

**CORRIGENDUM TO DRAFT PROSPECTUS DATED SEPTEMBER 30, 2022 FOR DAPS ADVERTISING LIMITED.**

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



**DAPS ADVERTISING LIMITED**

**Corporate Identification Number: U51109UP1999PLC024389**

Our company was incorporated as private limited Company under the name “DAPS Advertising Private Limited” under the provisions of the Companies Act, 1956 vide Certificate of Incorporation dated April 29, 1999 issued by Registrar of Companies, Uttar Pradesh, Kanpur. Subsequently, our Company was converted into a public limited company pursuant to approval of the Shareholders at an Extraordinary General meeting held on March 14, 2018, and consequently, the name of our Company was changed to “DAPS Advertising Limited” and a Fresh Certificate of Incorporation consequent upon conversion from Private Company to Public Company was issued by Registrar of Companies, Uttar Pradesh, Kanpur on September 20, 2018. The Corporate Identification Number of our Company is U51109UP1999PLC024389. For further details on Incorporation and changes in the registered office of our company, please refer to the chapter titled “History and Certain Corporate Matters” beginning on page 104 of the Draft Prospectus.

**Registered Office:** 128, Clyde House, Office No. 9-B, The Mall, Kanpur, Uttar Pradesh-208001, India;

**Tel:** +918115076766; **E-mail:** [investor@dapsadvertising.com](mailto:investor@dapsadvertising.com) **Website:** [www.dapsadvertising.com](http://www.dapsadvertising.com);

**Contact Person:** Pooja Kapoor, Company Secretary and Compliance Officer

**OUR PROMOTERS: AKHILESH CHATURVEDI, DHARMESH CHATURVEDI AND PARESH CHATURVEDI  
ADDENDUM TO THE DRAFT PROSPECTUS DATED SEPTEMBER 30, 2022: NOTICE TO THE INVESTORS  
("THE ADDENDUM")**

INITIAL PUBLIC OFFERING OF 17,00,000 EQUITY SHARES OF FACE VALUE OF Rs.10/- EACH (“EQUITY SHARES”) OF DAPS ADVERTISING LIMITED (“DAPS” OR “OUR COMPANY” OR “THE ISSUER”) FOR CASH AT A PRICE OF RS. 30/- PER EQUITY SHARE (INCLUDING A PREMIUM OF RS. 20/- PER EQUITY SHARE) (“ISSUE PRICE”) AGGREGATING TO RS. 510.00 LAKHS (“THE ISSUE”) OF WHICH 92,000 EQUITY SHARES AGGREGATING TO RS. 27.60 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER (“MARKET MAKER RESERVATION PORTION”). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 16,08,000 EQUITY SHARES OF FACE VALUE OF Rs. 10/- EACH AT AN ISSUE PRICE OF RS. 30/- PER EQUITY SHARE AGGREGATING TO RS. 482.40 LAKHS (“NET ISSUE”). THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 32.85% AND 31.07% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. FOR FURTHER DETAILS, PLEASE REFER TO CHAPTER TITLED “TERMS OF THE ISSUE” BEGINNING ON PAGE 164 OF THE DRAFT PROSPECTUS.

Potential Investor may note the following:

1. In the sections “Cover Pages”, “Risk Factors”, “General Information”, “Capital Structure”, “Objects of the Issue”, “Our Business”, “Our Management” and “Our Promoters and Promoter Group” and “Other Regulatory and Statutory Disclosures”, provided herein below as part of Addendum, modifications have been updated.

The above is to be read in conjunction with the Draft Prospectus and accordingly their references in the Draft Prospectus stand amended pursuant to this Addendum. Please note that the changes pursuant to this Addendum will be appropriately included in the Prospectus, as and when filed with the RoC, the SEBI and the Stock Exchange. All capitalised terms used in this Addendum shall, unless the context otherwise requires, have the meaning ascribed to them in the Draft Prospectus.

