



(Please scan this QR Code to view the RHP)

CASH UR DRIVE MARKETING LIMITED

(Previously known as Cash Ur Drive Marketing Private Limited)

Our Company was incorporated as a Private Limited Company under the name of "Cash Ur Drive Marketing Private Limited" under the Companies Act, 1956 vide certificate of incorporation dated July 06, 2009, issued by Registrar of Companies, Punjab, Himachal Pradesh and Chandigarh bearing CIN U74999CH2009PTC031677. Further, our Company was converted into a Public Limited Company in pursuance of a special resolution passed by the members of our Company at the Extra Ordinary General Meeting held on November 04, 2023 and the name of our Company was changed from "Cash Ur Drive Marketing Private Limited" to "Cash Ur Drive Marketing Limited". Registrar of Companies, Chandigarh has issued a new certificate of incorporation consequent upon conversion dated December 01, 2023, bearing CIN U74999CH2009PLC031677.

Registered Office: 4th Floor, SCO 0032, Sector-17C, Chandigarh - 160017, India
Corporate Office: Use No.1104, 11th Floor, World Trade Tower - B, Plot C-01 Sector-16, Noida, Uttar Pradesh- 201301
Tel: + 91 701 1233001; **Fax:** N.A. **Website:** www.cashurdrive.com, **E-mail:** cs@cashurdrive.net
Contact Person: Mr. Gagan Mahajan, Company Secretary and Compliance Officer
Corporate Identity Number: U74999CH2009PLC031677

PROMOTERS: MR. RAGHU KHANNA, MS. PARVEEN K KHANNA AND MR. BHUPINDER KUMAR KHANNA

"THE ISSUE IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON EMERGE PLATFORM OF NSE."

THE ISSUE

INITIAL PUBLIC OFFERING UP TO 46,76,000 EQUITY SHARES OF RS. 10/- EACH ("EQUITY SHARES") OF CASH UR DRIVE MARKETING LIMITED ("CODML" OR THE "COMPANY") FOR CASH AT A PRICE OF RS. [●] /- PER EQUITY SHARE (THE "ISSUE PRICE"), AGGREGATING TO RS. [●] LAKHS ("THE OFFER"), COMPRISING A FRESH ISSUE OF UP TO 44,69,000 EQUITY SHARES AGGREGATING TO RS. [●] LAKHS BY OUR COMPANY ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 2,07,000 EQUITY SHARES BY MS. PARVEEN K KHANNA ("THE PROMOTER" OR "THE SELLING SHAREHOLDER") AGGREGATING TO RS. [●] LAKHS ("OFFER FOR SALE"). OUT OF THE OFFER, 2,59,000 EQUITY SHARES AGGREGATING TO RS. [●] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION"). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. OFFER OF 44,77,000 EQUITY SHARES OF FACE VALUE OF RS. 10.00/- EACH AT AN ISSUE PRICE OF RS. [●] /- PER EQUITY SHARE AGGREGATING TO RS. [●] LAKHS IS HEREINAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER WILL CONSTITUTE 26.50% AND 25.03%, RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

PRICE BAND: *123/- to 130/- PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH.
THE FLOOR PRICE IS 12.3 TIMES THE FLOOR VALUE AND CAP PRICE IS 13.0 TIMES THE FLOOR VALUE OF THE EQUITY
THE PRICE TO EARNING RATIO BASED ON DILUTED EPS FOR FISCAL 2025 AT THE FLOOR PRICE IS 8.69 TIMES AND AT THE CAP PRICE IS 9.18 TIMES. BIDS CAN BE MADE FOR A MINIMUM OF 1000 EQUITY SHARES AND IN MULTIPLES OF 1000 EQUITY SHARES THEREAFTER.

ANCHOR INVESTOR BIDDING DATE*	JULY 30, 2025
BID / ISSUE OPENS ON**	JULY 31, 2025
BID / ISSUE CLOSES ON***	AUGUST 04, 2025

*Our Company may, in consultation with the BRLMs, consider participation by the Anchor Investor. The Anchor Investor Bid/Offer period shall be one working day prior to the Bid/Offer opening date in accordance with SEBI ICDR Regulations, 2018.

**Our Company may, in consultation with the BRLMs, consider closing the Bid/Offer period for QIB one working day prior to the Bid/Offer Closing Date in accordance with the SEBI ICDR Regulations, 2018.

***UPI mandate end time and date shall be at 5:00 pm on the Bid/Issue Closing Date.

The floor price and cap price have been revised.

BRIEF DESCRIPTION OF THE BUSINESS OF THE COMPANY

Our company is an Out of Home (OOH) advertising company offering a diverse range of advertising solutions including Transit Media, Outdoor Media, Print Media and Digital Media Services, tailored to help our clients effectively reach their target audience. Initially, our focus was on advertising through commercial vehicles, such as cab advertising. As we expanded, we broadened our services offerings to include bus branding, auto show advertising, billboard campaigns, and other outdoor media solutions. Further to capitalize on the growth of the Electric Vehicle Industry, we started doing advertisements on EV Vehicles and EV charging and battery swapping stations. For further details, please see "our business" on page 169 of the red herring prospectus.

