



(This is only an advertisement for information purpose and not a Prospectus announcement.)

# VEERAM ORNAMENTS LIMITED

U74110GJ2011PLC064964

Our Company was originally incorporated as 'Veeram T.V Network Private Limited' under the provisions of the Companies Act, 1956 vide certificate of Incorporation dated April 15, 2011 bearing Registration No. 064964. Our Company was renamed as Veeram Spiritual Energies Private Limited and fresh certificate of incorporation consequent upon change of name was issued by the RoC on February 26, 2014. Subsequently the name of our Company was changed from Veeram Spiritual Energies Private Limited to Veeram Ornaments Private Limited and fresh certificate of incorporation consequent upon change of name was issued by the RoC on June 10, 2016. Our Company was converted into a public limited company pursuant to a special resolution passed by our shareholders at the EGM held on June 24, 2016 and the name of our Company was changed to Veeram Ornaments Ltd. A fresh certificate of incorporation was issued by the RoC on July 26, 2016. For details of incorporation, please refer to chapter titled "History and Certain Corporate Matters" beginning on page no. 114 of the Prospectus.

**Registered Office:** Shop No. 2, Naroda Pride, Nr. Padmavati Society, Naroda - Nikol Road, Ahmedabad - 382350, Gujarat.

**Tel:** +91 - 9925266150 | **Email:** info@veeramornaments.com | **Website:** www.veeramornaments.com

**Contact Person:** Ms. Noopur Prakash Jain, Company Secretary and Compliance Officer.

## THE ISSUE

**PUBLIC ISSUE OF UPTO 11,37,000 EQUITY SHARES OF RS 10.00 EACH ("EQUITY SHARES") OF VEERAM ORNAMENTS LIMITED ("VOL" OR THE "COMPANY" OR "THE ISSUER") FOR CASH AT A PRICE OF RS 45.00 PER SHARE (INCLUDING SHARE PREMIUM OF ₹ 35.00 PER EQUITY SHARE) (THE "ISSUE PRICE"), AGGREGATING TO RS 511.65 LAKHS ("THE ISSUE") OF WHICH UPTO 57,000 EQUITY SHARES OF FACE VALUE OF ₹ 10.00 EACH FOR A CASH PRICE OF RS 45.00 PER EQUITY SHARE, AGGREGATING TO ₹ 25.65 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKERS TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF UPTO 10,80,000 EQUITY SHARES OF FACE VALUE OF RS 10 EACH AT ISSUE PRICE OF RS 45.00 PER EQUITY SHARE AGGREGATING TO RS 486.00 LAKHS (IS HEREINAFTER REFERRED TO AS THE "NET ISSUE"). THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 26.38% AND 25.06%, RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF THE COMPANY. FOR FURTHER DETAILS, PLEASE REFER TO SECTION TITLED "TERMS OF THE ISSUE" BEGINNING ON PAGE 201 OF THE PROSPECTUS.**

## THE FACE VALUE OF THE EQUITY SHARE IS ₹ 10.00 AND THE ISSUE PRICE IS 4.5 TIMES OF THE FACE VALUE

THE APPLICATION MUST BE FOR A MINIMUM OF 3,000 EQUITY SHARES AND IN MULTIPLES OF 3,000 EQUITY SHARES THEREAFTER.

FOR FURTHER DETAILS, PLEASE REFER TO

"SECTION VIII- ISSUE RELATED INFORMATION" BEGINNING ON PAGE 201 OF THE PROSPECTUS.

# ISSUE

## OPENS ON : FRIDAY, DECEMBER 23, 2016

## CLOSES ON : WEDNESDAY, DECEMBER 28, 2016

### ASBA\*

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

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

For further details check section on ASBA below.

PLEASE NOTE THAT IN ACCORDANCE WITH THE SEBI CIRCULAR NO. CIR/CFD/POLICYCELL/11/2015 DATED NOVEMBER 10, 2015 ALL THE APPLICANTS HAVE TO COMPULSORILY APPLY THROUGH THE ASBA PROCESS.

### PROMOTER OF THE COMPANY:

**MR. RAKSHIT MAHENDRA SHAH AND MRS. PINAL RAKSHIT SHAH**

**LISTING:** The Equity Shares offered through the Prospectus are proposed to be listed on the SME Platform of BSE Limited ("BSE"). However, Our Company has received an approval letter dated December 9, 2016 from BSE for using its name in this offer document for listing on the SME Platform of the BSE. For the purpose of this Issue, the Designated Stock Exchange will be the BSE Limited ("BSE").

**DISCLAIMER CLAUSE OF SEBI:** Since the Issue is being made in terms of Chapter XB of the SEBI (ICDR) Regulations, 2009, the Draft Offer Document was not filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence, there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire "Disclaimer Clause of SEBI" on page 191 of the Prospectus.

**DISCLAIMER CLAUSE OF BSE (DESIGNATED STOCK EXCHANGE):** It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the Prospectus has been cleared or approved by BSE nor does it certify the correctness or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Prospectus for the full text of the "Disclaimer Clause of BSE" on page 196 of the Prospectus.

**IPO GRADING:** Since the Issue is being made in terms of Chapter XB of the SEBI (ICDR) Regulations, there is no requirement of appointing an IPO Grading agency.

### ADDITIONAL INFORMATION AS REQUIRED UNDER SECTION 30 OF THE COMPANIES ACT, 2013

**MAIN OBJECTS AS PER MEMORANDUM OF ASSOCIATION OF OUR COMPANY:** To carry on the trades or business of manufacturing, making, buying, selling, importing, exporting and dealing in ornaments and jewellery of all kinds whether of Gold, Silver, Platinum, rolled gold and other metals and alloys, precious stones like diamonds, rubies, emeralds, pearls any other substances and to establish and maintain factories and workshops for manufacturing and making such ornaments and jewellery and other articles.

**AMOUNT OF SHARE CAPITAL OF OUR COMPANY AND CAPITAL STRUCTURE:** Authorized Share Capital of ₹ 4,33,10,000.00 divided into 43,31,000 Equity Shares of ₹ 10.00 each. Issued, Subscribed & Paid-up Share Capital prior to the Issue: ₹ 3,17,30,150.00 divided into 31,73,015 Equity Shares of Face Value of ₹ 10.00 each. Proposed Post Issue Paid-up Share Capital: ₹ 4,31,00,150.00 divided into 43,10,015 Equity Shares of Face Value of ₹10.00 each.

**LIABILITY OF MEMBERS:** The Liability of the members of the Company is limited.

**NAME OF THE SIGNATORIES TO THE MEMORANDUM OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM:** For the details of original signatories please refer to chapter titled "Capital Structure" beginning on page no 59 of the Prospectus. Current Promoters of our Company: (1) Rakshit Mahendra Shah: 7,24,111 Equity Shares and (2) Pinal Rakshit Shah: 9,22,845 Equity Shares.

#### LEAD MANAGER TO THE ISSUE



**GRETEX CORPORATE SERVICES PRIVATE LIMITED**

Office No. 13, 1st Floor, Raja Bahadur Mansion, New Bansilal Building, 9-15, HorniModi Street, Fort, Near BSE Ltd, Mumbai - 400023.

**Tel.:** +91-22-40025273 / 9836822199/ 9836821999

**Fax:** +91-22-40025273

**Email id:** ipo@gretexgroup.com

**Website:** www.gretexcorporate.com

**Investor Grievance Email:** ipo@gretexgroup.com

**Contact Person:** Mr. Tanmoy Banerjee

**SEBI Registration No.:** INM000012177

#### REGISTRAR TO THE ISSUE



**KARVY COMPUTERSHARE PRIVATE LIMITED**

Karvy Selenium Tower B, Plot 31-32, Gachibowli, Financial District, Nanakramguda, Hyderabad - 500 032, India.

**Tel.:** +91 40 6716 2222

**Fax:** +91 40 2343 1551

**Email:** einward.ris@karvy.com

**Website:** www.karisma.karvy.com

**Investor Grievance Email:** veeram.ipo@karvy.com

**Contact Person:** Mr. M Muriil Krishna

**SEBI Registration Number:** INR 000000221

#### COMPANY SECRETARY AND COMPLIANCE OFFICER

**Ms. Noopur Prakash Jain**  
**VEERAM ORNAMENTS LIMITED**

Shop No. 2, Naroda Pride, Nr. Padmavati Society, Naroda-Nikol Road, Ahmedabad - 382350, Gujarat,  
**Tel:** +91- 9925266150

**E-mail ID:** info@veeramornaments.com

Investors can contact the Compliance Officer or the Registrar to the Issue in case of any pre-issue or post-issue related problems, such as non-receipt of letters of allotment, credit of allotted shares in the respective beneficiary account, etc.

**AVAILABILITY OF PROSPECTUS:** Investors should note that Investment in Equity Shares involves a degree of risk and investors are advised to refer to the Prospectus and the Risk Factors contained therein, before applying in the Issue. Full copy of the Prospectus shall be available at the website of SEBI at www.sebi.gov.in ; the website of Stock Exchange at www.bseindia.com , the website of Lead Manager at www.gretexcorporate.com and the website of the Issuer Company at www.veeramornaments.com

**AVAILABILITY OF APPLICATION FORMS:** Application forms can be obtained from the Issuer Company: Veeram Ornaments Limited, Lead Manager: Gretex Corporate Services Private Limited. Application Forms can also be obtained from the Stock Exchange at www.bseindia.com and the list of SCSBs available on the website of SEBI at www.sebi.gov.in

**APPLICATIONS SUPPORTED BY BLOCKED AMOUNT (ASBA):** Investors shall apply through the ASBA process. The investors are required to fill the ASBA form and submit the same to their banks. The SCSB will block the amount in the account as per the authority contained in ASBA form. On allotment, amount will be unblocked and account will be debited only to the extent required to be paid for allotment of shares. Hence, there will be no need of refund.

For more details on the ASBA process, please refer to the details given in application forms and Abridged Prospectus and also please refer to the section "Issue Procedure" on page 209 of the Prospectus.

**BANKER TO THE ISSUE :** HDFC Bank Ltd.

For Veeram Ornaments Limited  
On behalf of the Board of Directors

Place : Ahmedabad  
Date : December 17, 2016

Sd/-  
Managing Director

Veeram Ornaments Limited subject to market conditions, public issue of its Equity Shares and has filed the Prospectus with the Registrar of Companies, Ahmedabad, Gujarat. The Prospectus shall be available on the website of SEBI at www.sebi.gov.in, the website of the Lead Manager at www.gretexcorporate.com the website of the BSE i.e. www.bseindia.com, and website of the Issuer Company at www.veeramornaments.com. Investors should note that investment in Equity Shares involves a high degree of risk. For details investors should refer to and rely on the Prospectus including the section titled "Risk Factors" beginning on page 13 of the Prospectus, which has been filed with ROC.

The Equity Shares have not been and will not be registered under the US Securities Act (the "Securities Act") or any state securities law in United States and may not be issued or sold within the United States or to, or for the account or benefit of, "U.S. persons" (as defined in the Regulations under the Securities Act), except pursuant to an exemption from, or in a transaction not subject to the registration requirements of the Securities Act of 1933.