<b>Place:</b> Kanpur <b>Date:</b> October 20, 2022	<b>On behalf of DAPS Advertising Limited</b> <i>Sd/</i> <b>Dharmesh Chaturvedi</b> <b>Chairman cum Managing Director</b>
 <b>SHRENI SHARES PRIVATE LIMITED</b> Office No. 102, 1 <sup>st</sup> Floor, Sea Lord CHS, Plot No. 1/B, 1/A, Survey No. A-12, Ram Nagar, Borivali (West), Mumbai- 400 092, Maharashtra, India. <b>Telephone:</b> +91-22-2808 8456 <b>E-mail:</b> <a href="mailto:shrenishares@gmail.com">shrenishares@gmail.com</a> <b>Investors Grievance e-mail:</b> <a href="mailto:info@shreni.in">info@shreni.in</a> <b>Website:</b> <a href="http://www.shreni.in">www.shreni.in</a> <b>Contact Person:</b> Krunal Pipalia <b>SEBI Registration Number:</b> INM000012759	 <b>BIGSHARE SERVICES PRIVATE LIMITED</b> Office No S6-2, 6 <sup>th</sup> floor Pinnacle Business Park, Next to Ahura Centre, Mahakali Caves Road, Andheri (East) Mumbai - 400093, India. <b>Telephone:</b> 022 – 6263 8200 <b>E-mail:</b> <a href="mailto:ipo@bigshareonline.com">ipo@bigshareonline.com</a> <b>Investor grievance e-mail:</b> <a href="mailto:investor@bigshareonline.com">investor@bigshareonline.com</a> <b>Website:</b> <a href="http://www.bigshareonline.com">www.bigshareonline.com</a> <b>Contact Person:</b> Aniket Chindarkar <b>SEBI Registration No.:</b> INR000001385
<b>ISSUE OPENS ON</b>	<b>ISSUE CLOSES ON</b>

## 1. COVER PAGES:

*Date of passing Shareholders resolution for conversion has been changed on Second Cover page.*

Below is the revised text:

Our company was incorporated as private limited Company under the name “DAPS Advertising Private Limited” under the provisions of the Companies Act, 1956 vide Certificate of Incorporation dated April 29, 1999 issued by Registrar of Companies, Uttar Pradesh, Kanpur. Subsequently, our Company was converted into a public limited company pursuant to approval of the Shareholders at an Extraordinary General meeting held on March 14, 2018, and consequently, the name of our Company was changed to “DAPS Advertising Limited” and a Fresh Certificate of Incorporation consequent upon conversion from Private Company to Public Company was issued by Registrar of Companies, Uttar Pradesh, Kanpur on September 20, 2018. The Corporate Identification Number of our Company is U51109UP1999PLC024389. For further details on Incorporation and changes in the registered office of our company, please refer to the chapter titled “*History and Certain Corporate Matters*” beginning on page 104 of this Draft Prospectus.

## 2. RISK FACTORS:

*Under Risk factor 41 on page 35 of Draft Prospectus.*

Below is the revised text:

### **41. Our Promoters and members of the Promoter Group will continue jointly to retain majority control over our Company after the Issue, which will allow them to determine the outcome of matters submitted to shareholders for approval.**

After completion of the Issue, our Promoters and Promoter Group will collectively own 64.91 % of the Equity Shares. As a result, our Promoter together with the members of the Promoter Group will be able to exercise a significant degree of influence over us and will be able to control the outcome of any proposal that can be approved by a majority shareholder vote, including, the election of members to our Board, in accordance with the Companies Act and our AoA. Such a concentration of ownership may also have the effect of delaying, preventing or deterring a change in control of our Company. In addition, our Promoters will continue to have the ability to cause us to take actions that are not in, or may conflict with, our interests or the interests of some or all of our creditors or minority shareholders, and we cannot assure you that such actions will not have an adverse effect on our future financial performance or the price of our Equity Shares.

## 3. GENERAL INFORMATION:

### *a. Under the heading Board of Directors, on page 49 of the Draft Prospectus.*

Below is the revised text:

## **BOARD OF DIRECTORS**

As on the date of this Draft Prospectus, the Board of Directors of our Company comprises of the following:

For detailed profile of our Board of Directors, please see chapter titled “*Our Management*” beginning on page 108 of this Draft Prospectus.

<b>Name</b>	<b>Designation</b>	<b>DIN</b>	<b>Residential Address</b>
Akhilesh Chaturvedi	Chairman and Whole Time Director	00989785	3A/ 146 Vijay Nikunj, Azad Nagar, Swarup Nagar, Kanpur Nagar, Kanpur 208 002, Uttar Pradesh, India.
Dharmesh Chaturvedi	Managing Director	00989831	3A/ 146 Vijay Nikunj, Azad Nagar, Swarup Nagar, Kanpur Nagar, Kanpur 208 002, Uttar Pradesh, India.
Paresh Chaturvedi	Whole Time Director	00989858	3A/ 146 Vijay Nikunj, Azad Nagar, Swarup Nagar, Kanpur Nagar, Kanpur 208 002, Uttar Pradesh, India.