THIS ISSUE IS BEING MADE THROUGH BOOK BUILDING PROCESS, IN TERMS OF CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 (THE "SEBI (ICDR) REGULATIONS"), AS AMENDED RED WITH RULE 19(2)(B) OF SECURITIES CONTRACTS (REGULATION) RULES, 1957, AS AMENDED. THE EQUITY SHARES OF THE COMPANY WILL GET LISTED ON EMERGE PLATFORM OF THE NATIONAL STOCK EXCHANGE OF INDIA LIMITED. FOR THE PURPOSE OF THE ISSUE, NATIONAL STOCK EXCHANGE OF INDIA LIMITED SHALL BE THE DESIGNATED STOCK EXCHANGE FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED "ISSUE PROCEDURE" BEGINNING ON PAGE 336 OF THE RED HERRING PROSPECTUS. A COPY OF THE RED HERRING PROSPECTUS HAS BEEN DELIVERED FOR REGISTRATION TO THE REGISTRAR OF COMPANIES, CHANDIGARH AS REQUIRED UNDER SECTION 26 OF THE COMPANIES ACT, 2013.

ALLOCATION OF THE ISSUE

QIB PORTION	NOT MORE THAN 50.00% OF THE NET ISSUE
INDIVIDUAL INVESTOR PORTION	NOT LESS THAN 35.00% OF THE NET ISSUE
NON-INSTITUTIONAL PORTION	NOT LESS THAN 15.00% OF THE NET ISSUE
MARKET MAKER PORTION	UPTO 2,59,000 EQUITY SHARES OR OR 5.54% OF THE ISSUE

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE ISSUE, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE ISSUE AVAILABLE IN ANY MANNER.

In accordance with the recommendation of the Independent Directors of our Company, pursuant to their resolution dated July 18, 2025, and July 23, 2025 the above provided price band is justified based on quantitative factors/KPIs dated July 18, 2025 disclosed in the "Basis for Issue Price" section beginning on page no. 132 of the Red Herring Prospectus vis-à-vis the weighted average cost of acquisition (WACA) of primary and secondary transaction(s) as applicable disclosed in the "Basis for Issue Price" section beginning on page no. 132 of the Red Herring Prospectus and provided below in the advertisement.

ASBA*	Simple, safe, smart way of Application!!!!	Mandatory in Public Issues No cheque will be accepted	*Applications supported by blocked amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For further details, check section on ASBA below.
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UPI-Now available in ASBA for Individual Investors ("I") **
Investors are required to ensure that the bank account used for bidding is linked to their PAN.
UPI - Now available in ASBA for Individual Bidders applying through Registered Brokers, DPs & RTA. Individual Bidders also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account.

*ASBA has to be availed by all the investors except Anchor Investors (if any). UPI may be availed by individual Investor. For details on the ASBA and UPI process, please refer to the details given in ASBA Form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 336 of the Red Herring Prospectus. The process is also available on the website of SEBI and Stock Exchanges in the General Information Document. ASBA Forms can be downloaded from the website of Emerge platform of NSE ("NSE Emerge" or "Stock Exchange") and can be obtained from the list of banks that is displaying on website of SEBI at www.sebi.gov.in.

** List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in. Axis Bank Limited has been appointed as Sponsor Bank for the Issue in accordance with the requirements of the SEBI Circular dated November 1, 2018, as amended

RISK TO INVESTORS

- 1. RISK TO INVESTORS: SUMMARY DESCRIPTION OF KEY RISK FACTORS BASED ON MATERIALITY**
- Our contingent liabilities as stated in our Restated Financial Statements could adversely affect our financial conditions.
 - There are certain outstanding litigations pending against our company Promoters and group companies which, if determined adversely, could adversely affect our business, results of operations and financial condition.
 - Our major revenue is sourced from Outdoor media and Transit media. Our inability or failure to manage and attract more clients under these services could adversely affect our business.
 - We had negative cash flows from operating, investing and financing activities as per the restated financial statements in the past and may continue to have negative cash flows in the future.
 - We depend on a limited number of customers for a significant portion of our revenues. The loss of a major customer or significant reduction in demand from any of our major customers may adversely affect our business, financial condition, results of operations and prospects.
 - The restated financial statements have been provided by peer-reviewed chartered accountants who are not statutory auditors of our Company.
 - Certain differences exist between the Audited Financial Statements and the Restated Financial Statements of our Company, which may impact investors' understanding of our financial condition and historical performance.
 - Conflicts of interest may arise out of common business undertaken by our Company and our promoter group Companies.
 - Our Company has entered into certain related party transactions at arm length price in the past and may continue to do so in the future.
 - The related party transactions reported by our group companies and the related party transactions reported in our Restated Financial Statements may vary which may impact investors' understanding of our financial statements and related party transactions.
- 2. DETAILS OF SUITABLE RATIOS:**

On the basis of financials:

Financial Year	EPS (Basic & Diluted)	Weight
2024-25	14.16	3
2023-24	7.68	2
2022-23	4.29	1
Weighted Average EPS	10.36	

2) Price to Earnings (P/E) ratio in relation to Issue Price of Rs. [●] per Equity Share of face value Rs.10/- each fully paid up.

