IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPEC



view the RHP)

This is an abridged prospectus containing salient features of the Red Herring Prospectus of Vishal Mega Mart Limited ("Company") dated December 4, 2024 (the "RHP" or "Red Herring Prospectus") filed with the Registrar of Companies, National Capital Territory of Delhi and Haryana at New Delhi. You are encouraged to read greater details available in the RHP, which is available at https://www.sebi.gov.in/sebiweb/home/HomeAction.do?do Listing=yes&sid=3&ssid=15&smid=11. Unless otherwise specified all capitalised terms used herein and not specifically defined bear the same meaning as ascribed to them in the RHP.

THIS ABRIDGED PROSPECTUS CONSISTS OF FOUR PAGES OF BID CUM APPLICATION FORM ALONG WITH INSTRUCTIONS AND EIGHT PAGES OF ABRIDGED PROSPECTUS. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.

this OR Code to Please ensure that you have read the RHP, this abridged prospectus ("Abridged Prospectus") and the general information document for investing in public issues ("GID") undertaken through the Book Building Process before applying in the Offer (as defined below). The investors are advised to retain a copy of the RHP/Abridged Prospectus for their future reference. You may obtain a physical copy of the Bid-cum-Application Form and the RHP from the Syndicate Members, Registrar to the Offer, Registrar and Share Transfer Agents ("RTAs"), Collecting Depository Participants ("CDPs"), Registered Brokers, Bankers to the Offer, Investors' Associations or Self Certified Syndicate Banks ("SCSBs"). You may also download the RHP from the website of Securities and Exchange Board of India ("SEBI") at www.sebi.gov.in, the website of National Stock Exchange of India Limited ("NSE") and the BSE Limited ("BSE" and together with NSE, the "Stock Exchanges") at www.nseindia.com and www.bseindia.com, respectively, the website of the Company at www.aboutvishal.com and the websites of the Book Running Lead Managers at https://investmentbank. kotak.com, www.icicisecurities.com, www.intensivefiscal.com, www.jefferies.com, https://indiaipo.jpmorgan.com/ and www.morganstanley.com/india.



VISHAL MEGA MART LIMITED

Corporate Identity Number: U51909HR2018PLC073282; Date of incorporation: Certificate dated March 27, 2018

Registered Office and Corporate Office	Contact Person	Telephone and Email	Website
Plot No. 184, Fifth Floor, Platinum Tower,	Rahul Luthra,	Tel: +91 124- 4980000	www.aboutvishal.
Udyog Vihar, Phase-1 Gurugram 122016	Company Secretary and	Email: secretarial@vishalwholesale.co.in	com
Haryana, India	Compliance Officer	_	

SAMAYAT SERVICES LLP AND KEDAARA CAPITAL FUND II LLP ARE THE PROMOTERS OF OUR COMPANY

	Details of Offer to Public										
Type	Type Fresh Offer for Total Offer				Share Reservation among QIBs, Non-Institutional Bidders and RIBs						
of Ogan	Issue	Sale size	Size	SEBI Regulations							
Offer	size				QIBs	Non-	RIBs				
						Institutional					
						Bidders					
Offer	Not	Up to [●]	Up to ₹	The Offer is being made pursuant to Regulation 6(1) of the	Not more than 50% of the	Not less	Not less				
for	applicable			Securities and Exchange Board of India (Issue of Capital and		than 15%	than 35%				
Sale		Shares of	Shares of	Disclosure Requirements) Regulations, 2018, as amended,		of the Offer	of the				
		face value	face value	("SEBI ICDR Regulations"). For further details, see "Other	However, up to 5% of	or the	Offer,				
		of ₹10 each	of ₹10 each	Regulatory and Statutory Disclosures – Eligibility for the	the Net QIB Portion (i.e.,	Offer less	or the				
		aggregating	aggregating	Offer" on page 315 of the RHP. For details in relation to	Offer excluding Anchor	allocation	Offer less				
		up to	up to	share reservation among Qualified Institutional Buyers,	Investor Portion) will be	to QIBs and	allocation				
		₹80,000	₹80,000	Non-Institutional Bidders, Retail Individual Bidders, see	available for allocation	RIBs.	to QIBs				
		million	million	"Offer Structure" on page 337 of the RHP.	proportionately to Mutual		and NIBs				
					Funds only						

The Equity Shares are proposed to be listed on NSE and BSE. For the purposes of the Offer, NSE is the Designated Stock Exchange (the "Designated Stock Exchange").

DETAILS OF THE PR	ROMOTER SELLING SHAREHO	OLDER, OFFER FOR SALE AND WEIGHTED A	VERAGE COST OF ACQUISTION
Name of Promoter	Type	Number of Equity Shares offered	Weighted average cost of acquisition
Selling Shareholder			per Equity Share (in ₹)^
Samayat Services LLP	,	Up to [•] Equity Shares of face value of ₹10 each	10.14
	-	aggregating up to ₹80,000 million	

[^] As certified by B.B. & Associates (FRN: 023670N), Chartered Accountants, pursuant to the certificate dated December 4, 2024.

