#### **PUBLIC ANNOUNCEMENT**



# **BEARDSELL BEARDSELL LIMITED**

one: +91 44 2829 3296/28290900: Fac . by Murali, Company Secretary and Compliance Officer: Corporate Identification Number: L65991TN1936PLC001428 PROMOTER OF OUR COMPANY: AMRITH ANUMOLU, JAYASREE ANUMOLU, BHARAT ANUMOLU, LALITHAMBA PANDA, GUNNAM SUBBA RAO INSULATION PRIVATE LIMITED AND VILLASINI REAL ESTATE PRIVATE LIMITED

NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF BEARDSELL LIMITED (THE "COMPANY")

### **ISSUE OPENS ON** FRIDAY, DECEMBER 31, 2021

## LAST DATE FOR ON MARKET RENUNCIATION MONDAY, JANUARY 10, 2022

\*\* ISSUE CLOSES ON FRIDAY, JANUARY 14, 2022

\* Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the issue Closing Date.

\*The Board of Directors or a vally authorized committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that the Issue will not remain open in excess of 30 (thirty) days from the Issue Opening Date.

ISSUE OF UPTO 93,66,336 EQUITY SHARES OF FACE VALUE \*2 EACH "RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF \*₹ 10 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 8-PER EQUITY SHARES) (THE "ISSUE PRICE"), AGGREGATING UPTO \*₹ 936.63 LAKHS ON A RIGHTS BASIS TO THE EXISTING EQUITY SHARESHOLDERS OF OUR COMPANY IN THE RATIO OF \*1 RIGHTS EQUITY SHARE FOR EVERY 3 FULLY PAID-UP EQUITY SHARES HELD BY THE EXISTING EQUITY SHARES OF THE ISSUE"). THE ISSUE PRICE FOR THE RIGHTS EQUITY SHARES IS TIMES THE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER THE PREMION OF THE ISSUE" THE ISSUE OF THE ISSUE"). THE ISSUE PRICE FOR THE RIGHTS EQUITY SHARES IS TIMES THE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER THE PREMION OF THE ISSUE" THE ISSUE OF THE ISSUE" THE ISSUE OF THE ISSUE "IN THE ISSUE OF THE ISSUE" THE ISSUE OF THE ISSUE "IN THE ISSUE OF THE ISSUE" THE ISSUE OF THE ISSUE" THE ISSUE OF THE ISSUE "IN THE ISSUE OF THE ISSUE" THE ISSUE OF THE ISSUE "IN THE ISSUE OF THE ISSUE" THE ISSUE OF THE ISSUE "IN THE ISSUE OF THE ISSUE" THE ISSUE OF THE ISSUE "IN THE ISSUE OF THE ISSUE OF THE ISSUE "IN THE ISSUE OF THE ISSUE "IN THE ISSUE OF THE I TITLED "TERMS OF THE ISSUE" ON PAGE 164 OF THE LETTER OF OFFER.

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

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rigins Equity Shares in this issue are advised to furnish the debits of their demail accounts to the Rigister or our Company effects the bissue of Rights Entitlements and Allohment of Rights Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders biding Equity Shareholders b

e-mail addresses to our Company (begoatine or an expectant ros the issue, i.e., Careno Corporate Services Limited to the Eighble Equity Shareholders of the Company, whose no e-mail addresses to our Company (begoatines or our Company) (begoatines or our C

Corpusing (i.e., www.bearded.co.ii).

APPLICATION ON PAIN PAPER NUMBER ASBA PROCESS: An Eligible Equity Shareholder who is eligible to apply under the ASBA process may make an Application to subscribe to this issue on plain paper Morely in he said bank account mantained with the same SIGS Applications on pain paper lind the accepted from any address outside hidd.

Advantables, Eligible Equity Shareholders and sois user the Application from anoistible of time the websites of u.C. Durange, the Register and to the issue, the Stock Exchange, the Lead Manager or the R-WAP to Area and the Stock Exchange, the Lead Manager or the R-WAP to Please note that the Eligible Equity Shareholders and emiscip the Application from for any purper PLEASE NOTE THAT APPLICATION ON ALBIN PAPER CANNOT EXEMINITED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINITED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINITED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINITED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINITED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINITED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINITED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINITED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINITED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINITED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINITED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINITED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINITED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINED THROUGH HE WAS ALBIN PAPER CANNOT EXEMINED THROUGH HE WAP IT AND ALBIN PAPER CANNOT EXEMINED THROUGH HE WAS ALBIN PAPER CAN

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with the Abridged Letter of Offer and the Rights Entitlement Letter has been sent through email to email address if they have provided an Indian address to our Co REFUND BANK: HDFC Bank Limited

FOR RISK FACTORS AND OTHER DETAILS. KINDLY REFER TO THE LETTER OF OFFER AND ABRIDGED LETTER OF OFFER

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SAFRON CAPITAL ADVISORS PRIVATE LIMITED
605, Center Print, 6" floor, Annhert Kurla Road, J. B. Nagar,
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E-mail: rights issue@saffmondvisoc.com, Website: www.saffmondvisoc.com
investor grierame; mesturgievance@saffmondvisoc.com, Contact Person: Amit Wagle / Gaurav Khandelwal
SEBI Registration Number: INM 000011211; Validity of Registration: Permanent

REGISTRAR TO THE ISSUE



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PANY SECRETARY AND COMPLIANCE OFFICER



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BEARDSELL

Website: www.beardsell.co.in

Investors may contact the Registrar to Issue / Compliance Officer in case of any PreIssue/ Post Issue related problems such as non-receipt of Allotment advice/demate

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Tabelamen: Our Company is proposing, authert to recovery of requirists approvise, market conditions and other considerations, in issue Equity Shares on an apide basis and rises finded a Latter of Otte with the Specific Assessment of the contraction of the state of the specific Assessment of