Srishti Chaturvedi	Non-Executive Director	08225434	58/43, Society Bhavan, Birhana Road, Kanpur Nagar, Kanpur- 208 001, Uttar Pradesh, India.
Anshuman Chaturvedi	Non-Executive Independent Director	09704108	C-1202, Dheeraj Hill View Tower CHS LTD., Western Express Highway, Near Dheeraj Upvan, Borivali East, Mumbai 400 066, Maharashtra, India.
Akanksha Sunny Bilaney	Non-Executive Independent Director	07093148	Flat No. 204, A Wing, Building N. 3, Arkade Art, Vinay Nagar, Off Mira Bhayander Road, Mira Road, Behind Silver Sarita Complex, Thane 401107, Maharashtra, India.
Amit Bansal	Non-Executive Independent Director	08097908	Near Tel Mil, 3272 Chah Kathauti-1, Mathura 281 001, Uttar Pradesh, India.
Shivi Rastogi	Non-Executive Independent Director	09747469	117/L/65A, Kakadeo Naveen Nagar, Kanpur 208 025, Uttar Pradesh, India.

**b. Under the heading Statutory Auditors of our Company on page 52 of the Draft Prospectus.**

Below is the revised text:

**STATUTORY AUDITORS OF OUR COMPANY**

**KEDIA GUPTA & ASSOCIATES**

**Chartered Accountants**

Room No. 19, 2<sup>nd</sup> Floor,

Rolland Complex 37/17,

The Mall, Kanpur-208001

Tel No.: +91-9839210057

Email: [caajaykedia1965@gmail.com](mailto:caajaykedia1965@gmail.com)

Contact Person: CA Ajay Kumar Kedia

**4. CAPITAL STRUCTURE:**

**Under the heading Equity Share Capital History of our Company on point no 2 on page 59 of the Draft Prospectus.**

Below is the revised text:

**NOTES TO THE CAPITAL STRUCTURE**

**1. Equity Share Capital History of our Company**

Below is the revised text:

The following table sets forth details of the history of the Equity Share capital of our Company:

Date of Allotment	No. of Equity Shares allotted	Face Value (₹)	Issue Price (₹)	Nature of Consideration	Nature of Allotment	Cumulative No. of Equity Shares	Cumulative Paid-up Equity Shares Capital (₹)	Cumulative Share Premium (₹)
Upon Incorporation	30	100/-	100/-	Cash	Subscription to MOA	30	3,000	Nil
December 11, 2002	2,500	100/-	100/-	Cash	Right Issue	2,530	2,53,000	Nil
November 17, 2008	2000	100/-	100/-	Cash	Right Issue	4,530	4,53,000	Nil
August 31, 2012	6,000	100/-	100/-	Cash	Right Issue	10,530	10,53,000	Nil
Every 1 share of the company of ₹100 each had been sub-divided into 10 shares of ₹10 each vide Special Resolution passed in EOGM convened on dated December 28, 2017. After sub-division the restated position is as follows:								
-	1,05,300	10/-	-		-	1,05,300	1,05,30,000	Nil
December 30, 2017	33,69,600	10/-	Nil	Other than Cash	Bonus Issue	34,74,900	3,47,49,000	Nil

(i) Initial Subscribers to the Memorandum of Association of our company

Sr No	Name	No of Equity Shares
1.	Akhilesh Chaturvedi	10
2.	Dharmesh Chaturvedi	10
3.	Paresh Chaturvedi	10
	<b>Total</b>	<b>30</b>

(ii) Right Issue of 2,500 Equity Shares of face value of ₹100/- each allotted-on December 11, 2002.

Sr No	Name	No of Equity Shares
1.	Sudha Chaturvedi	150
2.	Babita Chaturvedi	150
3.	Shakti Chaturvedi	150
4.	Sonu Chaturvedi	150
5.	Upendra Nath Chaturvedi	150
6.	Mahendra Nath Chaturvedi	150
7.	V. Dutta Chaturvedi	100
8.	U.N. Chaturvedi	100
9.	S.C. Chaturvedi	100
10.	R.K. Chaturvedi	100
11.	K.L Chaturvedi	100
12.	Sandeep Chaturvedi	100
13.	Nirmala Chaturvedi	100
14.	Nand Lal Chaturvedi	100
15.	Vivek Chaturvedi	100
16.	Vikash Chaturvedi	100
17.	Dheeraj Tandon	100
18.	Shyam Goyanka	100
19.	Sanjeev Bhargava	100
20.	Govind Maheshwari	100
21.	B.K. Chaturvedi	100
22.	Vishal Sagar Puri	50
23.	Sangeeta Kedia	50
	<b>Total</b>	<b>2500</b>

(iii) Right Issue of 2,000 Equity Shares of face value of ₹100/- each allotted-on November 17, 2008.