Particulars	P/E Ratio at floor price	P/E Ratio at cap price
P/E ratio based on the Basic & Diluted EPS, as restated for FY 2024-25	8.69	9.18
P/E ratio based on the Basic & Diluted EPS, as restated for FY 2023-24	16.02	16.93
P/E ratio based on the Basic & Diluted EPS, as restated for FY 2022-23	28.67	30.30
P/E ratio based on the Weighted Average EPS, as restated	11.87	12.55

Industry P/E*	**Highest	32.50
	**Lowest	15.10
	***Average	23.80

*We have taken the lowest P/E from the P/E of Listed Industry Peers.
** We have taken the highest P/E from the P/E of Listed Industry Peers.
*** Average of Lowest and Highest Industry P/E.

3) Return on Net Worth (RONW)

On the basis of Financials:

Financial Year	Return on Net Worth (%)	Weight
2024-25	44.43%	3
2023-24	48.56%	2
2022-23	43.61%	1
Weighted Average		45.67%

4) Net Asset Value per Equity Share

On the basis of financials:

Particulars	Net Asset Value (NAV) in Rs.
2024-25	42.48
2023-24	39.32
2022-23	1,437.25
NAV after the Issue- At Cap Price	66.05
NAV after the Issue- At Floor Price	64.20
NAV after the Issue- At Issue Price	[●]
Issue Price	[●]

5) Comparison with industry peers

S.No.	Name of the company	Face Value (Per Share)	CMP	EPS	P/E Ratio*	PAT (Amount in Lakhs)
1	Cash Ur Drive Marketing Limited	10.00	-	14.16	-	1,767.60
Peer Group*						
2	DAPS Advertising Limited	10.00	24.00	2.29	10.48	118.62
3	Bright Outdoor Media Limited	10.00	389.95	13.11	29.74	1,907.50

*Sourced from Annual Reports, Audited Financials, NSE or BSE

Notes:

- Considering the nature and turnover of business of the Company, the peers are not strictly comparable. However, the same have been included for broader comparison.
 - The figures for Cash Ur Drive Marketing Limited are based on the restated results for the financial year ended March 31, 2025.
 - Current Market Price (CMP) is the closing price of respective scrip as on July 21, 2025.
 - P/E has been calculated through dividing the closing price of respective scrip as on July 21, 2025 by EPS as on March 31, 2025.
- For further details see section titled Risk Factors beginning on page 34 and the financials of the Company including profitability and return ratios, as set out in the section titled Auditors Report and Financial Information of Our Company beginning on page 266 of the Red Herring Prospectus for a more informed view.

Key financial and operational performance indicators ("KPIs")

Our company considers that KPIs included herein below have a bearing for arriving at the basis for Offer Price. The KPIs disclosed below have been approved by a resolution of our Audit Committee dated July 18, 2025. Further, the KPIs herein have been certified by M/s KRA & Co., Chartered Accountants, by their certificate dated July 18, 2025, vide UDIN 255031508MJC/GF3778. Additionally, the Audit Committee on its meeting dated July 18, 2025, have confirmed that other than verified and audited KPIs set out below, our company has not disclosed to earlier investors at any point of time during the three years period prior to the date of the Red Herring Prospectus.

For further details of our key performance indicators, see "Risk Factors, "Our Business", "Management's Discussion and Analysis of Financial Condition and Results of Operations" on pages 34, 169 and 269 respectively. We have described and defined them, where applicable, in "Definitions and Abbreviations" section on page 02. Our Company confirms that it shall continue to disclose all the KPIs included in the section "Basis for Offer Price", on a periodic basis, at least once in a year (or for any lesser period as determined by the Board of our Company), for a duration that is at least the later of (i) one year after the listing date or period specified in SEBI or (ii) till the utilization of the Net Proceeds. Any change in these KPIs, during the aforementioned period, will be explained by our Company as required under the SEBI ICDR Regulations.

Key metrics like revenue growth, EBITDA Margin, PAT Margin and free balance sheet ratio are monitored on a periodic basis for evaluating the overall performance of our Company.

KPI Indicators

Particulars	Financial Year ended March 31st, 2025	Financial Year ended March 31st, 2024	Financial Year ended March 31st, 2023
Revenue from operations (1)	13,932.39	9,375.09	7,940.80
Growth in revenue from operations (2)	48.61%	18.06%	-
EBITDA (3)	2,067.18	880.55	542.09
EBITDA (%) Margin (4)	14.84%	9.39%	6.83%
EBITDA Growth: year on year (5)	134.76%	62.43%	-
ROCE (%) (6)	41.55%	52.49%	36.45%
Current Ratio (7)	1.58	0.98	1.08
Operating cash flow (8)	(1,439.30)	2,402.66	(35.37)
PAT (9)	1,767.60	921.82	514.54
ROE/RONW(10)	44.43%	48.56%	43.61%
RPS (11)	14.16	7.68	4.29

Notes:

- Revenue from operations is the total revenue generated by our Company.
- Growth in Revenue in percentage, Year on Year
- EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses- other income.
- EBITDA Margin is calculated as EBITDA divided by Revenue from Operations
- EBITDA Growth Rate Year on Year in Percentage
- ROCE: Return on Capital Employed is calculated as EBIT divided by capital employed, which is defined as shareholders' equity plus long term debt.
- Current Ratio: Current Asset over Current Liabilities
- Operating Cash Flow: Net cash inflow from operating activities.
- PAT is mentioned as PAT for the period
- ROE/RONW is calculated as PAT divided by shareholders' equity
- EPS is mentioned as EPS for the period

3. Weighted Average Return on Net worth on for Financial Year ending 2025, 2024 and 2023 is 45.67%.

4. Disclosures as per clause (9)(K)(4) of Part A to Schedule VI, as applicable.

a) The price per share of our Company based on the primary/ new issue of shares.
The details of the Equity Shares excluding shares issued under ESOP/ESOS and issuance of bonus shares during the 18 months preceding the date of the red-herring prospectus where such issuance is equal to or more than 5 per cent of the fully diluted paid-up share capital of the Issuer Company (calculated based on the pre-issue capital before such transaction), in a single transaction or multiple transactions combined together over a span of rolling 30 days; and

S.No.	Date of Allotment	No. of Equity Shares allotted	Face value (Rs.)	Issue Price (Rs.)	Issue Price Adjusted after Bonus Issue	Nature of consideration	Nature of Allotment
1	At Incorporation	10,000	10	10	0.01	Cash	Subscription to MOA
2	31-03-2014	1,515	10	2400	2.30	Cash	Private Placement
3	28-10-2024	7,32,000	10	125	-	Cash	Private Placement
4	07-11-2024	4,04,800	10	125	-	Cash	Private Placement
5	08-11-2024	40,000	10	125	-	Cash	Private Placement

b) The price per share of our Company based on the secondary sale/ acquisition of shares.

There have been no secondary sale / acquisitions of Equity Shares, where the promoters, members of the promoter group or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts), during the 18 months preceding the date of the certificate, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of the Company (calculated based on the pre-issue capital before such transaction/s and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

c) Weighted average cost of acquisition, floor price and cap price:

Type of transaction	Weighted average cost of acquisition (per equity shares)	Weighted average cost of acquisition after Bonus shares adjustment (per equity shares)	#Floor Price (Rs. 123/- in times)	#Cap Price (Rs. 130/- in times)
Weighted average cost of primary / new issue acquisition	20.50	20.50	6.00	6.34
Weighted average cost of secondary acquisition	98.21	Nil	1.25	1.32

*Calculated for last 18 months

** Calculated for Transfer of Equity Shares.

The floor price and cap price have been revised.

ADDITIONAL INFORMATION FOR INVESTORS

Details of proposed/undertaken pre-issue placements from the DRHP filing date: Our company has not undertaken any Pre-IPO Placements from the DRHP filing date.

Transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company by promoter(s) and promoter group(s) from the DRHP filing date: N.A.

Details of pre-issue shareholding as at the date of advertisement and post-issue shareholding as at allotment for promoter(s), promoter group and additional top 10 shareholder are as follows:

No.	Name of Shareholders	Pre-Issue shareholding		Post-Issue shareholding as at Allotment			
		Number of Equity Shares	Shareholding (in %)	At the lower end of the price band (Rs.123)#		At the upper end of the price band (Rs.130)#	
				Number of Equity Shares	Shareholding (in %)	Number of Equity Shares	Shareholding (in %)
PROMOTERS							
1	Raghu Khanna	46,28,330	35.12%	46,28,330	26.23%	46,28,330	26.23%
2	Parveen K Khanna	55,77,620	42.33%	53,70,620	30.44%	53,70,620	30.44%
3	Bhupinder Kumar Khanna	10	Negligible	10	Negligible	10	Negligible
	Total (A)	1,02,05,960	77.45%	99,99,960	56.66%	99,99,960	56.66%
PROMOTER GROUP							
1	Pallavi Khanna	10	Negligible	10	Negligible	10	Negligible
2	Raghu Khanna HUF	10	Negligible	10	Negligible	10	Negligible
3	Bhupinder Kumar Khanna HUF	10	Negligible	10	Negligible	10	Negligible
4	Subhash Chander Khanna	1,00,010	0.76%	1,00,010	0.57%	1,00,010	0.57%
	Total (B)	1,00,040	0.76%	1,00,040	0.57%	1,00,040	0.57%
PUBLIC AND TOP 10 SHAREHOLDERS							
1	Indian Emerging Infrastructure Private Limited	2,00,000	1.52%	2,00,000	1.13%	2,00,000	1.13%

