

PUBLIC ANNOUNCEMENT



INDIA EXPOSITION MART LIMITED

India Exposition Mart Limited ("Company" or "Issuer") was incorporated as a public limited company under the provisions of the Companies Act, 1956 pursuant to a certificate of incorporation dated April 12, 2001, issued by the Deputy Registrar of Companies, N.C.T of Delhi and Haryana, at New Delhi ("RoC"), and subsequently received a certificate for commencement of business from the RoC dated June 12, 2001. For further details in relation to change in the address of the registered office of our Company, see "History and Certain Corporate Matters" on page 148 of the draft red herring prospectus dated March 3, 2022 ("DRHP"), filed with the Securities and Exchange Board of India ("SEBI") on March 4, 2022.

Registered Office: Plot No. 1, 210- Atlantic Plaza, Local Shopping Centre, Mayur Vihar Phase – I, Delhi - 110091; Tel: + (91) 011 22711497

Corporate Office: Plot No. 23, 24, 25, 27, 28 & 29, Knowledge Park II, Distt. Gautam Budh Nagar, Greater Noida – 201306, Uttar Pradesh; Tel: + (91) 120 2328011

Contact Person: Ms. Anupam Sharma, Company Secretary and Compliance Officer; Tel: + 91 120 2328025

E-mail: cs@indiaexpocentre.com; Website: www.indiaexpomart.com; Corporate Identity Number: U99999DL2001PLC110396

OUR COMPANY IS A PROFESSIONALLY MANAGED COMPANY AND DOES NOT HAVE AN IDENTIFIABLE PROMOTER

INITIAL PUBLIC OFFERING OF UP TO [●] EQUITY SHARES OF FACE VALUE OF ₹ 5 EACH ("EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE) ("OFFER PRICE") AGGREGATING UP TO ₹ [●] MILLION, COMPRISING A FRESH ISSUE OF UP TO [●] EQUITY SHARES AGGREGATING UP TO ₹ 4,500 MILLION BY OUR COMPANY ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 11,210,659 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION, COMPRISING OF UP TO 8,417,529 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY VECTRA INVESTMENTS PRIVATE LIMITED, UP TO 600,000 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY RAKESH SHARMA, UP TO 471,130 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY VIVEK VIKAS JOINTLY HELD WITH ASHA AHLAWAT, UP TO 370,000 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY MIL VEHICLES & TECHNOLOGIES PRIVATE LIMITED, UP TO 300,000 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY DINESH KUMAR AGGARWAL, UP TO 300,000 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY PANKAJ GARG, UP TO 300,000 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY OVERSEAS CARPETS LIMITED, UP TO 200,000 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY NAVRATAN SAMDARIA, UP TO 100,000 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY RS COMPUTECH PRIVATE LIMITED, UP TO 80,000 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY LEKHRAJ MAHESHWARI JOINTLY HELD WITH PRAKASHI DEVI MAHESHWARI AND UP TO 72,000 EQUITY SHARES AGGREGATING UP TO ₹ [●] BY BABU LAL DOSI, THE PERSONS LISTED IN THE DRAFT RED HERRING PROSPECTUS (COLLECTIVELY, THE "SELLING SHAREHOLDERS", AND SUCH EQUITY SHARES OFFERED BY THE SELLING SHAREHOLDERS, THE "OFFERED SHARES") (SUCH OFFER FOR SALE BY THE SELLING SHAREHOLDERS, THE "OFFER FOR SALE" AND TOGETHER WITH THE FRESH ISSUE, "THE OFFER").

OUR COMPANY, IN CONSULTATION WITH THE BOOK RUNNING LEAD MANAGER ("BRLM"), MAY CONSIDER A FURTHER ISSUE OF EQUITY SHARES, INCLUDING BY WAY OF A PREFERENTIAL OFFER OR ANY OTHER METHOD AS MAY BE PERMITTED IN ACCORDANCE WITH APPLICABLE LAW TO ANY PERSON(S), AGGREGATING UPTO ₹ 750.00 MILLION, AT ITS DISCRETION, PRIOR TO THE FILING OF THE RED HERRING PROSPECTUS WITH THE REGISTRAR OF COMPANIES, NATIONAL CAPITAL TERRITORY OF DELHI AND HARYANA, AT NEW DELHI ("PRE-IPO PLACEMENT"). THE PRE-IPO PLACEMENT, IF UNDERTAKEN, WILL BE AT A PRICE TO BE DECIDED BY OUR COMPANY IN CONSULTATION WITH THE BRLM. IF THE PRE-IPO PLACEMENT IS COMPLETED, THE FRESH ISSUE SIZE WILL BE REDUCED TO THE EXTENT OF SUCH PRE-IPO PLACEMENT, SUBJECT TO THE OFFER COMPLYING WITH RULE 19(2)(B) OF THE SCRR.

