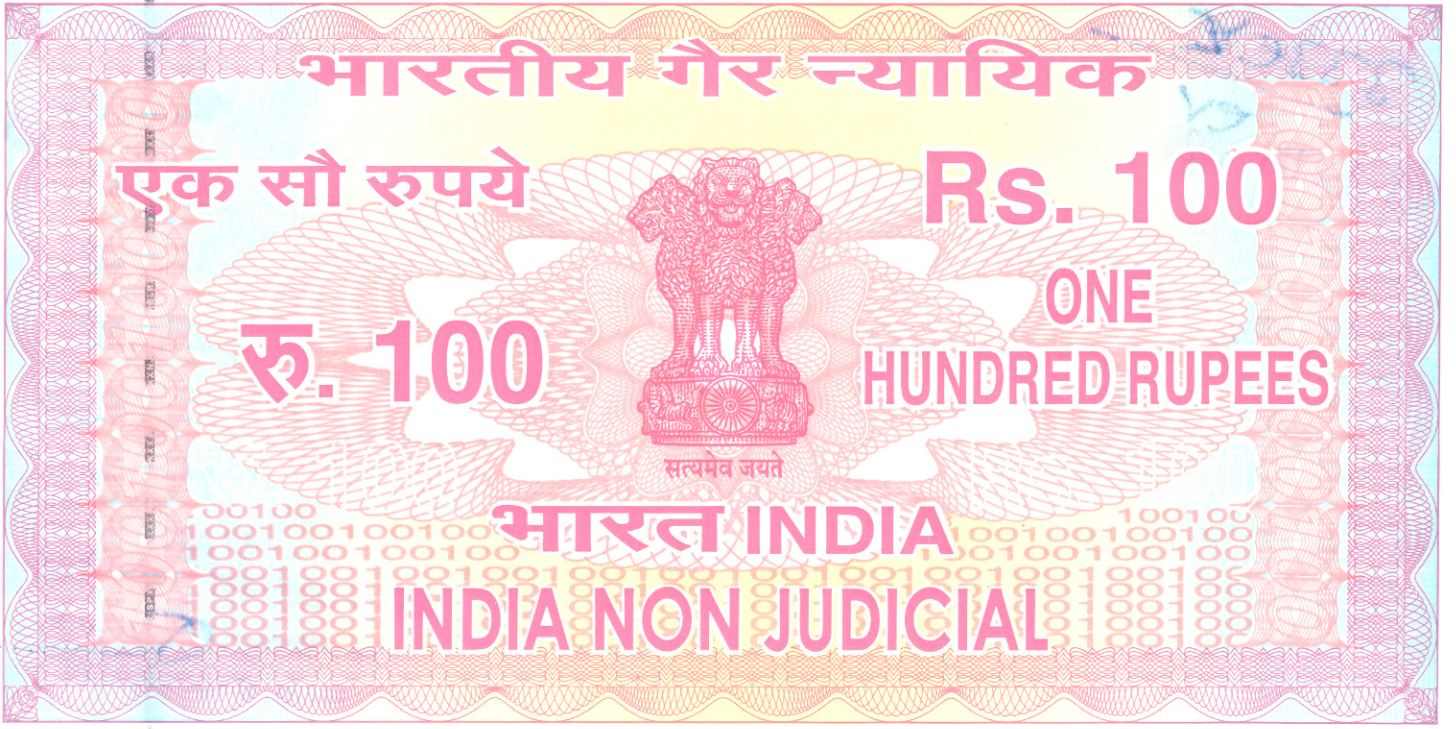
THIS STAMP PAPER FORMS AN INTEGRAL PART OF THE LETTER OF INDEMNITY DATED AUGUST 26, 2026 PROVIDED BY CONCEPT COMMUNICATION LIMITED TO SMART HORIZON CAPITAL ADVISORS PRIVATE LIMITED ENTERED BETWEEN KATARIA DHULCHAND PANNALAL JEWELLERS LIMITED AND CONCEPT COMMUNICATION LIMITED

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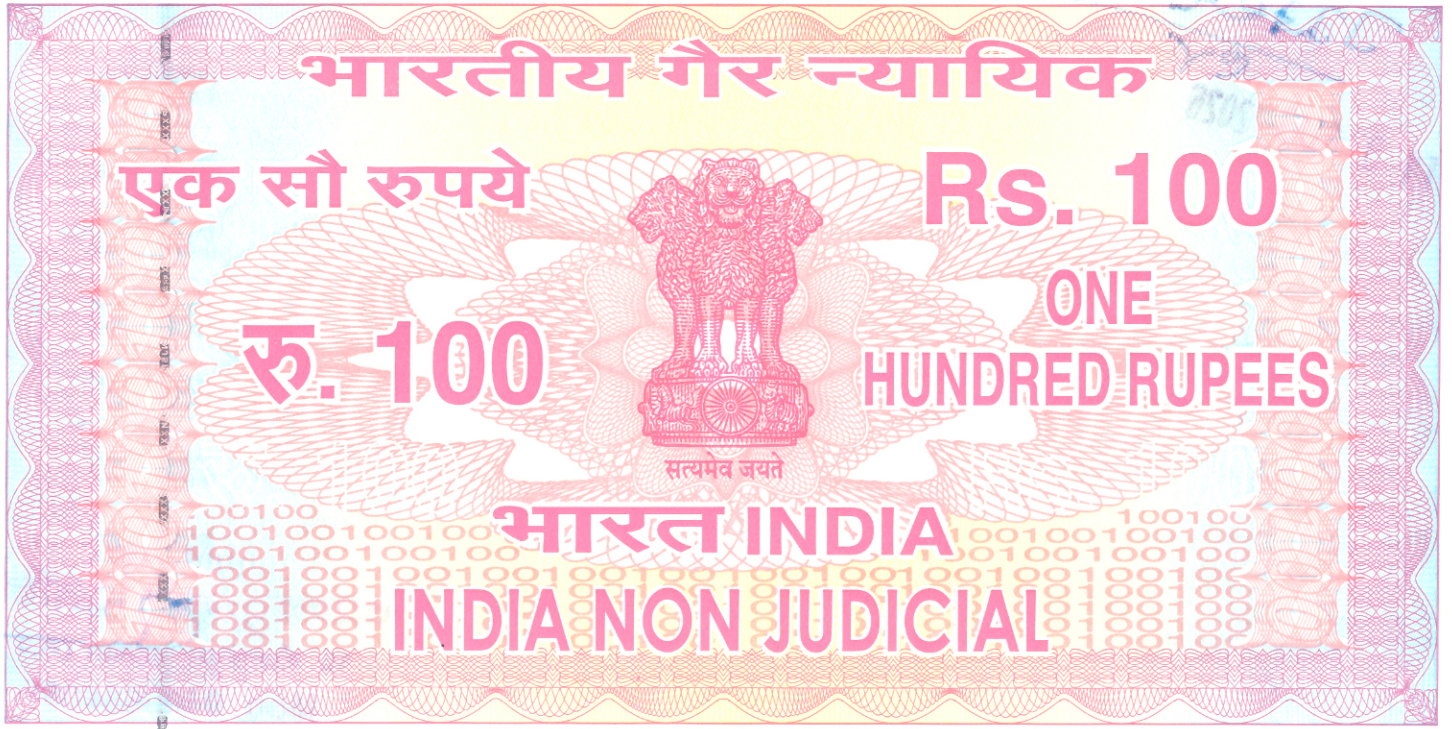
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मध्य प्रदेश MADHYA PRADESH