2	Vimi Investments And Finance Pvt Ltd	2,00,000	1.52%	2,00,000	1.13%	2,00,000	1.13%
3	Diwakar Bhagwati Gandhi	2,00,000	1.52%	2,00,000	1.13%	2,00,000	1.13%
4	Aarth AIF Growth Fund	2,00,000	1.52%	2,00,000	1.13%	2,00,000	1.13%
5	Lalit Dua	1,60,000	1.21%	1,60,000	0.91%	1,60,000	0.91%
6	S Gupta Family Investments Private Limited	1,60,000	1.21%	1,60,000	0.91%	1,60,000	0.91%
7	Gaurav Rameshkumar Viradia	1,60,000	1.21%	1,60,000	0.91%	1,60,000	0.91%
8	Darshna Rani	1,00,000	0.76%	1,00,000	0.57%	1,00,000	0.57%
9	Nitesh Nagpal	1,00,000	0.76%	1,00,000	0.57%	1,00,000	0.57%
10	Shilpa Kabra	80,000	0.61%	80,000	0.45%	80,000	0.45%
11	Other Public Shareholder	13,10,800	9.95%	13,10,800	7.43%	13,10,800	7.43%
12	IPO	0	0.00%	46,76,000*	26.50%	46,76,000*	26.50%
Total (C)		28,70,800	21.79%	75,46,800	42.77%	75,46,800	42.77%
Total (A+B+C)		1,31,76,800	100.00%	1,76,45,800	100.00%	1,76,45,800	100.00%

*The present issue of 46,76,000 Equity shares consists of Fresh Issue of 44,69,000 equity shares and QFS of 2,07,000 Equity shares
The Floor Price and Cap Price has been revised

BASIS FOR OFFER PRICE

The "Basis for Issue Price" on Page 132 of the offer document has been updated with the above price band. Please refer to the website of the BSE Ltd for the "Basis of the Issue Price" updated with the above price band. You can scan QR code given on the first page of the advertisement for the chapter titled "Basis for Issue Price" on Page 132 of the Red Herring Prospectus.

INDICATIVE TIMELINE FOR THE ISSUE

Event	Indicative Dates
Anchor Investor Portion Offer Opens/Closes	Wednesday, July 30, 2025
Bid/Issue Opening Date	Thursday, July 31, 2025
Bid/Issue Closing Date	Monday, August 04, 2025
Finalization of Basis of Allotment with the Designated Stock Exchange (T+1)	On or before Tuesday, 05 August 2025
Initiation of Allotment / Refunds / Unblocking of Funds from ASBA Account or UPI ID linked bank account (T+2)	On or before Wednesday, 06 August 2025
Credit of Equity Shares to Demat accounts of Allottees (T+2)	On or before Wednesday, 06 August 2025
Commencement of trading of the Equity Shares on the Stock Exchange (T+3)	On or before Thursday, 07 August 2025

Note - Our Company in consultation with the Book Running Lead Manager, may consider participation by Anchor Investors in accordance with the SEBI ICDR Regulations. The Anchor Investor Bid/Issue Period shall be one Working Day prior to the Bid/Issue Opening Date in accordance with the SEBI ICDR Regulations.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF OUR COMPANY AS REGARDS ITS OBJECTS

For information on the main objects and other objects of our Company, see "History and Certain Corporate Matters" on page 208 of the Red Herring Prospectus. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 396 of the Red Herring Prospectus.

LIABILITY OF MEMBERS OF THE COMPANY

Limited by shares.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE

The Authorized share capital of the Company is Rs. 20,00,00,000/- divided into 2,00,00,000 Equity Shares. The Issued, Subscribed and Paid-up share capital of the Company before the Issue is Rs. 13,17,68,000/- divided into 1,31,76,800 Equity Shares of Rs.10/- each. For details of the Capital Structure, see chapter titled "Capital Structure" beginning on page 98 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI")

It is to be distinctly understood that submission of the red herring prospectus to the securities and exchange board of India (SEBI) should not in any way be deemed or construed that the same has been cleared or approved by SEBI. SEBI does not take any responsibility either for the financial soundness of any scheme or the project for which this offer is proposed to be made or for the correctness of the statements made or opinions expressed in the red herring prospectus. The book running lead manager, Narnolia Financial Services Limited as certified that the disclosures made in the red herring prospectus are generally adequate and are in conformity with the regulations. This requirement is to facilitate investors to take an informed decision for making an investment in the proposed issue.

It should also be clearly understood that while the company is primarily responsible for the correctness, adequacy and disclosure of all relevant information in the red herring prospectus, the book running lead manager, Narnolia Financial Services Limited, is expected to exercise due diligence to ensure that the company discharges its responsibility adequately in this behalf and towards the purpose, the book running lead manager, Narnolia Financial Services Limited, has furnished to SEBI a due diligence certificate dated July 22, 2025 in the format prescribed under schedule (v) of the securities and exchange board of India (issue of securities and disclosure requirements) regulations, 2018.

The filing of the red herring prospectus does not, however, absolve our company from any liabilities under the companies act, 2013 or from the requirement of obtaining such statutory and other clearances as may be required for the purpose of the proposed issue. SEBI further reserves the right to take up at any point of time, with the book running lead manager any irregularities or lapses in the red herring prospectus.

DISCLAIMER CLAUSE OF NSE (THE DESIGNATED STOCK EXCHANGE)

It is to be distinctly understood that the permission given by NSE EMERGE ("EMERGE Platform of NSE") should not in any way be deemed or construed that the contents of the issue document or the price at which the equity shares are offered has been cleared, solicited or approved by NSE, nor does it certify the correctness, accuracy or completeness of any of the contents of the Offer document. The investors are advised to refer to the issue document for the full text of the Disclaimer clause pertaining to NSE.

CREDIT RATING

This being the issue of Equity Shares, no credit rating is required.

DEBENTURE TRUSTEE

This being the issue of Equity Shares, the appointment of Trustee is not required.

IPO GRADING

Since this issue is made in terms of Chapter IX of the SEBI (ICDR) Regulations, there is no requirement of appointing an IPO Grading Agency.

BOOK RUNNING LEAD MANAGER	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
Narnolia	Mr. Gagan Mahajan Address: Unit No. 1104, 11th Floor, World Trade Tower - B, Plot C-01 Sector-16, Noida, Uttar Pradesh- 201301 Tel.: +91-7011253001 E-mail: cs@cashurdrive.com Website: www.cashurdrive.com	
NARNOLIA FINANCIAL SERVICES LIMITED Address: 201, 2nd Floor, Marble Arch, 2nd & B.C. Bose Road, Kolkata, West Bengal- 700020, India Telephone No: 033- 40501500; Email ID: ipo@narnolia.com Contact Person: Mr. Rajveer Singh Website: http://www.narnolia.com SEBI registration number: INM000010791 CIN: U1909WB1995PLC072876	BIGSHARE SERVICES PRIVATE LIMITED Address: Office No. S6- 2, 6th Floor, Pinnacle Business Park, next to Ahura Centre, Mahakali Caves Road, Andheri (East), Mumbai - 400093, India Telephone No: + 91-22- 6263 8200 Fax: NA Email: ipo@bigshareonline.com Website: www.bigshareonline.com Contact Person: Mr. Ganesh Ghinde SEBI Registration Number: INR000001385 CIN: U99999MH1994PTC076534	Investors can contact our Company Secretary and Compliance Officer, the Lead Managers or the Registrar to the Issue, in case of any pre-issue or post-issue related problems, such as non-receipt of letters of allotment, non-credit of allotted Equity Shares in the respective beneficiary account, non-receipt of refund orders and non-receipt of funds by electronic mode of fund.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in, the website of the Lead Managers to the Issue at www.narnolia.com, website of company at www.cashurdrive.com and website of stock exchange at www.nseindia.com.

AVAILABILITY OF ABRIDGED PROSPECTUS: A copy of the Abridged Prospectus shall be available on the website of the Company, BRLM and NSE at www.cashurdrive.com, www.narnolia.com, and www.nseindia.com.

SYNDICATE MEMBER, N.A.

SUB-SYNDICATE MEMBER, N.A.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: Cash Ur Drive Marketing Limited (Telephone: + 91 7011293001), Lead Managers: Narnolia Financial Services Limited (Telephone: 033-40501500), Bid-cum-application Forms will also be available on the website of NSE (www.nseindia.com) and the designated branches of SCSEBs, the list of which is available at website of the Stock Exchange and SEBI.

BANKER TO THE ISSUE, ESCROW COLLECTION BANK AND REFUND BANK: Axis Bank Limited

ACCOUNT BANK: Axis Bank Limited

SPONSOR BANKER: Axis Bank Limited

UPI Bidders can also bid through UPI mechanism

Investor should read the Red Herring Prospectus carefully, including the "Risk Factors" beginning on page 34 of the Red Herring Prospectus before making any investment decision.

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

For CASH UR DRIVE MARKETING LIMITED
On Behalf of the Board of Directors

Place: Chandigarh
Date: July 24, 2025

Sd/
Raghu Khanna
(Managing Director)

Cash Ur Drive Marketing Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to undertake an initial public offering of its Equity Shares and has filed the Red Herring Prospectus with Registrar of Companies, Chandigarh on July 22, 2025, website of lead managers to the issue at www.narnolia.com, website of company at www.cashurdrive.com and website of NSE i.e. www.nseindia.com, respectively. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see section titled "Risk Factors" beginning on page 34 of the Red Herring Prospectus. Potential investors should not rely on the Red Herring Prospectus for making any investment decision.

The Equity Shares offered in the Issue have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, may not be offered or sold within the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and any applicable U.S. state securities laws. There will be no public offering in the United States and the securities being offered in this announcement are not being offered or sold in the United States.

KOTAK MAHINDRA INVESTMENTS LIMITED				
CIN - U65900MH1988PLC047996				
Regd. Office: 27BKC, C-27, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051				
Website: www.kmli.com Telephone: +91 22 68871500				
Extract of unaudited financial results for the quarter ended June 30, 2025				
Sr. No.	Particulars	Quarter ended June 30, 2025 (Unaudited)	Quarter ended June 30, 2024 (Unaudited)	Previous Year ended March 31, 2025 (Audited)
1	Total Income from Operations	33,084.26	38,461.28	151,188.70
2	Net Profit for the year (before Tax, Exceptional and Extraordinary Items)	14,573.76	17,893.00	62,245.02
3	Net Profit for the year before tax (after Exceptional and Extraordinary Items)	14,573.76	17,893.00	62,245.02
4	Net Profit for the year after tax (after Exceptional and Extraordinary Items)	10,860.80	13,306.88	46,223.71
5	Total Comprehensive Income for the year (Comprising Profit for the year (after tax) and Other Comprehensive Income (after tax))	11,312.94	13,409.49	46,688.98
6	Paid up Equity Share Capital (Face Value ₹ 10 per share)	562.26	562.26	562.26
7	Reserves (excluding Revaluation Reserve)	384,763.27	340,872.74	374,012.59
8	Securities premium account	33,545.76	33,545.76	33,545.76
9	Net worth	385,325.53	341,435.00	374,574.85
10	Paid up Debt Capital / Outstanding Debt	892,393.28	1,037,010.08	835,130.42
11	Outstanding Redeemable Preference Shares	—	—	—
12	Debt Equity Ratio	2.32	3.04	2.23
13	Earnings per Share (of ₹ 10 each) - Basic & Diluted	193.16	236.87	822.11
14	Capital Redemption Reserve	1,003.85	1,003.85	1,003.85
15	Debt Redemption Reserve	NA	NA	NA
16	Debt Service Coverage Ratio	NA	NA	NA
17	Interest service coverage ratio	NA	NA	NA

Notes:

- The above results were reviewed by the Audit Committee and approved and taken on record by the Board of Directors at their respective meetings held on July 23, 2025.
- The above is an extract of the detailed format of quarterly financial results filed with BSE Limited under Regulation 52 of the SEBI (Listing and Other Disclosure Requirements) Regulations, 2015. The full format of the quarterly financial results are available on the websites of BSE Limited at www.bseindia.com and the Company at www.kmli.com.
- For the items referred in the Regulation 52 (4) of the SEBI (Listing and Other Disclosure Requirements) Regulations, 2015, the pertinent disclosures have been made to the BSE Limited and can be accessed on www.bseindia.com.
- Figures for the previous period/year have been regrouped wherever necessary to conform to current period/year presentation.

For and on behalf of the Board of Directors
Kotak Mahindra Investments Limited
Place : Mumbai
Date : July 23, 2025
Managing Director & CEO