PRICE BAND, MINIMUM BID LOT & INDI	CATIVE TIMELINES
Price Band	₹ 74 per Equity Share to ₹ 78 per Equity Share of face value
For details of the Price Band and the basis for the Offer Price, please refer to the price	of ₹ 10 each.
band advertisement and the section titled "Basis for Offer Price" on page 88 of the RHP.	
Minimum Bid Lot Size	A Minimum of 190 Equity Shares and in multiples of 190 Equity
	Shares thereafter
Anchor Investor Bidding Date	Tuesday, December 10, 2024 ⁽¹⁾
Bid/Offer Opens On	Wednesday, December 11, 2024
Bid/ Offer Closes On	Friday, December 13, 2024 ⁽²⁾
Finalisation of Basis of Allotment with the Designated Stock Exchange	On or about Monday, December 16, 2024
Initiation of refunds (if any, for Anchor Investors)/unblocking of funds from ASBA Account#	On or about Tuesday, December 17, 2024
Credit of Equity Shares to demat accounts of Allottees	On or about Tuesday, December 17, 2024
Commencement of trading of the Equity Shares on the Stock Exchanges	On or about Wednesday, December 18, 2024

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- (1) Our Company in consultation with the BRLMs and subject to applicable law, may consider participation by Anchor Investors in accordance with the SEBI ICDR Regulations. The Anchor Investor Bid/Offer Period shall be one Working Day prior to the Bid/Offer Opening Date i.e. Tuesday, December 10, 2024.
- (2) UPI mandate end time and date shall be 5:00 p.m. on the Bid/Offer Closing Date i.e. on Friday, December 13, 2024.
- In case of (i) any delay in unblocking of amounts in the ASBA Accounts (including amounts blocked through the UPI Mechanism) exceeding three Working Days from the Bid/Offer Closing Date for cancelled/withdrawn/deleted ASBA Forms, the Bidder shall be compensated at a uniform rate of ₹100 per day or 15% per annum of the Bid Amount, whichever is higher from the date on which the request for cancellation/withdrawal/deletion is placed in the Stock Exchanges bidding platform until the date on which the amounts are unblocked (ii) any blocking of multiple amounts for the same ASBA Form (for amounts blocked through the UPI Mechanism), the Bidder shall be compensated at a uniform rate ₹100 per day or 15% per annum of the total cumulative blocked amount, whichever is higher from the date on which such multiple amounts were blocked till the date of actual unblock; (iii) any blocking of amounts more than the Bid Amount, the Bidder shall be compensated at a uniform rate of ₹100 per day or 15% per annum of the difference in amount, whichever is higher from the date on which such excess amounts were blocked till the date of actual unblock; (iv) any delay in unblocking of non-allotted/partially allotted Bids, exceeding three Working Days from the Bid/Offer Closing Date, the Bidder shall be compensated at a uniform rate of ₹100 per day or 15% per annum of the Bid Amount, whichever is higher for the entire duration of delay exceeding three Working Days from the Bid/Offer Closing Date by the SCSB responsible for causing such delay in unblocking.

WEIGHTED AVERAGE COST OF ACQUISITION OF ALL EQUITY SHARES TRANSACTED IN THE LAST EIGHTEEN MONTHS, ONE YEAR AND THREE YEARS IMMEDIATELY PRECEDING THE DATE OF THE RED HERRING PROSPECTUS IS SET FORTH BELOW:

Period	Weighted Average Cost of Acquisition (in Rs.)^	Cap Price/upper end of Price Band is 'X' times the Weighted Average Cost of Acquisition	Range of acquisition price: Lowest Price - Highest Price (in ₹)^		
Last one year	NA**	0 0 I	NA**		
Last 18 months	10.00	7.80	10.00-10.00		
Last three years	10.59	7.37	10.00-15.00		

^{**} NA since no transaction in last one year

Disclaimer: The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended ("U.S. Securities Act") or any other applicable law of 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 U.S. Securities Act and applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold only (a) to persons in the United States that are "qualified institutional buyers" (as defined in Rule 144A) pursuant to Section 4(a) of the U.S. Securities Act, and (b) outside the United States in "offshore transactions" (as defined in Regulation S) in compliance with Regulation S and the applicable laws of the jurisdiction where those offers and sales are made.

RISKS IN RELATION TO THE FIRST OFFER

This being the first public offer of our Company, there has been no formal market for the Equity Shares of our Company. The face value of each Equity Share is ₹10. The Floor Price, Cap Price and Offer Price as determined and justified by our Company in consultation with the BRLMs and subject to applicable law, in accordance with the SEBI ICDR Regulations as stated under "Basis for Offer Price" on page 88 of the RHP should not be taken to be indicative of the market price of the Equity Shares after the Equity Shares are listed. No assurance can be given regarding an active and/or sustained trading in the Equity Shares nor regarding the price at which the Equity Shares will be traded after listing.

GENERAL RISK

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 entire 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 SEBI, nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 22 of the RHP and on page 9 of this Abridged Prospectus.

PROCEDURE

You may obtain a physical copy of the Bid-cum-Application Form and the RHP from the Stock Exchanges, Syndicate Members, Registrar to the Offer, Registrar and Share Transfer Agents ("RTAs"), Collecting Depository Participants ("CDPs"), Registered Brokers, Bankers to the Offer, Investors' Associations or Self Certified Syndicate Banks ("SCSBs").

If you wish to know about processes and procedures applicable to the Offer, you may request for a copy of the RHP and/or the GID from the BRLMs or download it from the website of SEBI at www.sebi.gov.in, NSE and BSE at www.nseindia.com and www.bseindia.com, respectively, and from the websites of the BRLMs at https://investmentbank.kotak.com, www.icicisecurities.com, www.intensivefiscal.com, www.jefferies.com, https://indiaipo.jpmorgan.com/ and www.morganstanley.com/india.