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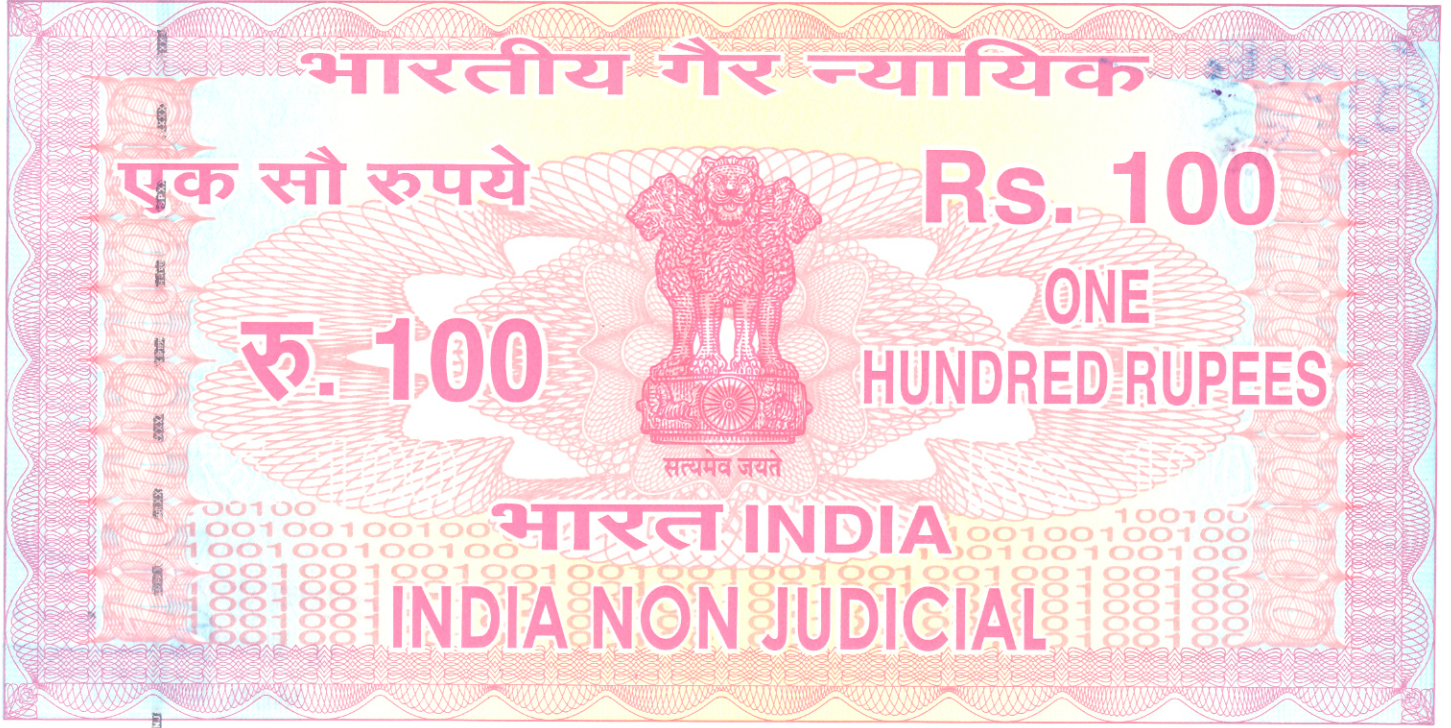
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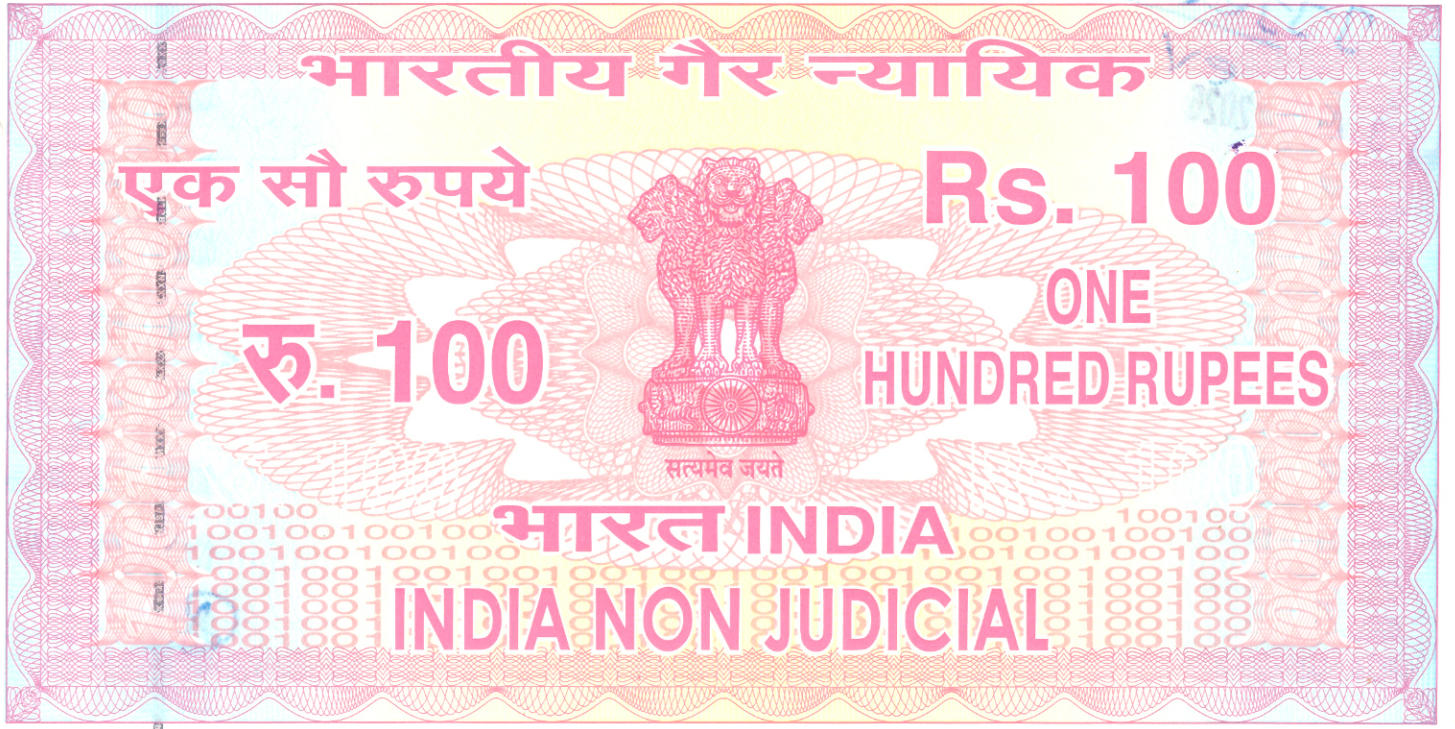
