

SCHEDULE X - FORMATS OF ADVERTISEMENTS FOR A PUBLIC ISSUE

Part A - Format of pre-issue advertisement for a public issue

[See regulations 43(2), 29(4), 127(4), 139(2), 189(4), 264(2) and 250(3)]

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

ABC LTD. (name of the issuer)

(Incorporated on _____ under the _____ Act as
_____ and subsequently renamed as _____ (applicable only when
the name of issuer has changed in the last three years except if there is a change in status from
private limited company to limited company) _____ on _____)

Registered Office: _____

Tel: _____

Corporate Office: _____

Tel: _____ e-mail: _____ Website:: _____ CIN: _____

PROMOTERS

[_XYZ_]

THE ISSUE

Public issue of _____ (nature of the specified securities) of _____ each at a price of _____

(In the case of book building issues, disclosure about the details of allocation shall be given in the following manner, as percentage of offer size/ net offer:

QIB Category: _____%
Retail Category: _____%
Non institutional investor category: _____%
Reserved categories: _____Equity Shares or _____%

PROPOSED LISTING

Names of the stock exchanges (Cross reference to the disclaimer clause of the stock exchanges as provided in their in-principle listing approval)

DISCLAIMER CLAUSE OF THE SECURITIES AND EXCHANGE BOARD OF INDIA

“SEBI only gives its observations on the draft offer document and this does not constitute approval of either the issue or the specified securities stated in the offer document.”

LEAD MANAGER(S)

Name, address, telephone numbers, email ID, website address and contact person

COMPLIANCE OFFICER OF THE ISSUER

Name, address, telephone numbers, email ID, website address

CREDIT RATING (if applicable)

DEBENTURE TRUSTEES (if applicable)

IPO GRADING (if obtained)

AVAILABILITY OF APPLICATION FORMS

Names of the issuer, lead manager(s), syndicate member(s), stock brokers self certified syndicate banks, registrar and share transfer agents and depository participants with the website link of where the detailed information is available (addresses optional).

AVAILABILITY OF RED HERRING PROSPECTUS

Investors are advised to refer to the prospectus and the risk factors contained therein before applying in the issue. Full copy of the prospectus is available at www.sebi.gov.in and websites of lead manager(s) / stock exchange/s at www.....

ISSUE/BID OPENS ON:
ISSUE/BID CLOSES ON:

FLOOR PRICE/ PRICE BAND

(Floor price or price band or as the case may be in case of book built issue) for cash aggregating _____ (appropriate disclosure for book built issue) including face value

MINIMUM LOT SIZE

DISCOUNT (IF ANY)

RISK TO INVESTORS

(As specified by the Board) (In the same font size as the floor price/ price band)

BASIS FOR ISSUE PRICE

(Relevant financial ratios on the floor price and cap price (based on the financials disclosed in the offer document) in case of a price band, as per the basis for issue price disclosures in the offer document)

Investor should read the offer document carefully, including the Risk Factors on page _____ of the offer document before making any investment decision.

**Issued by
Authorized personnel of the issuer**

Part B - Format of issue opening advertisement for a public issue

[See regulations 43(3), 200(1) and 264(3)]

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

ABC LTD. (name of the issuer)
(Incorporated on _____ under the _____ Act as
_____ and subsequently renamed as _____ (applicable only when
the name of issuer has changed in the last three years except if there is a change in status from
private limited company to limited company) _____ on _____)
Registered Office: _____
Tel: _____
Corporate Office: _____
Tel: _____ e-mail: _____ Website: _____ CIN: _____

PROMOTERS

[_XYZ_]

FLOOR PRICE/ PRICE BAND

(Floor price or price band or as the case may be in case of book built issue) for cash aggregating
` _____ (appropriate disclosure for book built issue), including face value

MINIMUM LOT SIZE

DISCOUNT (IF ANY)

RISK TO INVESTORS

(As specified by the Board) (In the same font size as the floor price/ price band)

THE ISSUE

Public issue of _____ (nature of the specified securities) of ` _____ each at a price of
` _____

(In the case of book building issues, disclosure about the details of allocation shall be given in the following manner, as percentage of offer size/ net offer:

QIB Category: _____%

Retail Category: _____%

Non institutional investor category: _____%

Reserved categories: _____ Equity Shares or _____%

PROMOTERS

[__XYZ__]

PROPOSED LISTING

Names of the stock exchanges (Cross reference to the disclaimer clause of the stock exchanges as provided in their in-principle listing approval)

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA

“SEBI only gives its observations on the draft offer document and this does not constitute approval of either the issue or the specified securities stated in the offer document.”