	PRICE INFORMATION OF BRLMs											
Sr.	Issue Name	Merchant Banker(s)	+/- % change in closin	g price, [+/- % change	in closing benchmark							
No.			- 30 th calendar days	90th calendar days	180 th calendar days							
			from listing	from listing	from listing							
1.	Zinka Logistics Solutions Limited	Morgan Stanley	Not applicable	Not applicable	Not applicable							
2.	Swiggy Limited	Kotak; Jefferies; JP Morgan	Not applicable		Not applicable							
3.	Acme Solar Holdings Limited	Kotak	Not applicable	Not applicable	Not applicable							
4.	Sagility India Limited	Isec; Jefferies; JP Morgan	Not applicable	Not applicable	Not applicable							
5.	Niva Bupa Health Insurance Company limited	Kotak; Morgan Stanley	Not applicable	Not applicable	Not applicable							
6.	Hyundai Motor India Limited	Kotak	-6.64% [-3.90%]		Not applicable							
		Morgan Stanley	-6.6% [-5.1%]	Not applicable	Not applicable							
		JP Morgan	(6.6%) [-3.9%]	Not applicable	Not applicable							
7.	Afcons Infrastructure Limited	Jefferies; Isec	+6.56% [+1.92%]	Not applicable	Not applicable							
8.	Waaree Energies Limited	Intensive; Jefferies	+68.05% [-0.59%]	Not applicable	Not applicable							
9.	Western Carriers (India) Limited	Kotak	-20.69% [-5.80%]	Not applicable	Not applicable							
10.	Baazar Style Retail Limited	Intensive	-1.32% [+0.62%]	Not applicable	Not applicable							
11.	Bajaj Housing Finance Limited	Kotak	+99.86%[-1.29%]	Not applicable	Not applicable							
12.	Premier Energies Limited	Kotak; Isec	+146.93% [+2.07%]	+172.40% [-3.33%]]	Not applicable							
		JP Morgan	+146.9% [+2.1%]		Not applicable							
	Akums Drugs and Pharmaceuticals Limited	Isec	+32.10% [+5.03%]		Not applicable							
14.	Emcure Pharmaceuticals Limited	Jefferies	+27.94% [-0.85%]		Not applicable							
		JP Morgan	+27.9% [-0.9%]	+32.1% [1.9%]]	Not applicable							

[^] As certified by B.B. & Associates (FRN: 023670N), Chartered Accountants pursuant to the certificate dated December 4, 2024.

	PRICE INFORMATION OF BRLMs									
Sr.	Issue Name	Merchant Banker(s)	+/- % change in closin	hange in closing price, [+/- % change in closing benchmark] alendar days 90th calendar days 180th calendar days						
No.		\	- 30 th calendar days	90th calendar days	180 th calendar days					
			from listing	from listing	from listing					
	Brainbees Solutions Limited	Morgan Stanley	+ 37.5% [+ 2.3%]		Not applicable					
	Ceigall India Limited	Isec	-4.89% [+3.05%]		Not applicable					
	Ola Electric Mobility Limited	Isec	+44.17% [+1.99%]		Not applicable					
18.	Indegene Ltd.	JP Morgan	+24.3% [+5.3%]		+52.6% [+9.2%]					
	Entero Healthcare Limited	Jefferies	-19.65% [+0.30%]		-2.19% [+ 9.02%]					
20.	Go Digit General Insurance Limited	Morgan Stanley	+ 22.8% [+ 4.0%]		+ 16.3% [+ 3.8%]					
	Gopal Snacks Limited	Intensive	-18.13% [+1.57%]		-18.63% [+11.58%]					
	Honasa Consumer Ltd.	JP Morgan	+17.6% [+7.9%]		+29.7%. [+15.8%]					
	Northern Arc Capital Limited	Isec	-7.15% [-5.80%]	Not applicable	Not applicable					
24	TBO Tek Limited	Jefferies	+69.94% [+5.40%]	+84.90% [+9.67%]]	+85.23% [+8.77%]					
25.	Yatharth Hospital & Trauma Care Services	Intensive	+23.30% [-0.26%]	+20.58% [-2.41%]	+26.23% [+9.30%]					
	Limited									
26.	Bikaji Foods International Limited	Intensive	+28.65% [-0.29%]	+26.95% [-2.50%]	+24.17% [+0.08%]					
27.	Delhivery Limited	Morgan Stanley	+ 3.5% [- 4.9%]	+17.0% [+ 9.5%]	-28.0% [+12.9%]					

Source: www.nseindia.com; www.bseindia.com

Notes:

- Disclosures subject to recent 7 issues (initial public offerings) in current financial year and two preceding financial years managed by each BRLMs with common issues disclosed once.
- Benchmark Index taken as NIFTY 50 or S&P BSE SENSEX, as applicable.
- Price on NSE or BSE is considered for all of the above calculations as per the Designated Stock Exchange disclosed by the respective issuer at the time of the issue, as applicable. 3.
- In case 30th/90th/180th day is not a trading day, closing price of the previous trading day has been considered.
- NA means Not Applicable period not completed.

For further details, please refer to "Other Regulatory and Statutory Disclosures - Price information of past issues handled by the Book Running Lead Managers (during current Financial Year and two Financial Years preceding the current Financial Year)" on page 321 of the RHP.

BOOK RUNNING LEAD MANAGERS									
Kotak Mahindra Capital Company Limited	ICICI Securities Limited	Intensive Fiscal Services Private Limited							
Tel: +91 22 4336 0000	Tel: +91 22 6807 7100	Tel: +91 22 2287 0443							
E-mail: vmm.ipo@kotak.com	E-mail: vmm.ipo@icicisecurities.com	E-mail: vishal.ipo@intensivefiscal.com							
Investor Grievance E-mail:	Investor Grievance E-mail:	Investor Grievance E-mail:							
kmccredressal@kotak.com	customercare@icicisecurities.com	grievance.ib@intensivefiscal.com							
Jefferies India Private Limited	J.P. Morgan India Private Limited	Morgan Stanley India Company Private Limited							
Tel: +91 22 4356 6000	Tel: +91 22 6157 3000	Tel: +91 22 6118 1000							
E-mail: vishalmm.ipo@jefferies.com	E-mail: vishal mega mart ipo@jpmorgan.com	E-mail: vishalmegamartipo@morganstanley.com							
Investor Grievance E-mail:	E-mail: vishal_mega mart ipo@jpmorgan.com Investor Grievance E-mail:	Investor Grievance E-mail:							
jipl.grievance@jefferies.com	investorsmb.jpmipl@jpmorgan.com	investors india@morganstanley.com							

Name of Syndicate Member	Kotak Securities Limited and Intensive Softshare Private Limited
Name of Registrar to the Offer	KFin Technologies Limited
8	Tel: +91 1800 309 4001/ +91 40 6716 2222; E-mail: vmm.ipo@kfintech.com
	Investor grievance E-mail: einward.ris@kfintech.com
Name of Statutory Auditor	Walker Chandiok and Co LLP, Chartered Accountants
Self-Certified Syndicate Banks	The list of SCSBs notified by SEBI for the ASBA process is available at http://www.sebi.gov.in/sebiweb/other/OtherAction.
	do?doRecognised=yes, or at such other website as may be prescribed by SEBI from time to time. A list of the Designated
	SCSB Branches with which an ASBA Bidder (other than a UPI Bidder), not bidding through Syndicate/Sub Syndicate or
	through a Registered Broker, RTA or CDP may submit the Bid cum Application Forms, is available at https://www.sebi.
	gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=34, or at such other websites as may be prescribed
	by SEBI from time to time.
	In accordance with SEBI Circular No. SEBI/HO/CFD/DIL2/CIR/P/2019/76 dated June 28, 2019, SEBI Circular No. SEBI/
for UPI Mechanism	HO/CFD/DIL2/CIR/P/2019/85 dated July 26, 2019 and SEBI Circular No. SEBI/HO/CFD/DIL2/CIR/P/2022/45 dated
	April 5, 2022, UPI Bidders may apply through the SCSBs and mobile applications whose names appears on the website
	of the SEBI (https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=40) and (https://www.
	sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=43) respectively, as updated from time to time.
	A list of SCSBs and mobile applications, which are live for applying in public issues using UPI mechanism is available
	on https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=35 and https://www.sebi.gov.in/
	sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=43, respectively. A list of SCSBs and mobile applications,
	which are live for applying in public issues using UPI mechanism is provided as 'Annexure A' for the SEBI circular
	number SEBI/HO/CFD/DIL2/CIR/P/2019/85 dated July 26, 2019.
Syndicate SCSB Branches	In relation to Bids (other than Bids by Anchor Investors) submitted under the ASBA process to a member of the Syndicate,
	the list of branches of the SCSBs at the Specified Locations named by the respective SCSBs to receive deposits of Bid
	cum Application Forms from the members of the Syndicate is available on the website of the SEBI (https://www.sebi.gov.
	in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=35) and updated from time to time. For more information
	on such branches collecting Bid cum Application Forms from the Syndicate at Specified Locations, see the website of the
Desistered Berstein	SEBI http://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes as updated from time to time.
Registered Brokers	Bidders can submit ASBA Forms in the Offer using the stockbroker network of the stock exchange, i.e. through the
	Registered Brokers at the Broker Centres. The list of the Registered Brokers eligible to accept ASBA forms, including
	details such as postal address, telephone number and e-mail address, is provided on the websites of the Stock Exchanges
	at https://www.bseindia.com/ and https://www.nseindia.com, as updated from time to time. For further details, see "Offer Proceedings, the page 340 of the PHP.
	Procedure" at page 340 of the RHP.

Details regarding website address(es)/	The list of the RTAs eligible to accept ASBA Forms at the Designated RTA Locations, including details such as address,
link(s) from which the investor can	telephone number and e-mail address, is provided on the websites of the Stock Exchanges at www.bseindia.com/Static/
obtain a list of RTAs, CDPs and stock	Markets/PublicIssues/RtaDp.aspx? and www.nseindia.com/products/content/equities/ipos/asba procedures.htm respectively,
brokers who can accept applications from	as updated from time to time.
investors, as applicable	For further details, see "Offer Procedure" at page 340 of the RHP.
	The list of the CDPs eligible to accept ASBA Forms at the Designated CDP Locations, including details such as their
	name and contact details, is provided on the websites of the Stock Exchanges at www.bseindia.com/Static/Markets/
	PublicIssues/RtaDp.aspx? and www.nseindia.com/products/content/equities/ipos/asba procedures.htm, respectively, as
	updated from time to time.

	PROMOTERS OF OUR COMPANY							
Sr.	Sr. Name Individual/ Experience & Educational Qualification/ Corporate Information							
No.		Corporate						
1	Samayat	Corporate	Samayat Services LLP ("SSL") is a registered limited liability partnership incorporated on May 2, 2018 under the Limited					
	Services LLP	-	Liability Partnership Act, 2008. The registered office of SSL is located at Plot No. 184, Fifth Floor, Platinum Tower, Udyog					
			Vihar, Phase 1, Gurugram 122 016, Haryana, India. The LLP identification number of SSL is AAM-5367. SSL is engaged					
			in the business of warehousing and transportation services.					
2		Corporate	Kedaara Capital Fund II LLP is a registered limited liability partnership incorporated on May 16, 2017 under the Limited					
	Capital Fund	_	Liability Partnership Act, 2008. It is an alternative investment funds ("AIF") registered under the SEBI AIF Regulations as					
	II LLP a "Category II" AIF with registration number IN/AIF2/17-18/0365. The registered office of Kedaara Capital Fund II L							
	is located at 2301, 23rd Floor, Altimus, Pandurang Budhkar Marg, Worli, Mumbai 400 018, Maharashtra, India. The Ll							
			identification number of Kedaara Capital Fund II LLP is AAJ-3538. Kedaara Capital Fund II LLP is engaged in the business					
			of making operationally oriented investments.					

OUR BUSINESS OVERVIEW AND STRATEGY

Company Overview: We are a one stop destination for middle and lower-middle income India. We curate a diverse range of merchandize through our portfolio of own brands and third party brands to fulfil the aspirational and daily needs of consumers. We offer products across three major product categories, i.e., apparel, general merchandise and fast-moving consumer goods, through a pan-India network of 645 Vishal Mega Mart stores (as of September 30, 2024) and our Vishal Mega Mart mobile application and website. For further information, see "Our Business" on page 138 of the RHP.

Revenue segmentation by product/ service offering:

(₹ in million, unless otherwise indicated)

Particulars	Six months period		Six months period		Financial Year 2024		Financial Year 2023		Financial Year 2022	
	ended September 30,		ended September 30,							
		<u> 2024 </u>	2023							
	(₹ in	(₹ in (% of		(% of	(₹ in	(% of	(₹ in	(% of	(₹ in	(% of
	million)	revenue from	million)	revenue from	million)	revenue from	million)	revenue from	million)	revenue from
		operations)#	ĺ	operations)#		operations)#		operations)#		operations)#
Sale of products -	22,448.49	44.61%	18,605.98	44.10%	39,013.21	43.78%	32,926.84	43.40%	25,179.53	45.06%
apparel										
Sale of products - fast-	13,799.44	27.42%	11,485.02	27.22%	24,473.09	27.46%	20,319.62	26.79%	14,056.87	25.15%
moving consumer goods										
Sale of products -	14,013.70	27.85%	11,989.32	28.41%	25,433.15	28.54%	22,383.46	29.51%	16,493.03	29.51%
general merchandise										
Sale of products across	50,261.63	99.88%	42,080.32	99.73%	88,919.45	99.78%	75,629.92	99.70%	55,729.43	99.72%
our three product										
categories										

[#] Other operating revenues constituted 0.12%, 0.27%, 0.22%, 0.30% and 0.27% of our revenue from operations during the six months period ended September 30, 2024 and 2023, and the Financial Years 2024, 2023 and 2022, respectively.

Key Performance Indicators

A list of our KPIs and financial measures for the six months period ended September 30, 2024 and September 30, 2023 and for the Fiscals 2024, 2023 and 2022 are set out below:

KPIs and financial measures	Units	For the six months	For the six months	For Fiscal	For Fiscal	For Fiscal
		period ended	period ended	2024	2023	2022
			September 30, 2023			
Revenue from Operations	(₹ in million)	50,325.13		89,119.46	75,860.37	55,885.15
Profit for the period/ year	(₹ in million)	2,541.37	1,953.57	4,619.35	3,212.73	2,027.70
Net Cash flow from Operating activities	(₹ in million)	9,918.37	4,865.48	8,296.70	6,355.34	6,570.97
Sales mix – Apparel	(₹ in million)	22,448.49	18,605.98	39,013.21	32,926.84	25,179.53
Sales mix – Fast moving consumer goods	(₹ in million)	13,799.44	11,485.02	24,473.09	20,319.62	14,056.87
Sales mix – General Merchandise	(₹ in million)	14,013.70	11,989.32	25,433.15	22,383.46	16,493.03
Sales mix contribution – Apparel	(%)	44.61	44.10	43.78	43.40	45.06
Sales mix contribution – Fast moving consumer goods	(%)	27.42		27.46	26.79	25.15
Sales mix contribution – General Merchandise	(%)	27.85	28.41	28.54	29.51	29.51
Increase in revenue from operations	(%)	19.27	NA	17.48	35.74	25.52
Profit Margin	(%)	5.05	4.63	5.18	4.24	3.63
Gross Profit	(₹ in million)	14,202.89		24,658.93	20,597.05	15,739.08
Gross Margin	(%)	28.22	27.73	27.67	27.15	28.16
EBITDA	(₹ in million)	6,680.34	5,711.10	12,486.01	10,205.21	8,036.85

KPIs and financial measures	Units	For the six months		For Fiscal	For Fiscal	For Fiscal
		period ended	period ended	2024	2023	2022
		September 30, 2024	September 30, 2023			
EBITDA Margin	(%)	13.27	13.54	14.01	13.45	14.38
Return on Capital Employed	(%)	29.77^	35.07^	68.76	75.80	56.43
Adjusted Return on Capital Employed	(%)	49.63^	42.93^	70.95	92.16	156.34
Inventory days	(No. of days)	$60^{\#}$	67#	61	65	71
Net Trade working capital days	(No. of days)	N.A.*#	N.A.*#	11	N.A.*	N.A.*
Adjusted Same-Store Sales Growth	(%)	12.57	13.34	13.57	25.16	11.89
Retail Space	(sq. ft. million)	11.49	10.48	11.01	10.18	9.14
Number of Stores	(No.)	645	576	611	557	501
Average store size	(sq. ft.)	17,812.32	18,201.74	18,011.56	18,268.86	18,250.95
Revenue contribution of own brands	(₹ in million)	36,665.57	30,197.83	63,993.42	53,479.79	39,228.81
Revenue contribution of own brands	(%)	72.86	71.57	71.81	70.50	70.20
Number of Stores – Tier 1 cities	(No.)	194	180	187	178	167
Number of Stores – Tier 2 cities and beyond	(No.)	451	396	424	379	334

^{*} N.A. since less than or equal to zero; ^ Not annualized; # Annualized

The above has been certified by B.B. & Associates, Chartered Accountants, pursuant to a certificate dated December 4, 2024.

For details of other operating metrics disclosed elsewhere in the Red Herring Prospectus, see "Our Business" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" on pages 138 and 267 of the RHP, respectively.

Revenue Segmentation of our top 3, top 5 and top 10 customers: Not Applicable

Geographies Served: India

Revenue Segmentation by geographies:

Regions	Percentage contribution to revenue from	Two largest contributing states by revenue from
	operations, for Financial Year 2024 (%)	operations, for Financial Year 2024
East (including North East) ⁽¹⁾	29.12%	Assam and West Bengal
North ⁽²⁾	43.21%	Uttar Pradesh and Delhi
South ⁽³⁾	19.15%	Karnataka and Telangana
West (including Central) ⁽⁴⁾	8.30%	Madhya Pradesh and Chattisgarh
Total	99.78%	·

Notes:

- (1) Comprises the following states: Assam, West Bengal, Bihar, Orissa, Jharkhand, Nagaland, Meghalaya, Arunachal Pradesh, Manipur, Tripura, Mizoram and Sikkim.
- Comprises the following states: Uttar Pradesh, Delhi, Punjab, Haryana, Uttarakhand, Himachal Pradesh, Rajasthan, and Jammu & Kashmir. (2)
- Comprises the following states: Karnataka, Telangana, Andhra Pradesh, Kerala and Tamil Nadu. (3)
- Comprises the following states: Madhya Pradesh, Chattisgarh, Goa, Maharashtra and Gujarat. (4)
- Other operating revenues constituted 0.22% of our revenue from operations during the Financial Year 2024.

Intellectual Property: We have obtained 83 unique trademark registrations in India relating to our brands under several classes. As of September 30, 2024, we have also filed applications for registration of 23 new trademarks which are currently pending, including three applications which have been rejected. For further information, see "Our Business - Intellectual Property" on pages 158 of the RHP.

Industry Served: Retail Market.

Manufacturing plant, if any: Not applicable

Market Share: Not applicable

Revenue segmentation in terms of top 5/10 customers: Not applicable

Employee Strength: As of September 30, 2024, we had 16,537 employees on our payroll.

	BOARD OF DIRECTORS									
Sr. No.	Name	Designation	Experience & Educational Qualification	Directorships in other companies						
1	Gunender Kapur	Managing Director and Chief Executive Officer	He holds a bachelor's degree in engineering with honours from the Birla Institute of Technology and Science and a master's degree in business administration from the University of Delhi. He has over 40 years of experience in management and investment in the consumer and retail sectors. Previously, he was associated with Hindustan Lever Limited, Unilever Nigeria PLC, Reliance Industries Limited and TPG Capital. He was appointed to our Board of Directors with effect from September 22, 2020	 Insa Soft-Net Private Limited; and Vishal E-Commerce Private Limited. Foreign Companies Mogli Labs Private Limited 						
2	Neha Bansal	Chairperson and Independent Director	She holds a bachelor's degree in commerce (honours) from Gargi College, University of Delhi. She is a member of the Institute of Chartered Accountants of India and has successfully completed the course on valuation and a post qualification course in information systems audit held by the Institute of Chartered Accountants of India. She has over 16 years of experience in finance and business administration. She is the co-founder of Lenskart. She was previously associated with Vinod Kumar and Associates. She was appointed to our Board of Directors with effect from February 25, 2022.	 Lenskart Eyetech Private Limited; Lenskart Foundation; and Lenskart Solutions Private Limited. Visionsure Services Private Limited Foreign Companies Owndays Kabushiki Kaisha. 						

	BOARD OF DIRECTORS								
Sr. No.	Name	Designation	Experience & Educational Qualification	Directorships in other companies					
3	Soumya Rajan	Independent Director	She holds a bachelor's degree in maths with honours from St. Stephen's College, University of Delhi. She has over 29 years of experience in strategy, finance, and operations. She is the founder and chief executive officer of Waterfield Advisors Private Limited. Previously, she was also associated with Standard Chartered Bank. She was appointed to our Board of Directors from May 31, 2024.	 Aavas Financiers Limited; Airplaza Retail Holdings Private Limited; Center for Study of Science Technology and Policy; 					
4	Sanjeev Aga	Non-Executive Director	He holds a bachelor's degree in science with honours from the University of Delhi and a post graduate diploma in management from the Indian Institute of Management, Calcutta. He has more than 37 years of experience in management. Previously, he was associated with Asian Paints (India) Limited, Blow Plast Limited, Aditya Birla Group and Idea Cellular Limited. He was appointed to our Board of Directors with effect from October 16, 2020.	Indian Companies Helios Trustee Private Limited; Larsen and Toubro Limited; LTIMindtree Limited; and Pidilite Industries Limited.					
5	Nishant Sharma	Non-Executive Director	He holds a master's degree in business administration from Harvard University and a master's degree in bio-chemical engineering and biotechnology from IIT Delhi. He has more than 20 years of experience in various fields. He is the managing partner and chief investment officer of Kedaara Capital. Previously, he was associated with the Bill & Melinda Gates Foundation, General Atlantic and McKinsey and Company. He was appointed to our Board of Directors with effect from October 16, 2020.	 Aavas Finserv Limited; Aavas Financiers Limited; ASG Hospital Private Limited; Perfios Software Solutions Private Limited; Sadguru Healthcare Services Private Limited; 					
6	Manas Tandon	Non-Executive Director	He holds a bachelor's degree of technology in electrical engineering from the Indian Institute of Technology Kanpur and a master's degree in business administration with honours from The Wharton School, University of Pennsylvania. He is currently associated with the Partners Group and previously, he was associated with Cisco Systems Inc., Matrix India Asset Advisors Private Limited and TPG Capital India Private Limited. He was appointed to our Board of Directors with effect from October 16, 2020.	Indian Companies Aavas Financiers Limited; Aavas Finserv Limited; and Partners Group (India) Private Limited. Foreign Companies Icebox Parent GP, LLC					

For further details in relation to our Board of Directors, see "Our Management" beginning on page 175 of the RHP.

OBJECTS OF THE OFFER

The objects of the Offer are to (i) achieve the benefits of listing the Equity Shares on the Stock Exchanges and (ii) carry out the Offer for Sale of up to [●] Equity Shares of face value of ₹10 each aggregating to ₹80,000 million by the Promoter Selling Shareholder.

Further, our Company expects that the proposed listing of its Equity Shares will enhance our visibility and brand image as well as provide a public market for the Equity Shares in India. Our Company will not receive any proceeds from the Offer. For details of Offered Shares, see "The Offer" on page 57 of the RHP.

Utilisation of the Offer proceeds by Promoter Selling Shareholder

Our Company will not receive any proceeds of the Offer for Sale by the Promoter Selling Shareholder. The Promoter Selling Shareholder will be entitled to the entirety of proceeds of the Offer for Sale after deducting its portion of the Offer related expenses and the relevant taxes thereon. For details of Offered Shares from the Promoter Selling Shareholder, see "The Offer" on page 57 of the RHP.

Details and reason for non-deployment or delay in development of proceeds or changes in utilization of issue proceeds of past issues / rights issues, if any, of the Company in the preceding 10 years: Not Applicable.

Terms of Issuance of Convertible Security, if any: Not Applicable.

Name of Monitoring Agency: Since the Offer is an offer for sale and our Company will not receive any proceeds from the Offer, our Company is not required to appoint a monitoring agency for the Offer..

Shareholding Pattern as on the date of the RHP:

Category of shareholder	Pre-Offer number of shares	% Holding of Pre-Offer (Shareholding as a % of total
	(Number of fully paid up Equity Shares held)	number of shares)
Promoters and Promoter Group	4,453,118,981	98.77
Public	55,600,512	1.23
Total	4,508,719,493	100.00

Number / amount of Equity Shares proposed to be sold by the Promoter Selling Shareholder: Up to [●] Equity Shares of face value of ₹10 each aggregating up to ₹80,000 million by Samayat Services LLP, the Promoter Selling Shareholder.

SUMMARY OF RESTATED FINANCIAL INFORMATION

(₹ in million, except per share data)

Particulars		As at, or for the six		As at, or for the	As at, or for the
	months period ended				
	September 30, 2024	September 30, 2023	March 31, 2024	March 31, 2023	March 31, 2022
Total income	50,534.16	42,354.36	89,451.27	76,188.93	
Profit before tax	3,416.47	2,636.50	6,209.51	4,305.31	2,696.49
Profit for the period/ year	2,541.37	1,953.57	4,619.35	3,212.73	
Equity Share capital	45,087.19	45,065.88	45,087.19	45,065.88	45,033.01
Other Equity	13,902.71	8,455.97	11,131.23	6,495.00	
Net worth ⁽¹⁾	59,237.40	53,769.35	56,465.92	51,808.38	48,499.33
Basic earnings per Equity Share ⁽²⁾	0.56	0.43	1.02	0.71	0.45
Diluted earnings per Equity Share ⁽³⁾	0.55	0.43	1.01	0.70	0.45
Return on net worth ⁽⁴⁾	4.29%*	3.63%*	8.18%	6.20%	4.18%
Net Asset Value per Equity Share ⁽⁵⁾	13.14*	11.93*	12.53	11.50	10.80

^{*} Not Annualized

- Earning Per Equity Share (Basic) = Profit for the period/ year available for equity shareholders/Weighted average number of equity shares for basic earnings per share.
- Earning Per Equity Share (Diluted) = Profit for the period/year available for equity shareholders/Weighted average number of equity shares for diluted earnings per share.
- Return on Net Worth (RoNW) %= Profit for the period / year attributable to equity shareholders of our Company divided by net worth of our Company as at the end of the period / year.
- Net assets value per share = Net asset value per share is calculated by dividing net worth by weighted average number of equity shares for basic earnings per share outstanding at the end of the period/year.

For details, see "Restated Consolidated Financial Information" on page 197 of the RHP.

INTERNAL RISK FACTORS

Below mentioned risks are the top 5 risk factors as per the RHP:

- We do not manufacture any of the products that are sold in our stores, and we rely entirely on third party vendors for the manufacturing of all products under our own brands who are required to meet our product specification, quality, design and manufacturing standards, which subjects us to risks, which, if materialized, could adversely affect our business, results of operations, cash flows and financial condition.
- Our Company has received two directives with requests for information from the Enforcement Directorate to furnish information and documents as part of its investigation and any possible penalties/action. Any adverse outcome in such matters may lead to future inquiries or escalate to investigations, legal proceedings or any possible penalties.
- If we fail to identify and effectively respond to changing consumer preferences in a timely manner, the demand for our products could decrease, causing our business, results of operations, financial condition and cash flows to be adversely affected.
- If we are unable to identify consumer demand accurately and maintain an optimal level of inventory, our business, results of operations, financial condition and cash flows may be adversely affected.
- We derive a significant portion of our revenues from sale of products from our stores located in Uttar Pradesh, Karnataka and Assam, and any adverse developments in these states may have an adverse effect on our business, results of operations, financial condition and cash flows.

For further details, see "Risk Factors" beginning on page 22 of the RHP.

SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

Summary table of outstanding litigation

A summary of outstanding litigation proceedings involving our Company, Subsidiaries, and Directors and Group Company, as applicable, as of the date of the Red Herring Prospectus is provided below:

Name of Entity	Criminal proceedings	Tax proceedings	Statutory or regulatory proceedings	Disciplinary actions by the SEBI or Stock Exchanges against our Promoters in the last five financial years, including outstanding action	Material civil litigations	Aggregate amount involved [#] (₹ in million)*
Company						
By our Company	2	Nil	NA	Nil	1	70.54
Against our Company	1	16	32	Nil	1	59.65(1)
Subsidiaries	Subsidiaries					
By the Subsidiaries	3	Nil	Nil	Nil	Nil	Nil
Against the Subsidiaries	7	33	247^	Nil	1	398.57 ⁽²⁾
Directors						
By the Directors	2	NA	NA	NA	Nil	Nil
Against the Directors	8	Nil	Nil	NA	Nil	Nil
Promoters						
By the Promoters	Nil	NA	NA	NA	Nil	Nil
Against the Promoters	Nil	4	Nil	Nil	Nil	-

Net worth' means the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium account and debit or credit balance of profit and loss account, after deducting the aggregate value of the accumulated losses, deferred expenditure and miscellaneous expenditure not written off, as per the Restated Consolidated Financial Information, but does not include reserves created out of revaluation of assets, write-back of depreciation and amalgamation as per Regulation 2(1)(hh) of the SEBI ICDR Regulations. Net worth is the aggregate of paid up share capital and other equity wherein other equity includes general reserve, retained earnings, share options outstanding and securities premium as per Restated Consolidated Financial Information of our Company. Other Equity does not include capital reserve as it pertains to the difference of book value of assets of subsidiary and amount paid for acquisition of subsidiary.

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPEC

- Determined in accordance with the Materiality Policy.
- To the extent quantifiable.
- Excluding 17 matters involving our Company and ARHPL.
- (1) Includes an amount of ₹7.84 million pertaining to tax proceedings.
- (2 Includes an amount of ₹176.28 million pertaining to tax proceedings.

For details see "Outstanding Litigation and Material Developments - Litigation involving our Company" on page 297 of the RHP.

Brief details of top 5 material outstanding litigation / legal proceedings initiated against the Company and amount involved:

Sr. No.	Particulars	Litigation filed by	Current Status	Amount involved
110.		illeu by	Status	(₹ in millions)
1	Chandra Mukhi Impex Limited ("Applicant") filed an application for delayed payment before the West	Chandra	The	51.81
	Bengal Micro Small Enterprise Facilitation Council, Kolkata, West Bengal on March 2, 2024. The		matter is	
	Applicant alleged delayed payments by our Company to the tune of ₹51.81 million in connection with		currently	
_	goods purchased by our Company from the Applicant. The matter is currently pending.	Limited	pending.	
2	A criminal revision application was filed by a third party on October 18, 2022 before the court of District	-	This	-
	Judge – 17 and Additional Sessions Judge of Pune under Sections 120B, 420, 406, 407, 467, 468, 482,		matter is	
	483, 485, 486, 487, 489, 499, 500, 506, 507 read with Section 34 of Indian Penal Code, 1860 against		currently	
	32 separate independent entities, including our Company, for illegally selling candies in the supermarkets and misusing forged images on labels, wrappers and pouches of the candies and thus, forging a replica		pending.	
	of a legally registered design without prior permission and authorization from the third party. Pursuant			
	to an order dated January 17, 2023 issued by the Superintendent, District and Sessions Court, Pune, the			
	parties have been summoned before the court of District Judge – 17 and Additional Sessions Judge of			
	Pune. This matter is currently pending.			
3	Our Company filed a commercial suit dated April 10, 2024 against Manorama Aggarwal ("Respondent	Our	The	64.22
	No. 1") and Rohit Aggarwal ("Respondent No. 2" and together with Respondent 1, the "Respondents")		matter is	
	before the Hon'ble District Court, Gurugram under section 2 C (XVIII) of the Commercial Courts Act,		currently	
	2015. The present dispute arose in connection with the purchase of, inter alia, batteries, currency counting		pending.	
	machines and other products ("Products") by our Company from Respondent No. 1, the proprietor of M/s	suit		
	MA Sales Corporation. Our Company alleged that Respondent No. 1 colluded with Respondent No. 2, a			
	former employee of our Company and supplied sub-standard Products at inflated prices causing wrongful			
	loss to our Company to the tune of ₹43.80 million. Our Company sought a recovery of ₹ 64.22 million			
1	along with pendente lite interest and future interest from the Respondents. The matter is currently pending.	O	T1	(22
4	A complaint was filed by our Company under Section 138 of the Negotiable Instruments Act, 1881, before the court of the Learned Judicial Magistrate First Class, Gurugram, on August 10, 2020 against a		The matter is	6.32
	then employee of our Company for issuing a cheque of ₹6.32 million to our Company, to discharge his		currently	
	liability towards our Company, which was dishonored. The matter is currently pending.	complaint	pending.	
5	A criminal complaint was filed by our Company under Section 200 and 156 (3) of Code of Criminal		The	_
	Procedure, 1973 before the Learned Chief Judicial Magistrate, Gurugram, Haryana, on November 6,		matter is	
	2023 against a the then employee of one of our Subsidiary, Airplaza Retail Holding Private Limited, and		currently	
	their mother ("Accused") requesting to register a first incident report and inquiry against the Accused		pending.	
	under Sections 406, 420, 467, 471 and 120 B of the Indian Penal Code, 1860 for cheating, fraud and	·		
	breach of trust amongst other criminal offences to cause wrongful loss to our Company. This matter is			
	currently pending.			

Disciplinary action taken by SEBI or stock exchanges against the Promoters in last 5 financial years including outstanding action, if any: Not applicable Brief details of outstanding criminal proceedings against the Promoters: Not applicable

For further details of the outstanding litigation proceedings, see "Outstanding Litigation and Material Developments" on page 297 of the RHP.

ANY OTHER IMPORTANT INFORMATION AS PER BRLMs/COMPANY - NIL

DECLARATION BY OUR COMPANY

We hereby certify and declare that all relevant provisions of the Companies Act and the rules, guidelines or regulations issued by the Government of India or the rules, guidelines or regulations issued by the SEBI, established under Section 3 of the SEBI Act, as the case may be, have been complied with and no statement made in the Red Herring Prospectus is contrary to the provisions of the Companies Act, the SCRA, the SCRR, the SEBI Act, each as amended or rules made or guidelines or regulations notified thereunder, as the case may be. We further certify that all statements made in the Red Herring Prospectus are true and correct.

DECLARATION BY THE PROMOTER SELLING SHAREHOLDER

The undersigned Promoter Selling Shareholder hereby confirm that all statements and undertakings specifically made or confirmed by it in the Red Herring Prospectus in relation to itself as a Promoter Selling Shareholder and its Offered Shares, are true and correct. The Promoter Selling Shareholder assume no responsibility, for any other statements, disclosures and undertakings, including, any of the statements, disclosures or undertakings made or confirmed by or relating to the Company, or any other person(s) in the Red Herring Prospectus.