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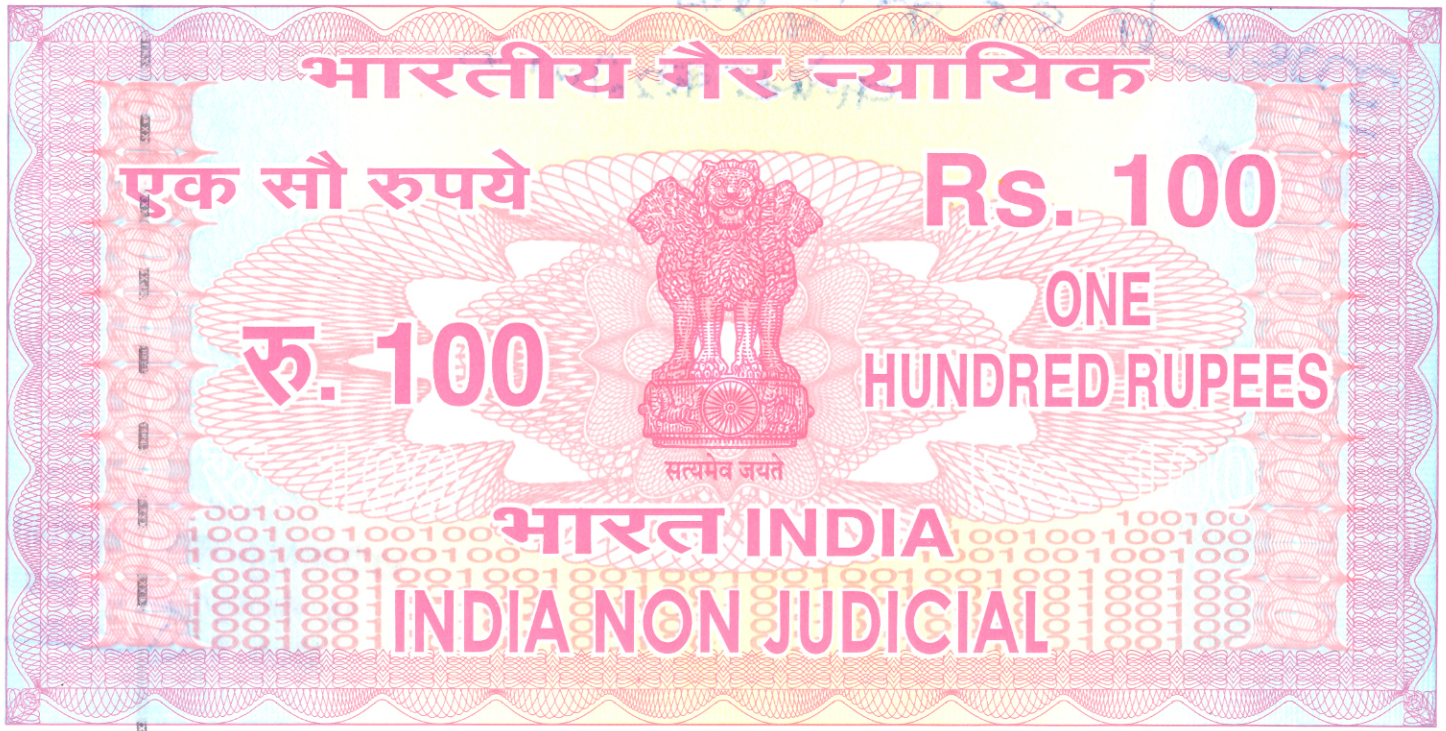
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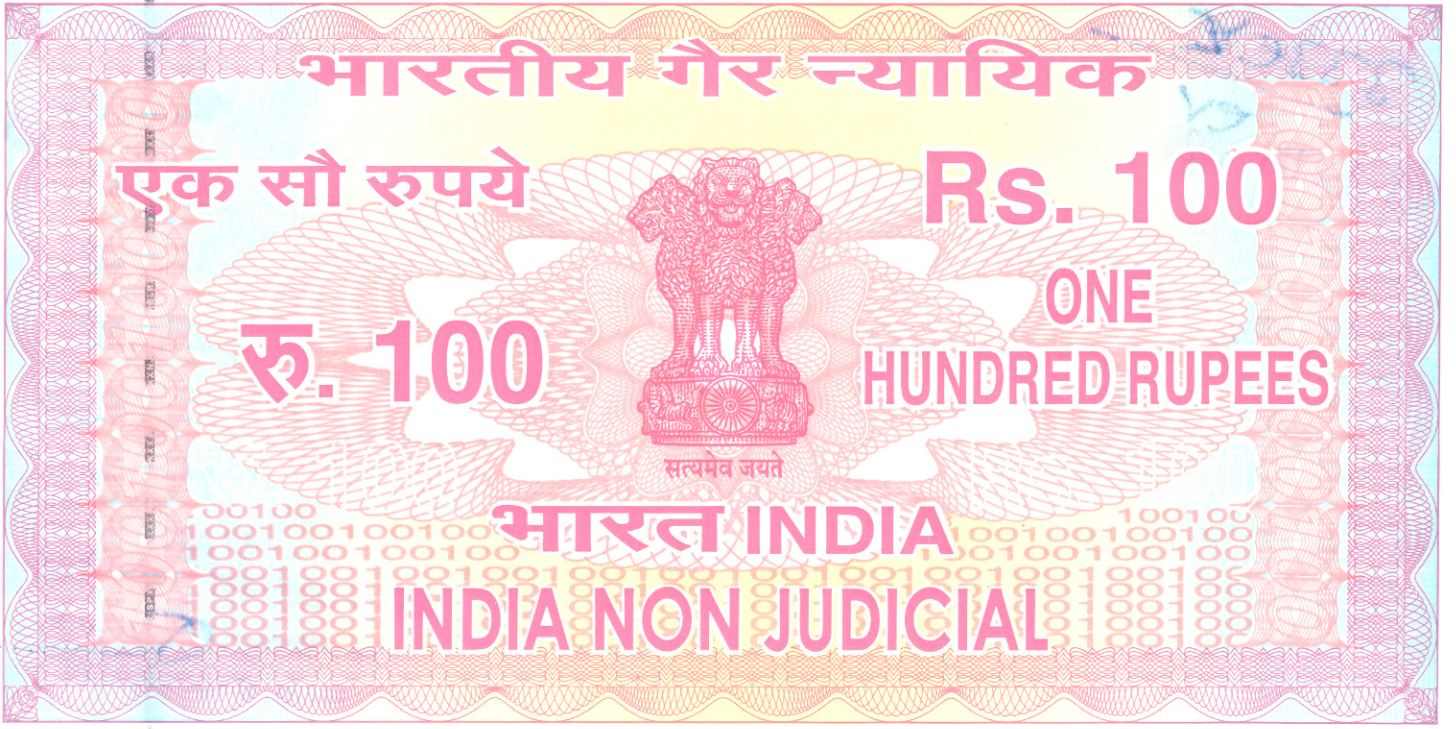
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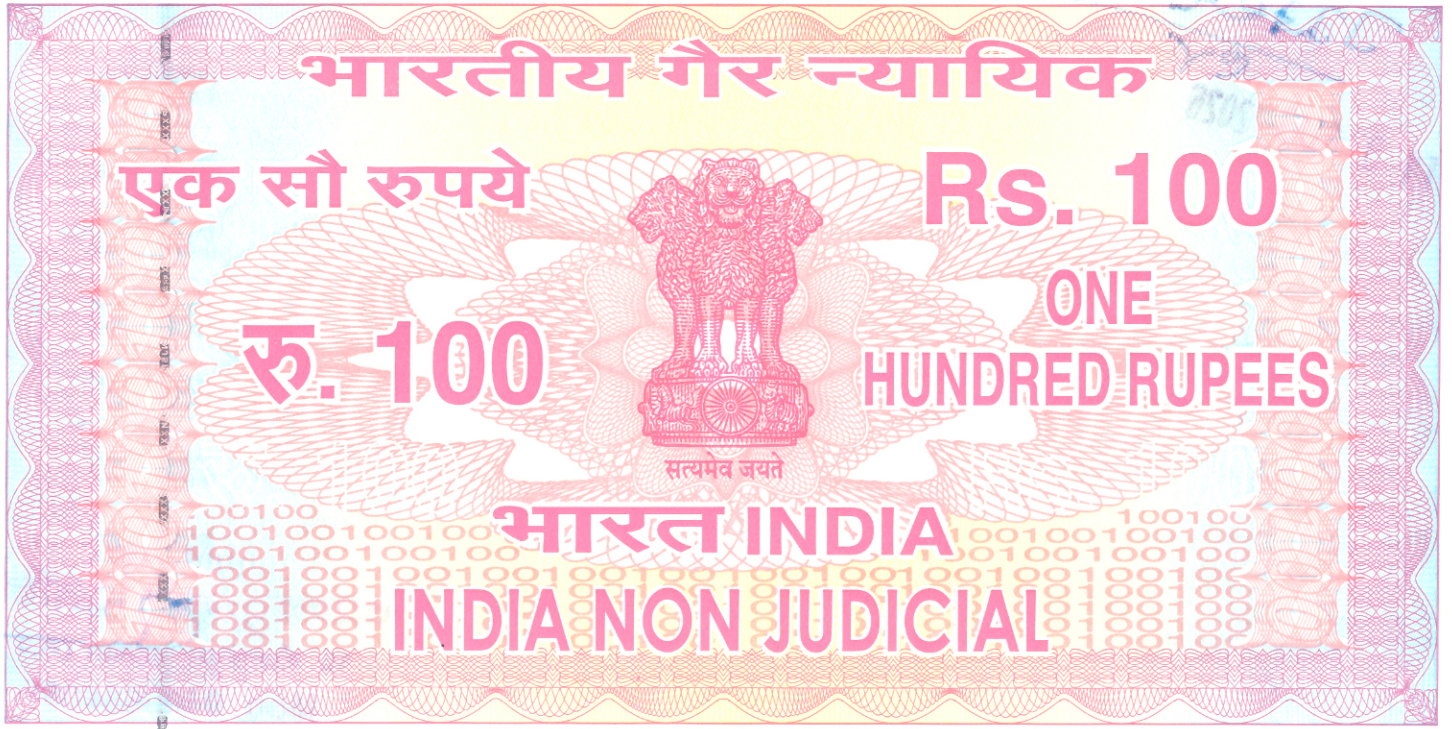
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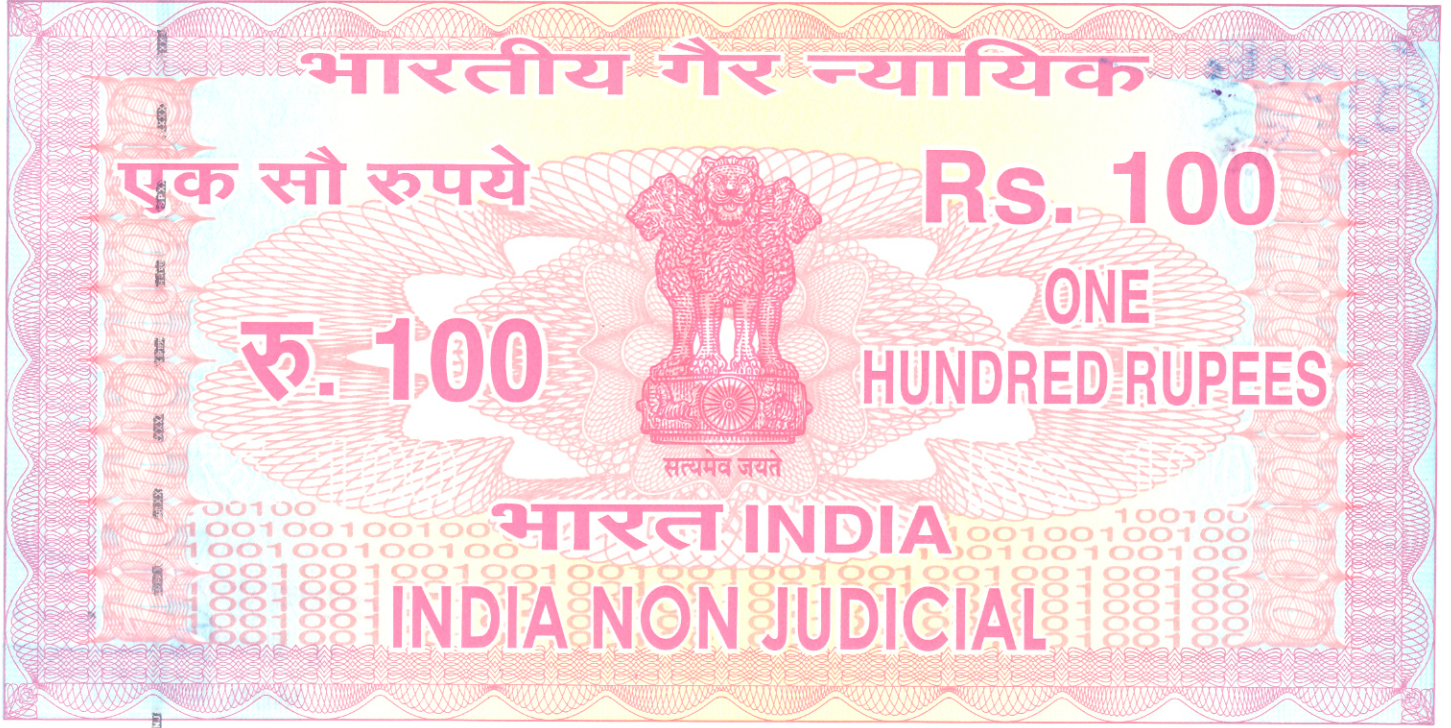
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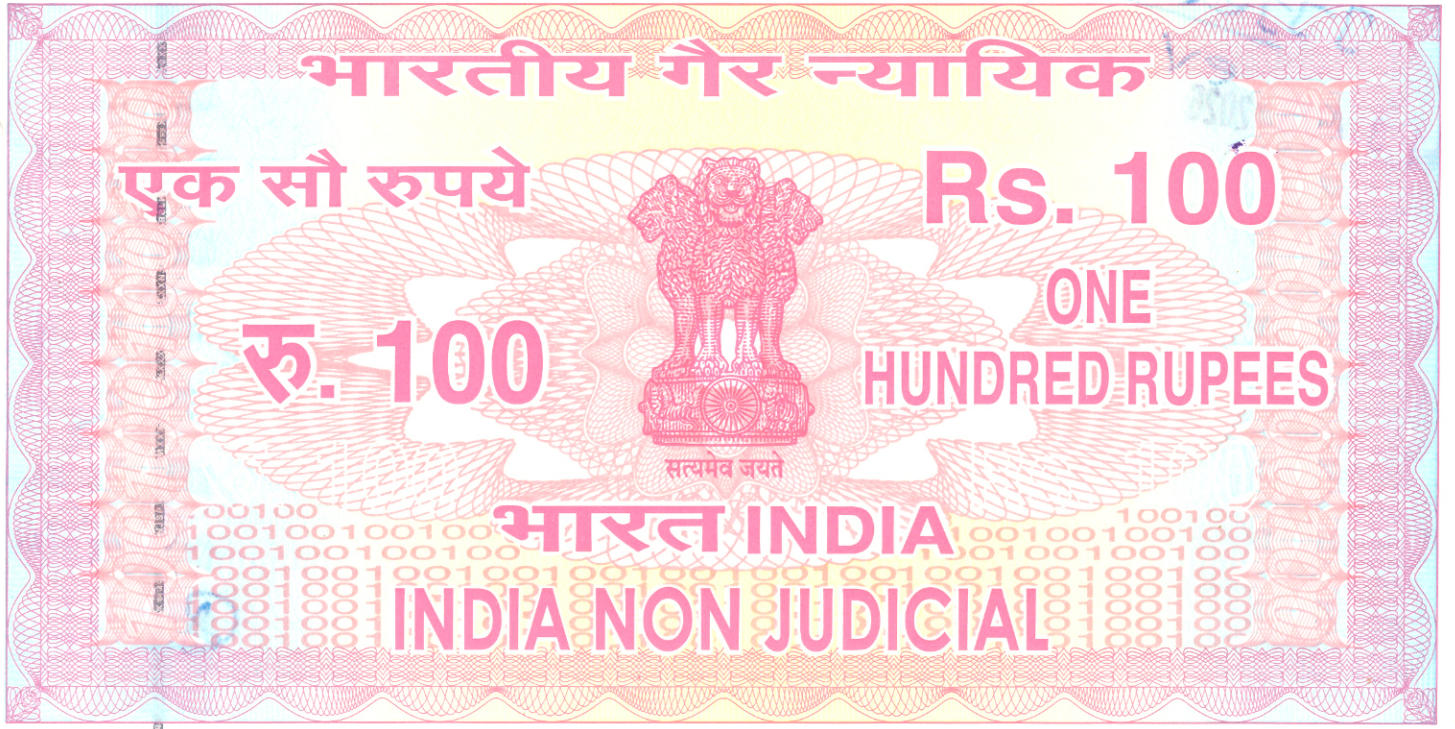
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SCHEDULE VII
LETTER OF INDEMNITY

Date: August 26, 2026

To

Smart Horizon Capital Advisors Private Limited
B/908, Western Edge II,
Kanakia Space, Behind Metro Mall,
Off Western Express Highway, Magathane,
Borivali East, Mumbai - 400066, Maharashtra, India.

(Smart Horizon Capital Advisors Private Limited, collectively as the Book Running Lead Manager or “BRLM”)

Re: Letter of indemnity to the Book Running Lead Manager by Concept Communication Limited (“Letter of Indemnity”) pursuant to the Service Provider Agreement dated August 26, 2026, entered into between Concept Communication Limited and Kataria Dhulchand Pannalal Jewellers Limited (the “Company”)

Dear Sir/ Madam,

The Company proposes to undertake an initial public offering of equity shares of face value of ₹10 each of the Company (the “**Equity Shares**”), comprising a fresh issue of up to 16,000,000 Equity Shares (the “**Fresh Issue**”, and such fresh issue, the “**Issue**”) in accordance with the Companies Act, 2013, and the rules made thereunder, each as amended (“**Companies Act**”), the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the “**SEBI ICDR Regulations**”), and other applicable laws, at such price as may be determined by through the book building process as described in Schedule XIII of the SEBI ICDR Regulations and agreed to by the Company in consultation with the BRLM to the Issue (the “**Issue Price**”). The Issue includes an offer (i) within India, to Indian institutional, non-institutional and retail investors in compliance with the SEBI ICDR Regulations and in reliance on Regulation S (“**Regulation S**”) under the United States Securities Act of 1933, as amended (the “**Securities Act**”), and (ii) outside the United States and India, to eligible investors in “offshore transactions” in reliance on Regulation S under the Securities Act, and in each case, in compliance with applicable laws of the jurisdictions where those offers and sales are made. The Company has appointed Smart Horizon Capital Advisors Private Limited to manage the Issue as the Book Running Lead Manager.

The Service Provider further confirms that they shall immediately inform the Company, and BRLM in case of change or any update in the status or registration. The Service Provider agrees that it is permitted to act as the Service Provider to the Issue and there is no prohibition or order restricting it from acting as the Service Provider to the Issue. The Board of the Company, by their resolution dated August 18, 2026 has approved the appointment of Service Provider.

Concept Communication Limited (“**Service Provider**”) have entered into a service provider agreement dated August 26, 2026 with the Company (“**Agreement**”) in relation to a public relations programme with respect to the Issue in compliance with the SEBI ICDR Regulations and to provide media monitoring services, advertising and other media related services in a manner which is in compliance with the provisions of the SEBI ICDR Regulations Companies Act, the SEBI Directives all other applicable laws, the Publicity Memorandum and, and the Service Provider has accepted its appointment as an advertising agency by way of an engagement letter dated August 14, 2026. The Service Provider has read the SEBI ICDR Regulations and Publicity Memorandum in so far as the same is applicable to its scope of work undertaken pursuant to the Agreement and is fully aware of its obligations and the consequences of any default on its part. The Service Provider acknowledges that the BRLM may be exposed to liabilities or losses if the Service Provider fails to comply with its duties, responsibilities obligations under the Agreement and this Letter of Indemnity.

The Service Provider undertakes to the BRLM that it shall act with due diligence, care and skill while discharging its services under the Agreement. The Service Provider further represents, warrants and undertakes to the BRLM to: (a) cooperate and comply with any instructions the BRLM may provide in respect of the Issue, (b) ensure compliance with applicable laws (including requirements under the SEBI ICDR Regulations and the Companies Act, 2013 in relation to Advertisements and publicity material prepared by the Service Provider), and (c) comply

with the terms and conditions of the Agreement and this Letter of Indemnity.

Further, pursuant to the provisions of the Agreement, the Service Provider has undertaken to enter into this Letter of Indemnity in favour of the BRLM to indemnify the BRLM, their respective Affiliates and its directors, officers, management, representatives, employees authorized agents, advisors or intermediaries, or any other persons acting on its behalf and/or any other person that, directly or indirectly, through one or more intermediaries, controls or is controlled by or is under common control with such indemnified persons (“**Indemnified Parties**”) at all times, for any and all losses, charges, interest, liabilities, claims, suits, demands, damages, actions, awards, writs, judgments, costs and expenses, including attorney’s fees or other professional fees as may be mutually agreed upon between the BRLM and the Service Provider and court costs arising out of a breach or alleged breach of the Service Provider’s obligations under the Service Provider Agreement and this Letter of Indemnity or in relation to deliver or perform the services contemplated under the Agreement and this Letter of Indemnity or failure, deficiency, and/or error in compliance under the Agreement and/or this Letter of Indemnity and, relating to the delivery of media compliance certificate to the BRLM under Paragraph 11 of Schedule IX of the SEBI ICDR Regulations. The Service Provider agrees that Clause 2 (*Objectives*), Clause 3 (*Scope of Services of the Service Provider*), Clause 4 (*Servicing Team*) and Clause 5 (*Commercial Terms*) of the Agreement are incorporated in this Letter of Indemnity *mutatis mutandis*. The Service Provider acknowledges and agrees that entering into the Agreement for performing its services to the Company is sufficient consideration for this Letter of Indemnity.

Accordingly, the Service Provider hereby absolutely, irrevocably and unconditionally undertakes to indemnify, defend and hold, at its own cost, the BRLM and Indemnified Parties, in case of any failure, deficiency, error in compliance, breach or alleged breach of any provision of law, regulation or order of any court, statutory, judicial, administrative or regulatory authority and/or infringement of any intellectual property or other rights of any third party, and/or breach, gross negligence, fraud, wilful misconduct, wilful default or bad faith, if any, in performing its duties, obligations and responsibilities under the Agreement, or of any of the terms and conditions mentioned in the Agreement or this Letter of Indemnity, including relating to the delivery of information for the media compliance certificate to be submitted by the BRLM under Schedule IX of the SEBI ICDR Regulations by the Service Provider and/or such reports or any representation, warranty or undertaking or any delay or from its own breach, gross negligence, fraud, misconduct, wilful default or bad faith, if any, in performing its duties, obligations and responsibilities, including in relation to any acts or error or omissions or failure to perform its duties, obligations and responsibilities under the Agreement or this Letter of Indemnity, or any information provided by the Service Provider and/or its partners, representatives, officers, directors or other persons acting on its behalf to the Indemnified Parties is untrue, incomplete or incorrect in any respect, the Service Provider shall, at its own cost and expense, indemnify, defend and hold the Indemnified Parties free and harmless from and against any and all losses, liabilities, claims, suits, demands, damages, actions, awards, judgments, writs, costs and expenses, including without limitation, attorney’s fees and court costs (collectively, the “**Losses**”), arising out of such breach or alleged breach of any provision of law, regulation or order of any court, statutory, judicial, administrative or regulatory authority, and/or infringement of any intellectual property or other rights of any third party, and/or breach, gross negligence, fraud, wilful misconduct, wilful default or bad faith, if any, in performing the Service Provider’s duties, obligations, and responsibilities or error or failure to deliver or perform the services contemplated, under the Agreement. The provisions of this Letter of Indemnity are not affected by any other terms (including any limitations) set out in the Agreement and shall be in addition to any other rights that the Indemnified Parties may have at common law, equity and/or otherwise.

It is clarified that the maximum aggregate liability of the Service Provider, together with their affiliates, directors, associates or contractors to indemnify the Indemnified Parties, shall not exceed the aggregate amount of professional fees paid by the Company to the Service Provider under the Agreement, except in the event of fraud, willful misconduct and/or gross negligence or willful default (including but not limited to any fraud, gross negligence, bad faith or wilful default in relation to any non-compliance with advertising and publicity restrictions) by the Service Provider.

The indemnity provided in this Letter of Indemnity shall survive the expiry/termination of the Agreement and this Letter of Indemnity may be amended or altered only with the prior written approval of the BRLM.

The provisions of this Letter of Indemnity shall be in addition to any other rights that the BRLM may have at common law, equity and/or otherwise which may be made or commenced against or incurred by the Indemnified Parties as a consequence of any act or omission of, or any failure, default, deficiency or error on the part of, the Service Provider or the Service Provider Entities.

This Letter of Indemnity, the rights and obligations hereunder, and any claims or disputes relating thereto, shall be governed by and construed in accordance with the laws of the Republic of India and subject to the above, the courts at Mumbai, India shall have sole and exclusive jurisdiction in all matters arising out of the arbitration proceedings mentioned herein above including any interim and/or appellate reliefs.

The Service Provider acknowledges and agrees that the BRLM shall have the rights specified under the provisions of the Agreement but shall not have any obligations or liabilities to the Service Provider or the Company or any other party, expressed or implied, direct or indirect, under the terms of the Agreement or this Letter of Indemnity.

This Letter of Indemnity shall be effective from the date of execution of the Service Provider Agreement and shall survive the expiry / termination of the Service Provider Agreement and may be terminated, amended or altered only with the prior written approval of the BRLM and shall be in addition to any other right the BRLM may have under applicable law and/or equitable law.

The Service Provider confirms that it will immediately inform the BRLM of any changes to the information stated herein until the date on which Equity Shares commence trading on the stock exchanges where the Equity Shares are proposed to be listed pursuant to the Issue. In the absence of any such communications, the information stated herein should be taken as updated information. This confirmation may be relied upon by the BRLM and legal counsel in respect of the Issue.

Notwithstanding anything contained in the Agreement, in the event of a breach by any party to this Letter of Indemnity, the defaulting party shall have the right to cure such breach within a period of 10 (ten) days of receipt of written notice of such breach by the non-defaulting party or the defaulting party becoming aware of such breach, whichever is earlier. In the event that: (i) such breach is not cured by the defaulting party within the aforesaid period, or (ii) if any dispute, difference or claim arises between the parties in connection with this Letter of Indemnity or the validity, interpretation, implementation or alleged breach of the terms of this Letter of Indemnity or anything done or omitted to be done pursuant to this Letter of Indemnity ("**Dispute**"), the parties shall attempt in the first instance to resolve the same through negotiation. If the dispute is not resolved through negotiation within 10 (ten) days after commencement of discussions, then either party may refer the Dispute for resolution to an arbitration tribunal consisting of three arbitrators (one to be appointed by the Service Provider, one by the BRLM and one jointly by the appointed arbitrators). All proceedings in any such arbitration shall be conducted at the Mumbai Centre for International Arbitration ("**MCIA**"), in accordance with the Arbitration Rules of the MCIA ("**MCIA Rules**") in force at the time a Dispute arises, under the Arbitration and Conciliation Act, 1996, or any re-enactment thereof and shall be conducted in English. The arbitration shall take place in Mumbai, Maharashtra, India (seat and venue of arbitration). The arbitral award shall be final, conclusive and binding on the parties and shall be subject to enforcement in any court of competent jurisdiction. The rights and obligations of the parties under, or pursuant to, this information, including the arbitration clause, shall be under the sole and exclusive jurisdiction of the courts located at Mumbai, Maharashtra, India (subject to arbitration provisions mentioned herein) in all matters arising out of the arbitration proceedings mentioned herein above.

The Service Provider hereby agrees that failure of any Indemnified Parties to exercise part of any of its right under this letter in one or more instances shall not constitute a waiver of those rights in another instance or a waiver by any other Indemnified Person of any of its rights established herein.

In the event of inconsistency between the terms of this Letter of Indemnity and the Agreement, the terms of this Letter of Indemnity shall prevail.

This Letter of Indemnity may be executed in one or more counterparts, each of which when executed shall be deemed to be an original but all of which taken together shall constitute one and the same agreement. Delivery of executed signature pages by e-mail or electronic transmission (including via scanned PDF) shall constitute effective and binding execution and delivery of this Letter of Indemnity. Without prejudice to the validity of such execution, each Party shall provide the original of such page as soon as reasonably practicable thereafter.

This Letter of Indemnity shall be binding upon and inure to the benefit of both parties and their respective successors, heirs, and assigns. This Letter of Indemnity including all rights, interests, or obligations hereunder, in part or, may be assigned by the BRLM to any of its subsidiaries without need for any prior approval or prior intimation.

All notices and communications issued under this Letter of Indemnity must be in writing and (a) delivered personally, (b) sent by e-mail or other similar facsimile transmission, or (c) sent by registered mail, postage

prepaid, address of the party specified herein below, or to such fax number as may be designated in writing by such party. All notices and other communications required or permitted under this Letter of Indemnity that are addressed, if delivered personally, be deemed given upon delivery; and if sent by registered post/speed post mail, be deemed given when received.

All capitalized terms not specifically defined herein shall have the same meanings attributed to such terms in the Agreement.

In case any notice is required to be given for the purposes of this Letter of Indemnity, the same shall be given by personal delivery or by Speed Post/ Registered Post A.D. and shall be addressed as follows:

In case of the Service Provider, to:

Concept Communication Limited

Queen's Mansion,
Prescot Road, Fort,
Mumbai 400 001
Maharashtra, India

Telephone: 40558888

Email: vivek@conceptindia.com

Attention: Vivek Suchanti

If to the Lead Manager

Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II,
Kanakia Space, Behind Metro Mall,
Off Western Express Highway, Magathane,
Borivali East, Mumbai - 400066, Maharashtra, India.
Tel: 022 – 28706822

E-mail: kdpj@shcapl.com

Attention: Ms. Ankita Pawar

THIS SIGNATURE PAGE FORMS AN INTEGRAL PART OF THE LETTER OF INDEMNITY PROVIDED BY THE SERVICE PROVIDER TO THE BRLMS PURSUANT TO THE SERVICE PROVIDER AGREEMENT ENTERED INTO BY AND BETWEEN THE COMPANY AND THE SERVICE PROVIDER

Yours sincerely,

For and on behalf of **Concept Communication Limited**



Authorised Signatory

Name: Ravi Mehra

Designation: Executive Director



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Yours sincerely,

For and on behalf of Smart Horizon Capital Advisors Private Limited



Authorised Signatory

Name: Ankita Pawar
Designation: Director