LEAD MANAGER(S)

Name, address, telephone numbers, e-mail ID, website address and contact person

COMPLIANCE OFFICER OF THE ISSUER

Name, address, telephone numbers, e-mail ID, website address

CREDIT RATING (if applicable)

DEBENTURE TRUSTEES (if applicable)

IPO GRADING (if obtained)

AVAILABILITY OF APPLICATION FORMS

Names of the issuer, lead manager(s), bankers to the issue, self certified syndicate banks, stock brokers, registrar to the issue and share transfer agents and depository participants (addresses optional)

AVAILABILITY OF PROSPECTUS

Investors are advised to refer to the prospectus and the risk factors contained therein before applying in the issue. Full copy of the prospectus is available at www.sebi.gov.in and websites of issuer / lead manager(s) / Stock Exchange/s at www.....

ISSUE / BID OPENS TODAY:

ISSUE/BID CLOSES ON:

Investor should read the offer document carefully, including the Risk Factors on page _____ of the offer document before making any investment decision.

Issued by

Authorized personnel of the issuer

Part C - Format of issue closing advertisement for a public issue

[See regulation 43(3), 200(1) and 264(3)]

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

ABC LTD. (name of the issuer)

(Incorporated on _____ under the _____ Act as _____ and subsequently renamed as _____ (applicable only when the name of issuer has changed in the last three years except if there is a change in status from private limited company to limited company) _____ on _____)

Registered Office: _____

Tel: _____

Corporate Office: _____

Tel: _____ e-mail: _____ Website: _____ CIN: _____

PROMOTERS

[_XYZ_]

FLOOR PRICE/ PRICE BAND

(Floor price or price band or as the case may be in case of book built issue) for cash aggregating _____ (appropriate disclosure for book built issue), including Face Value

MINIMUM LOT SIZE

DISCOUNT (IF ANY)

RISK TO INVESTORS

(As specified by the Board) (In the same font size as the floor price/ price band)

THE ISSUE

Public issue of _____ (nature of the specified securities) of _____ each at a price of _____

(In the case of book building issues, disclosure about the details of allocation shall be given in the following manner, as percentage of offer size/ net offer:

QIB Category: _____%

Retail Category: _____%

Non institutional investor category: _____%

Reserved categories: _____ Equity Shares or _____%

PROMOTERS

[_XYZ_]

PROPOSED LISTING

Names of the stock exchanges (Cross reference to the disclaimer clause of the stock exchanges as provided in their in-principle listing approval)

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA

“SEBI only gives its observations on the draft offer document and this does not constitute approval of either the issue or the specified securities stated in the offer document.”

LEAD MANAGER(S)

Name, address, telephone numbers, e-mail ID, website address and contact person

COMPLIANCE OFFICER OF THE ISSUER

Name, address, telephone numbers, e-mail ID, website address

CREDIT RATING (if applicable)

DEBENTURE TRUSTEES (if applicable)

IPO GRADING (if obtained)

AVAILABILITY OF APPLICATION FORMS

Names of the issuer, lead manager(s), bankers to the issue, self certified syndicate banks, stock brokers, registrar to the issue and share transfer agents and depository participants (addresses optional)

AVAILABILITY OF PROSPECTUS

Investors are advised to refer to the prospectus and the risk factors contained therein before applying in the issue. Full copy of the prospectus is available at www.sebi.gov.in and websites of issuer / lead manager(s) / Stock Exchange/s at www.....

ISSUE / BID CLOSES TODAY

Investor should read the offer document carefully, including the Risk Factors on page _____ of the offer document before making any investment decision.

**Issued by
Authorized personnel of the issuer**

Part D - Format of billboards and banners

[Schedule IX]

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

ABC LTD. (name of the issuer)

Registered Office: _____

Corporate Office: _____

Tel: _____ e-mail: _____ Website:: _____ CIN: _____

FLOOR PRICE/ PRICE BAND

(Floor price or price band or as the case may be in case of book built issue) for cash aggregating _____ (appropriate disclosure for book built issue), including face value

RISK TO INVESTORS

(As specified by the Board) (In the same font size as the floor price/ price band)

PROMOTERS

[_XYZ_]

PROPOSED LISTING

Names of the stock exchanges

Cross reference to the disclaimer clause of Securities and Exchange Board of India and Stock Exchange(s)

NAMES, TELEPHONE NUMBERS AND EMAIL ADDRESSES OF THE LEAD MANAGER(S), REGISTRAR TO THE ISSUE

CREDIT RATING AND NAME OF THE CREDIT RATING AGENCY (if applicable)

NAMES AND TELEPHONE NUMBER OF THE DEBENTURE TRUSTEE (if applicable)

IPO GRADING (if obtained)

ISSUE / BID OPENS ON _____
ISSUE / BID CLOSES ON _____

The following disclosure shall be included in the billboard/banner in such manner that it is prominent and covers at least 10% of the size of the billboard/banner:

Investor should read the offer document carefully, including the Risk Factors on page _____ of the offer document, before making any investment decision.

**Issued by
Authorized personnel of the
issuer**

Part E - Compliance certificate in respect of news reports

[See Schedule IX]

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 these Regulations or information available on the website of the stock exchanges	If yes, page numbers in the draft offer document where the disclosures are made	If no, action taken by the lead manager(s)

Yes/No