THE FACE VALUE OF EQUITY SHARES IS ₹ 5 EACH. THE OFFER PRICE IS [●] TIMES THE FACE VALUE OF THE EQUITY SHARES. THE PRICE BAND AND MINIMUM BID LOT WILL BE DECIDED BY OUR COMPANY IN CONSULTATION WITH THE SELLING SHAREHOLDERS AND THE BRLM AND WILL BE ADVERTISED IN ALL EDITIONS OF FINANCIAL EXPRESS, AN ENGLISH NATIONAL DAILY NEWSPAPER AND ALL EDITIONS OF JANSATTA, A HINDI NATIONAL DAILY NEWSPAPER, HINDI ALSO BEING THE REGIONAL LANGUAGE OF NEW DELHI, WHERE OUR REGISTERED OFFICE IS LOCATED, EACH WITH WIDE CIRCULATION, AT LEAST TWO WORKING DAYS PRIOR TO THE BID/OFFER OPENING DATE AND SHALL BE MADE AVAILABLE TO BSE LIMITED ("BSE") AND NATIONAL STOCK EXCHANGE OF INDIA LIMITED ("NSE"), AND TOGETHER WITH BSE, THE "STOCK EXCHANGES") FOR THE PURPOSE OF UPLOADING ON THEIR RESPECTIVE WEBSITES IN ACCORDANCE WITH THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018, AS AMENDED (THE "SEBI ICDR REGULATIONS").

In case of any revision to the Price Band, the Bid/Offer Period will be extended by at least three additional Working Days after such revision in the Price Band, subject to the Bid/Offer Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Company may, in consultation with the Selling Shareholders and the BRLM, for reasons to be recorded in writing, extend the Bid / Offer Period for a minimum of three Working Days, subject to the Bid/ Offer Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/Offer Period, if applicable, will be widely disseminated by notification to the Stock Exchanges, by issuing a public notice, and also by indicating the change on the website of the BRLM and at the terminals of the Syndicate Member(s) and by intimation to the Designated Intermediaries and the Sponsor Bank, as applicable.

The Offer is being made in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957 ("SCRR") read with Regulation 31 of SEBI ICDR Regulations. This Offer is being made through the Book Building Process in accordance with Regulation 6(2) of the SEBI ICDR Regulations wherein not less than 75% of the Offer shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") ("QIB Portion"), provided that our Company, in consultation with Selling Shareholders and the BRLM, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis. One-third of the Anchor Investor Portion shall be reserved for domestic Mutual Funds, subject to valid Bids being received from the domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription in the Anchor Investor Portion, the remaining Equity Shares shall be added to the QIB Portion. 5% of the QIB Portion (excluding the Anchor Investor Portion) shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors), including Mutual Funds, subject to valid Bids being received at or above the Offer Price. If at least 75% of the Offer cannot be Allotted to QIBs, the Bid Amounts received by our Company shall be refunded. Further, not more than 15% of the Offer shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not more than 10% of the Offer shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price. All potential Bidders, other than Anchor Investors, are mandatorily required to participate in the Offer through the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective bank accounts (including UPI IDs in case of RIBs using UPI Mechanism) which will be blocked by the Self Certified Syndicate Banks ("SCSBs") to the extent of the respective Bid Amounts. Anchor Investors are not permitted to participate in the Anchor Investor Portion through the ASBA Process. For further details, see "Offer Procedure" on page 303 of the DRHP.

This public announcement is made in compliance with the provisions of Regulation 26(2) of the SEBI ICDR Regulations to inform the public that the Company 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 DRHP dated March 3, 2022 with SEBI on March 4, 2022.