Sr No	Name	No of Equity Shares
1.	Akhilesh Chaturvedi	1,000
2.	Dharmesh Chaturvedi	1,000
	<b>Total</b>	<b>2,000</b>

(iv) Right Issue of 6,000 Equity Shares of face value of ₹100/- each allotted-on August 31, 2012.

Sr No	Name	No of Equity Shares
1.	Shakti Chaturvedi	2,000
2.	Archana Chaturvedi	2,000
3.	Babita Chaturvedi	2,000
	<b>Total</b>	<b>6,000</b>

(v) Bonus Issue of 33,69,600 Equity Shares of Face Value of ₹ 10/- each fully paid in the ratio 32:1 i.e 32 Bonus Equity shares for every one Equity Share held: allotted on December 30, 2017.

Sr No	Name	No of Equity Shares
1.	Akhilesh Chaturvedi	4,51,200
2.	Dharmesh Chaturvedi	4,51,200
3.	Paresh Chaturvedi	1,31,200
4.	Sudha Chaturvedi	1,76,000
5.	Babita Chaturvedi	7,20,000
6.	Shakti Chaturvedi	7,20,000

Sr No	Name	No of Equity Shares
7.	Archana Chaturvedi	7,04,000
8.	Sangeeta Kedia	16,000
	<b>Total</b>	<b>33,69,600</b>

## 5. OBJECT OF THE ISSUE:

*Under the heading Funding Working Capital requirements on page 73 of the Draft Prospectus.*

Below is the revised text:

### DETAILS OF THE OBJECTS OF THE ISSUE

#### 1. Funding working capital requirements.

*Justification:*

S. No.	Particulars
Trade Receivables	We expect debtor days to be at 154 Days approx. for FY 2022-23 and 135 Days approx. for FY 2023-24
Trade Payables	We expect creditor payment days to be at 96 Days approx. for FY 2022-23 and 92 Days approx. for FY 2023-24 based on increased operating expenses

## 6. OUR BUSINESS:

*Under the heading Intellectual Property on page 96 of the Draft Prospectus.*

Below is the revised text:

### INTELLECTUAL PROPERTY

Trademarks registered/Objected/Abandoned in the name of our company

S. No	Brand Name/Logo Trademark	Class	Nature of Trademark and registration number and status	Owner	Date of Registration	Authority	Date of Expiry
1.	DAPS LOGO 	35	Registered vide application no. 3757445	M/s. DAPS Advertising Private Limited, 128, Clyde House, Office No.9-B, The Mall, Kanpur 208 001, Uttar Pradesh, India.	19.02.2018	Registrar of Trademark, Mumbai	18.02.2028
2.	DAPS LOGO 	41	Registered vide application no. 3757446	M/s. DAPS Advertising Private Limited, 128, Clyde House, Office No.9-B, The Mall, Kanpur 208 001, Uttar Pradesh, India.	19.02.2018	Registrar Of Trademark, Mumbai	18.02.2028

## 7. OUR MANAGEMENT:

a. *Under the heading Board of Directors on page 108 and 109 of the Draft Prospectus.*

Below is the revised text:

## BOARD OF DIRECTORS

The following table sets forth the details of our Board as on the date of this Draft Prospectus:

Sr. No.	Name, designation, date of birth, address, date of appointment, current term, occupation, and DIN	Date of Appointment/ Re appointment	Other Directorships
1.	<p><b>Akhilesh Chaturvedi</b></p> <p><b>Designation:</b> Chairman and Whole Time Director</p> <p><b>Date of Birth:</b> January 01, 1969</p> <p><b>Age:</b> 53 years</p> <p><b>Nationality:</b> Indian</p> <p><b>Address:</b> 3A/ 146 Vijay Nikunj, Azad Nagar, Swarup Nagar, Kanpur Nagar, Kanpur 208002, Uttar Pradesh, India.</p> <p><b>Current Term:</b> Appointed as Whole Time Director for a period of Five years i.e., from March 06, 2018 till March 05, 2023. Liable to retire by rotation.</p> <p><b>Occupation:</b> Business</p> <p><b>DIN:</b> 00989785</p>	<p>Originally appointed on the Board w.e.f. April 29, 1999</p> <p>Re-Designated as Chairman and Whole-Time Director w.e.f March 06, 2018 in the Extra Ordinary General Meeting held on March 14, 2018.</p>	<p><b>Companies:</b></p> <p><i>Nil</i></p>
2.	<p><b>Dharmesh Chaturvedi</b></p> <p><b>Designation:</b> Managing Director</p> <p><b>Date of Birth:</b> March 06, 1970</p> <p><b>Age:</b> 52 years</p> <p><b>Nationality:</b> Indian</p> <p><b>Address:</b> 3A/ 146 Vijay Nikunj, Azad Nagar, Swarup Nagar, Kanpur Nagar, Kanpur 208 002, Uttar Pradesh, India.</p> <p><b>Current Term:</b> Appointed as Managing Director for a period of Five years i.e., from March 06, 2018 till March 05, 2023.</p> <p><b>Occupation:</b> Business</p> <p><b>DIN:</b> 00989831</p>	<p>Originally appointed on the Board w.e.f. April 29, 1999</p> <p>Re-Designated as Managing Director w.e.f March 06, 2018 in the Extra Ordinary General Meeting held on March 14, 2018.</p>	<p><b>Companies:</b></p> <p><i>Nil</i></p>
3.	<p><b>Paresh Chaturvedi</b></p> <p><b>Designation:</b> Whole Time Director and Chief Finance Officer</p> <p><b>Date of Birth:</b> May 24, 1972</p> <p><b>Age:</b> 50 years</p> <p><b>Nationality:</b> Indian</p>	<p>Originally appointed on the Board w.e.f. April 29, 1999</p> <p>Re-Designated as Whole-Time Director w.e.f March 06, 2018 in the Extra Ordinary General Meeting held on March 14, 2018.</p>	<p><b>Companies:</b></p> <p><i>1. Sapory Tradelinkers Private Limited</i></p>

Sr. No.	Name, designation, date of birth, address, date of appointment, current term, occupation, and DIN	Date of Appointment/ Re appointment	Other Directorships
	<p><b>Address:</b> 3A/ 146 Vijay Nikunj, Azad Nagar, Swarup Nagar, Kanpur Nagar, Kanpur 208002, Uttar Pradesh, India.</p> <p><b>Current Term:</b> Appointed as Whole Time Director for a period of Five years i.e., from March 06, 2018 till March 05, 2023. Liable to retire by rotation.</p> <p><b>Occupation:</b> Business</p> <p><b>DIN:</b> 00989858</p>		
4.	<p><b>Srishti Chaturvedi</b></p> <p><b>Designation:</b> Non-Executive Director</p> <p><b>Date of Birth:</b> January 08, 1995</p> <p><b>Nationality:</b> Indian</p> <p><b>Age:</b> 27 years</p> <p><b>Address:</b> 58/43, Society Bhavan, Birhana Road, Kanpur Nagar, Kanpur- 208001, Uttar Pradesh, India.</p> <p><b>Current Term:</b> Appointed as Non-Executive Director for a period of Five years i.e., from September 27, 2018 till September 27, 2023. Liable to retire by rotation.</p> <p><b>Occupation:</b> Business</p> <p><b>DIN:</b> 08225434</p>	<p>Originally appointed on the Board as Additional Non-Executive Director w.e.f September 20, 2018.</p> <p>Further regularized as Non-Executive Director in the AGM held on September 27, 2018</p>	<p><b>Companies:</b></p> <p><i>Nil</i></p>
5.	<p><b>Anshuman Chaturvedi</b></p> <p><b>Designation:</b> Non-Executive Independent Director</p> <p><b>Date of Birth:</b> October 07, 1987</p> <p><b>Nationality:</b> Indian</p> <p><b>Age:</b> 35 years</p> <p><b>Address:</b> C-1202, Dheeraj Hill View Tower CHS LTD., Western Express Highway, Near Dheeraj Upvan, Borivali East, Mumbai 400 066, Maharashtra, India.</p> <p><b>Current Term:</b> Appointed as Non-Executive Independent Director for a period of Five years from September 26, 2022.</p> <p><b>Occupation:</b> Professional</p> <p><b>DIN:</b> 09704108</p>	<p>Originally appointed on the Board as Additional Non-Executive Independent Director w.e.f August 13, 2022.</p> <p>Further regularized as Non-Executive Director in the AGM held on September 26, 2022 for a period of 5 years</p>	<p><b>Companies:</b></p> <p><i>Nil</i></p>
6.	<p><b>Akanksha Sunny Bilaney</b></p> <p><b>Designation:</b> Non-Executive Independent Director</p> <p><b>Date of Birth:</b> September 02, 1989</p>	<p>Appointed on the Board as Non-Executive Independent Director w.e.f. September 26, 2022 for period of 1 year.</p>	<p><b>Companies:</b></p> <p><i>1. Supremex Shine Steels Limited.</i></p>

Sr. No.	Name, designation, date of birth, address, date of appointment, current term, occupation, and DIN	Date of Appointment/ Re appointment	Other Directorships
	<p><b>Age:</b> 34 years</p> <p><b>Nationality:</b> Indian</p> <p><b>Address:</b> Flat No. 204, A Wing, Building N. 3, Arkade Art, Vinay Nagar, Off Mira Bhayander Road, Mira Road, Behind Silver Sarita Complex, Thane 401 107, Maharashtra, India.</p> <p><b>Current Term:</b> Appointed as Non-Executive Independent Director for a period of One year from September 26, 2022..</p> <p><b>Occupation:</b> Professional</p> <p><b>DIN:</b> 07093148</p>		2. <i>One9planet Foundation.</i>
7.	<p><b>Amit Bansal</b></p> <p><b>Designation:</b> Non-Executive Independent Director</p> <p><b>Date of Birth:</b> December 18, 1988</p> <p><b>Age:</b> 34 years</p> <p><b>Nationality:</b> Indian</p> <p><b>Address:</b> Near Tel Mil, 3272 Chah Kathauti-1, Mathura 281 001, Uttar Pradesh, India.</p> <p><b>Current Term:</b> Appointed as Non-Executive Independent Director for a period of One year from September 26, 2022.</p> <p><b>Occupation:</b> Professional</p> <p><b>DIN:</b> 08097908</p>	Appointed on the Board as Non-Executive Independent Director w.e.f. September 26, 2022 for period of 1 year.	<b>Companies:</b> 1. <i>ABVS Management Consultancy Services Private Limited.</i>
8.	<p><b>Shivi Rastogi</b></p> <p><b>Designation:</b> Non-Executive Independent Director</p> <p><b>Date of Birth:</b> January 18, 1997</p> <p><b>Age:</b> 25 Years</p> <p><b>Nationality:</b> Indian</p> <p><b>Address:</b> 117/L/65A, Kakadeo Naveen Nagar S.O, Kanpur 208 025, Uttar Pradesh, India.</p> <p><b>Current Term:</b> Appointed as Non-Executive Independent Director for a period of One year from September 26, 2022</p> <p><b>Occupation:</b> Professional</p> <p><b>DIN:</b> 09747469</p>	Appointed on the Board as Non-Executive Independent Director w.e.f. September 26, 2022 for period of 1 year.	<b>Companies:</b> <i>Nil</i>

b. Under the heading *Brief Profile of our Directors* on page 111 and 112 of the Draft Prospectus.

Below is the revised text:

## BRIEF PROFILE OF OUR DIRECTORS

**Akhilesh Chaturvedi**, aged 53 years, is the Promoter, Chairman and Whole Time Director of our Company. He has completed his Bachelor of Commerce from University of Kanpur in the year 1987. He has more than 20 years of experience in the advertisement industry. He has been on the Board of our Company since incorporation. He currently oversees and controls the business development & marketing function of our Company along with ad designing. Under his leadership, our Company has been successful in expanding the customer base and revenue growth of our Company.

**Dharmesh Chaturvedi**, aged 52 years, is the Promoter and Managing Director of our Company. He has completed his Bachelor of Commerce from University of Kanpur in the year 1990 and has more than 20 years of experience in the advertisement industry. He has been on the Board of our Company since incorporation. He is involved in the overall administration and HR Management of the Company along with business development & marketing. His expertise in liasoning and marketing helps in the growth of the Company. Under his guidance our Company has witnessed continuous growth.

**Paresh Chaturvedi**, aged 50 years is the Promoter, Whole Time Director and Chief Finance Officer of our Company. He has completed his Bachelor of Commerce from University of Kanpur in the year 1992 and has more than 20 years of experience in the advertisement industry. He has been on the Board of our Company since incorporation. He is entrusted with the responsibility to look after Accounts, Legal and Secretarial Compliance function of the Company.

**Srishti Chaturvedi**, aged 27 years is the Non-Executive Director of our Company. She has completed her Bachelor of Commerce from Chhatrapati Shahu Ji Maharaja University, Kanpur in the year 2014. She has completed the Mutual Funds: A Beginners Modules from NSE Academy's Certification in Financial Market (NCFM), Mumbai in the year 2018 and She has passed the Professional Competence Examination conducted by The Institute of Company Secretary of India in year 2018 and The Institute of Chartered Accountant of India in year 2019. She has an experience of around 4 years in the advertising industry.

**Anshuman Chaturvedi**, aged 35 years is the Non-Executive Independent Director of our company. He has passed the Professional Competence Examination conducted by The Institute of Company Secretaries of India, in the year 2016 and he is Fellow Member of The Institute of Company Secretaries of India. Currently he is Practicing Company Secretary at A. Chaturvedi & Associates (Company Secretaries).

**Akanksha Sunny Bilaney**, aged 34 years is the Non-Executive Independent Director of our Company. She has passed the Professional Competence Examination conducted by The Institute of Company Secretaries of India in year 2013. She is a member of the Institute of Company Secretaries of India and also holds Certificate of Practice from the Institute of Company Secretaries of India. She is a founder of firm A.S. Bilaney & Associates. She has an overall experience of around 10 years in handling Company law related compliances.

**Amit Bansal**, aged 34 years is the Non-Executive Independent of our Company. He is member of the Institute of Chartered Accountants of India. He has experience of more than 7 years in accounts and finance field catering to statutory audits, forensic audit, taxation and project financing.

**Shivi Rastogi**, aged 25 years is the Non-Executive Independent of our Company. She has completed her Bachelor of Commerce from Chhatrapati Shahu Ji Maharaj University of Kanpur. She has passed Intermediate (Integrated Professional Competence) Examination conducted by the Institute of Chartered Accountants of India in the year 2019. She has an experience of more than 4 years in the Tax Consultancy and Internal and Stock Audit of various industry.

### *c. Under the heading Confirmations on page 112 of the Draft Prospectus.*

Below is the revised text:

## CONFIRMATIONS

As on the date of this Draft Prospectus:

1. Except as stated below; none of the Directors of our Company are related to each other as per Section 2(77) of the Companies Act, 2013.

Sr. No.	Name and Designation of Director	Relationship with Other Director
---------	----------------------------------	----------------------------------

1.	Akhilesh Chaturvedi, Chairman and Whole Time Director	Brother of Dharmesh Chaturvedi, Paresh Chaturvedi
2.	Dharmesh Chaturvedi, Managing Director	Brother of Akhilesh Chaturvedi, Paresh Chaturvedi and Father of Srishti Chaturvedi
3.	Paresh Chaturvedi, Whole Time Director & CFO	Brother of Dharmesh Chaturvedi, Akhilesh Chaturvedi
4.	Srishti Chaturvedi, Non-Executive Director	Daughter of Dharmesh Chaturvedi

*d. Under the head Sitting Fees on page 114 of the Draft Prospectus.*

Below is the revised text:

#### **SITTING FEES**

Pursuant to the resolution passed by the Board of Directors of our Company on September 30, 2022, the Non-Executive Director including Independent Directors of our Company would be entitled to a sitting fee of Rs. 4,000/- for attending every meeting of Board and its committee thereof.

*e. Under the head Corporate Governance on page 117 of the Draft Prospectus.*

Below is the revised text:

#### **CORPORATE GOVERNANCE**

##### **Audit Committee**

Our Board has constituted the Audit Committee vide Board Resolution dated September 28, 2018 which was reconstituted on September 30, 2022 in accordance with the Section 177 of the Companies Act, 2013. The audit committee comprises of:

##### **Stakeholders' Relationship Committee**

Our Board has constituted the Stakeholders' Relationship Committee vide Board Resolution dated September 28, 2018 which was re-constituted on September 30, 2022 pursuant to Section 178 of the Companies Act, 2013. The Stakeholder's Relationship Committee comprises of:

##### **Nomination and Remuneration Committee**

Our Board has constituted the Nomination and Remuneration Committee vide Board Resolution dated September 28, 2018 which was re-constituted on September 30, 2022 pursuant to Section 178 of the Companies Act, 2013. The Nomination and Remuneration Committee comprises of:

*f. Under the head Key Managerial Personnel on page 121 of the Draft Prospectus.*

Below is the revised text

#### **KEY MANAGERIAL PERSONNEL**

In addition to Dharmesh Chaturvedi and Akhilesh Chaturvedi whose details have been provided above, the details of our other Key Managerial Personnel in terms of SEBI ICDR Regulations as on the date of filing of this Draft Prospectus are set forth below:

**Paresh Chaturvedi**, aged 50 years is the Chief Financial Officer (**CFO**) of our Company. He has completed his Bachelor of Commerce from University of Kanpur in the year 1992 and has more than 20 years of experience in the advertisement industry. He has been appointed as Chief Financial Officer of our Company with effect from March 06, 2018. He is entrusted with the responsibility to look after Accounts, Legal and Secretarial Compliance function of the Company. He looks after overall Financials, Administration and Human Resource department of the Company. He has been paid remuneration of Rs 18.00 lakhs for the financial year ended March 31, 2022 in capacity of being the Whole Time Director and CFO of our Company.

## 8. OUR PROMOTERS AND PROMOTER GROUP:

*Under the head details of our Promoters on page 123 of the Draft Prospectus*

Below is the revised text:

**The details of our Promoters are as under:**

<b>1. Akhilesh Chaturvedi- Chairman &amp; Whole Time Director</b>	
	<p><b>Akhilesh Chaturvedi</b>, aged 53 years, is the Promoter, Chairman and Whole Time Director of our Company. He has completed his Bachelor of Commerce from University of Kanpur in the year 1987. He has more than 20 years of experience in the advertisement industry. He currently oversees and controls the business development &amp; marketing function of our Company along with ad designing. He holds 6,65,300 Equity Shares, representing 19.15% of the issued, subscribed and paid-up Equity Share capital of our Company. For the complete profile of Akhilesh Chaturvedi, along with details of his educational qualifications, professional experience, position/posts held in the past, directorships held, special achievements and business and financial activities, see “<i>Our Management – Board of Directors</i>” on page 108 of this Draft Prospectus.</p> <p><b>Date of Birth:</b> January 01, 1969</p> <p><b>Nationality:</b> Indian</p> <p><b>PAN:</b> AEKPC4324H</p> <p><b>Driving License Number:</b> NA</p> <p><b>Residential Address:</b> 3A/ 146 Vijay Nikunj, Azad Nagar, Swarup Nagar, Kanpur Nagar, Kanpur 208 002, Uttar Pradesh, India.</p>
<b>2. Dharmesh Chaturvedi- Managing Director</b>	
	<p><b>Dharmesh Chaturvedi</b>, aged 52 years, is the Promoter and Managing Director of our Company. He has completed his Bachelor of Commerce from University of Kanpur in the year 1990 and has more than 20 years of experience in the advertisement industry. He has been on the Board of our Company since incorporation. He is involved in the overall administration and HR Management of the Company along with business development &amp; marketing. His expertise in liasoning and marketing helps in the growth of the Company. Under his guidance our Company has witnessed continuous growth. He holds 6,65,300 Equity Shares, representing 19.15% of the issued, subscribed and paid-up Equity Share capital of our Company. For the complete profile of Dharmesh Chaturvedi, along with details of his educational qualifications, professional experience, position/posts held in the past, directorships held, special achievements and business and financial activities, see “<i>Our Management – Board of Directors</i>” on page 108 of this Draft Prospectus.</p> <p><b>Date of Birth:</b> March 06, 1970</p> <p><b>Nationality:</b> Indian</p>

	<p><b>PAN:</b> AARPC4585H</p> <p><b>Driving License Number:</b> UP78 20020058716</p> <p><b>Residential Address:</b> 3A/146, Vijay Nikunj, Azad Nagar, Swarup Nagar, Kanpur 208 002, Uttar Pradesh, India.</p>
--	---

### 3. Paresh Chaturvedi- Whole Time Director and CFO



**Paresh Chaturvedi**, aged around 50 years is the Promoter, Whole Time Director and Chief Finance Officer of our Company. He has completed his Bachelor of Commerce from University of Kanpur in the year 1992 and has more than 20 years of experience in the advertisement industry. He is entrusted with the responsibility to look after Accounts, Legal and Secretarial Compliance function of the Company. He holds 5,55,800 Equity Shares, representing 15.99 % of the issued, subscribed and paid-up Equity Share capital of our Company. For the complete profile of Paresh Chaturvedi, along with details of his educational qualifications, professional experience, position/posts held in the past, directorships held, special achievements and business and financial activities, see “*Our Management – Board of Directors*” on page 108 of this Draft Prospectus.

**Date of Birth:** May 24, 1972

**Nationality:** Indian

**PAN:** AEKPC4325G

**Driving License Number:** UP78 20180018585\*

**Residential Address:** 3A/ 146 Vijay Nikunj, Azad Nagar, Swarup Nagar, Kanpur Nagar, Kanpur 208 002, Uttar Pradesh, India.

*\*The driving license of Paresh Chaturvedi has been expired on May 23, 2022 and he is yet to make the application for renewal of the same.*

## 9. OTHER REGULATORY AND STATUTORY DISCLOSURES:

*Under the heading Eligibility for the Issue on page 156 of the Draft Prospectus*

Below is the revised text

### ELIGIBILITY FOR THE ISSUE

#### Other Disclosures:

Below is the revised text:

As per Regulation 230 (1) of the SEBI ICDR Regulations, our Company has ensured that:

2. Our Company has entered into an agreement dated May 30, 2018 with NSDL and agreement dated April 09, 2018, with CDSL for dematerialisation of its Equity Shares already issued and proposed to be issued.