Tata Capital Limited				
Branch office: Office 902, 905, Quantum Tower, Chincholi, Govindji Shroff Marg, Malad West, Mumbai - 400064				
DEMAND NOTICE				
Under Section 13 (2) of the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 ("Act") read with Rule 3 of the Security Interest (Enforcement) Rules, 2002 ("Rules")				
Notwithstanding that Tata Capital Limited (TCL) is a non-banking financial company and incorporated under the provisions of the Companies Act, 1956 and having its registered office at Peninsula Business Park, Tower A, 11th Floor, Ghatapada Kadan Marg, Lower Panel, Mumbai-400013 and a branch office amongst other places at New Delhi ("Branch"), that vide a notice dated 24.11.2023, the National Company Law Tribunal (NCLT), Mumbai has duly sanctioned the Scheme of Arrangement between Tata Capital Financial Services Limited ("TCFSL") and Tata Capital Limited ("TCL") as transferees and Tata Capital Limited ("TCL") as transferee under the provisions of Sections 230 to 232, read with Section 69 and other applicable provisions of the Companies Act, 2013 ("said Scheme"). In terms thereof, TCFSL and TCL (Transferor Companies) along with its undertaking have merged with TCL as a going concern, together with all the properties, assets, rights, benefits, interest, duties, obligations, liabilities, contracts, agreements, securities etc. "said Notice" in pursuance of the said Order and the Scheme, all the locally documents executed by TCFSL and all outstanding in respect thereof transferred to Applicant Company and thus the TCL is entitled to claim the same from the Borrowers/Co-Borrowers in terms thereof.				
A Notice is hereby given that the following obligor/legal representatives/legal heirs (BORROWERS/CO-BORROWERS) have defaulted in the repayment of principal, along with interest and other charges, obtained from Tata Capital Limited ("TCL"). The below mentioned Loan Accounts have been classified as Non-Performing Assets, as per RBI guidelines pursuant to the default in repaying TCL's dues. TCL, through its Authorized Officer, in pursuance of the provisions of the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (The ACT) has issued below mentioned Statutory Demand Notices under Section 13 (2) of the Act calling upon the Borrowers to discharge the said outstanding amount, along with future interests and costs, within 60 days of the notices, failing which the TCL shall exercise all or any of the rights detailed under Section 13(4) of the Act including enforcement of the security interest created by the Borrowers in favour of the TCL over the assets as co-borrowers:				
Loan Account No.	Name of Obligor/Legal Heir/Legal Representative (s)	NPA Date	Outstanding Amount as per Demand Notice and Demand Notice	
733870 & 775940 (Restructured Loan No.)	Mr. Jagat Prakash Bhatia, H. No.-F-48, Ward No.11-26A1, Near N.I.T Bus Stand, Faridabad, Haryana- 121001, Mr. Anshu Bhatia H. No.-F-48, Ward No.11-26A1, Near N.I.T Bus Stand, Faridabad, Haryana- 121001, MS M M ENG, H. No.-F-48, Ward No.11-26A1, Near N.I.T Bus Stand, Faridabad, Haryana- 121001, Ms Prem Bhatia, H. No.-F-48, Ward No.11-26A1, Near N.I.T Bus Stand, Faridabad, Haryana- 121001, Mr. Lalit Bhatia, H. No.-F-48, Ward No.11-26A1, Near N.I.T Bus Stand, Faridabad, Haryana- 121001	07-06-2025	Rs. 2,76,36,405/- & 15,96,223/-	
2164593	1. Mr. KUNJI BHARI GOSWAMI, HOUSE NO-40A, BAZARAH SHAKH, GHAZIABAD-201001, Contract no- 9810391294, 2. Mrs. Mridula GOSWAMI, HOUSE NO-40A, BAZARAH SHAKH, GHAZIABAD-201001, Contract no- 9810391294, 3. Mr. PANDIT MOHAN GOSWAMI, HOUSE NO-40A, BAZARAH SHAKH, GHAZIABAD-201001, Contract no- 9810391294, 4. Mrs. A.K. HOSSEIN, HOUSE NO-40A, BAZARAH SHAKH, GHAZIABAD-201001, Contract no- 9810391294	05-06-2025	Rs. 45,69,448/- & 18,46,205/-	
7995513	Details of Secured Assets: 1. HOUSE BEARING NO. 1/F, AREA MEASURING 38.51 SQ. YDS, SITUATED AT HT FARIDABAD NEW TOWNSHIP FARIDABAD, TEHSIL & DISTT. FARIDABAD, HARYANA - 121001 MORE DESCRIBED IN RELINQUISHMENT DEED DATED 02.12.2014 IN FAVOUR OF MR. PREM PRAKASH BHATIA, MR. JAGAT BHATIA, MR. LALIT BHATIA, EAST, HOUSE NO. 1/F-48, WEST, ROAD, NORTH, HOUSE NO. 1/F-48, SOUTH, HOUSE NO. 1/F-48, 2. SSI PLOT NO. 7480R/HD NO. SAREAN MEASURING 30 sq. yds. And area measuring 36 sq. yds situated at N-48 N-48, DISTT. FARIDABAD, HARYANA- 121001 MORE DESCRIBED IN RELINQUISHMENT DEED DATED 02.12.2014 IN FAVOUR OF MR. PREM PRAKASH BHARI, MR. JAGAT BHATIA, EAST, SSI PLOT NO.4, WEST, SSI PLOT NO.4, SOUTH, PLOT NO.60, SOUTH, ORISSA	7th June 2025	Rs. 1,08,47,731/- & 10th June 2025	
2060270	1. PRABHAT KUMAR RAJ, Flat No. 127, Pocket-4, Phase-2, Sector-13, Dwarka Delhi-110075, Also at: Flat No. 361, 9TH Floor, Type-8, Block-D, situated in the layout plan, Of New Rajpur GGS Ind. Plot No.23, Sector-12, Dwarka, New Delhi-110075, 2. ANITA RAJ, Flat No. 127, Pocket-4, Phase-2, Sector-13, Dwarka Delhi-110075, Also at: Flat No. 361, 9TH Floor, Type-8, Block-D, situated in the layout plan, Of New Rajpur GGS Ind. Plot No.23, Sector-12, Dwarka, New Delhi-110075, 3. Mr. ARJUN BIOTECH, Flat No. 127, Pocket-4, Phase-2, Sector-13, Dwarka Delhi-110075, Also at: 347, Vardaan, Barhail Plaza, Plot No. 10, Pocket-7, Sector-12, Dwarka, New Delhi-110075, Also at: Flat No. 361, 9TH Floor, Type-8, Block-D, situated in the layout plan, Of New Rajpur GGS Ind. Plot No.23, Sector-12, Dwarka, New Delhi-110075	07-06-2025	Rs. 2,49,41,571/- & 18,46,205/-	
2060270	Details of Secured Assets: 1. FLAT NO. 801, 8TH FLOOR, TYPE-4, BLOCK-D, SITUATED IN THE LAYOUT PLAN OF NEW RAJPUR GROUP HOUSING SOCIETY LIMITED, PLOT NO. 23, SECTOR-12, DWARKA, NEW DELHI-110075, AREA MEASURING 66.963 SQ. METER, AS PER SALE DEED DATED 15.12.2015 REGISTERED AS DOCUMENT NO.9724, BOKNOLI VILLAGE NO.8625 PAGE-8 IS IN FAVOUR OF MRS. ANITA RAJ	07-06-2025	Rs. 2,49,41,571/- & 18,46,205/-	
2060270	1. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 2. Nikul Chaudhary, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 3. Mr. RANJAN SHARMA, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 4. Rajat Singh, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 5. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 6. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 7. R.V. Enterprises, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 8. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 9. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 10. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 11. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 12. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 13. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 14. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 15. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 16. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 17. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 18. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 19. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 20. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 21. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN NAGAR SHAKUR BASTI DEPT NORTH WEST DELHI - 110056, 22. Mrs. ANITA BROSE, Office-1511 1st Floor Gali Akshay Fresh Khana Delhi - 110056, Also At: VZ-58, HARSINGHPARK, NEW MULTAN N			