Pursuant to Regulation 26(1) of the SEBI ICDR Regulations, the DRHP filed with SEBI shall be made available to public for comments, if any, for period of at least 21 days, from the date of such filing by hosting it on the website of SEBI at www.sebi.gov.in, websites of the stock exchange i.e BSE at www.bseindia.com and NSE at www.nseindia.com and the website of the BRLM, i.e. Emkay Global Financial Services Limited at www.emkayglobal.com. Our Company invites the members of the public to give their comments on DRHP filled with SEBI with respect to disclosures made therein. The members of the public is requested to send a copy of their comments to SEBI, to the Company Secretary and Compliance Officer of our Company and/or the BRLM at their respective addresses mentioned below. All comments must be received by our Company and/or the BRLM and/or the Company Secretary and Compliance Officer on or before 5:00 p.m. on the 21st day from the aforesaid date of filing the DRHP with SEBI.

Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in the Offer unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Offer. For taking an investment decision, investors must rely on their own examination of our Company and the Offer, including the risks involved. The Equity Shares in the Offer have not been recommended or approved by the SEBI, nor does SEBI guarantee the accuracy or adequacy of the contents of the DRHP. Specific attention of the investors is invited to "Risk Factors" on page 29 of the DRHP.

The Equity Shares, when offered, through the Red Herring Prospectus, are proposed to be listed on BSE and NSE.

For details of the main objects of the Company as contained in its Memorandum of Association, see "History and Certain Corporate Matters" on page 148 of the DRHP. The liability of the members of the Company is limited.

For details of the share capital and capital structure of the Company see "Capital Structure" on page 65 of the DRHP.

BOOK RUNNING LEAD MANAGER	REGISTRAR TO THE OFFER
 Your success is our success	 EXPERIENCE TRANSFORMATION
Emkay Global Financial Services Limited The Ruby, 7 th Floor, Senapati Bapat Marg Dadar (West) Mumbai – 400 028, India Tel: +91 2266121212; Email: ieml.ipo@emkayglobal.com Investor Grievance Email: ibg@emkayglobal.com Website: www.emkayglobal.com Contact Person: Pranav Nagar / Deepak Yadav SEBI Registration No.: INM000011229	KFin Technologies Limited (formerly known as KFin Technologies Private Limited) Selenium, Tower-B, Plot No. 31 & 32, Financial District, Nanakramguda, Serilingampally, Hyderabad, Rangareddi - 500 032, India Tel: +91 40 6716 2222; E-mail: ieml.ipo@kfintech.com Investor grievance E-mail: einward.ris@kfintech.com Website: www.kfintech.com; Contact Person: M Murali Krishna SEBI Registration No.: INR000000221

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the DRHP.

For INDIA EXPOSITION MART LIMITED

On behalf of the Board of Directors

Sd/-

Company Secretary and Compliance Officer

Place : Delhi

Date : March 5, 2022

INDIA EXPOSITION MART LIMITED is proposing, subject to receipt of requisite approvals, market conditions and other considerations to make an initial public offer of its Equity Shares and has filed the DRHP dated March 3, 2022 with SEBI on March 4, 2022. The DRHP is available on the website of SEBI at www.sebi.gov.in as well as on the websites of the Stock Exchanges i.e. BSE at www.bseindia.com and NSE at www.nseindia.com and is available on the website of the BRLM i.e. Emkay Global Financial Services Limited at www.emkayglobal.com. Any potential investor should note that investment in equity shares involves a high degree of risk and for details relating to such risk, see "Risk Factors" on page 29 of the DRHP. Potential investors should not rely on the DRHP for any investment decision.

The Equity Shares offered in the Offer have not been and will not be registered under the U.S. Securities Act of 1933, as amended ("U.S. 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 in accordance with any applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold outside the United States in 'offshore transactions' in reliance on Regulation S under the Securities Act and the applicable laws of the jurisdictions where such offers and sales are made. There will be no public offering of Equity Shares in the United States. This announcement is not an offer of securities for sale in the United States or elsewhere. The Equity Shares have not been and will not be registered, listed or otherwise qualified in any other jurisdiction outside India and may not be offered or sold, and Bids may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction.