

This is an abridged prospectus containing salient features of the Red Herring Prospectus dated June 21, 2025 (the "RHP"). You are encouraged to read greater details available in the Prospectus (Download link:- <https://pushpajeweller.com/initial-public-offer-ipo/>) Unless otherwise specified all capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the RHP.

THIS ABRIDGED PROSPECTUS CONSISTS OF 8 (EIGHT) PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.

*Book Built Issue*



(Formerly known as Pushpa Jewellers Private Limited)

CIN: U27310WB2009PLC135593; Date of Incorporation: June 03, 2009

Registered Office & Corporate Office	Contact Person	Email and Telephone	Website
22, EAST TOPSIA ROAD, 4TH FLOOR, FL-4A, TIRUMALA, Gobinda Khatick Road, Kolkata, A. C Lane, West Bengal, India, 700046	Ms. Smita Mondal, Company Secretary & Compliance Officer	Tel: +91 4006 3093 Email: cs@pushpajewellers.in	www.pushpajeweller.in

**NAME OF PROMOTERS OF THE COMPANY**

OUR PROMOTERS: MR. MRIDUL TIBREWAL, MR. MADHUR TIBREWAL, AND MR. ANUPAM TIBREWAL

**Details of Offer to Public:**

Type of Issue (Fresh/OFS/Fresh & OFS)	Fresh Issue Size (by no. of shares or by amount in Rs.)	OFS Size (by no. of shares or by amount in Rs.)	Total Issue Size (by no. of shares or by amount in Rs.)	Offer under 229(1)/229(2)	Share Reservation			
					QIB	NII	RII	Market Maker
Fresh Issue	Upto 53,70,000 Equity Shares of face value of ₹ 10/- each of our Company aggregating up to ₹ [●] lakhs	Upto 13,41,000 Equity Shares of face value of ₹ 10/- each of our Company aggregating up to ₹ [●] lakhs	Up to 67,11,000 Equity Shares of face value of ₹ 10/- each of our Company aggregating up to ₹ [●] lakhs	This issue is being made in terms of Regulation 229(1) of Chapter IX of the SEBI (ICDR) Regulations, 2018 as amended	31,87,000	9,57,000	22,31,000	3,36,000

These equity shares are proposed to be listed on the SME Platform of NSE Limited ("NSE Emerge") and the Designated Stock Exchange will be NSE for the purpose of the Offer

OFS: Offer for Sale

**Details of OFS by Promoter(s)/ Promoter Group/ Other Selling Shareholders:**

NAME OF THE SELLING SHAREHOLDER	TYPE	NUMBER OF SHARES OFFERED	WEIGHTED AVERAGE COST OF ACQUISITION PER EQUITY SHARE (IN ₹) *
Mr. Mridul Tibrewal	Promoter	Up to 8,38,125 Equity Shares of face value of ₹ 10/- each of our Company aggregating ₹ [●] lakhs	1.24
Mr. Anupam Tibrewal	Promoter	Up to 5,02,875 equity Shares of face value of ₹ 10/- each of our Company aggregating ₹ [●] lakhs	2.06

P: Promoter; PG: Promoter Group; OSS: Other Selling shareholder; WACA: Weighted Average Cost of Acquisition shall be calculated on fully diluted basis

**OFFER PRICE, MINIMUM APPLICATION LOT & INDICATIVE TIMELINES**

Offer Price *	Rs. [●]/- per Equity Share of Face Value of Rs. 10/- each
Minimum Application Lot Size	1,000 Equity Shares
Anchor Portion Offer Opens/Closes On	June 27 <sup>th</sup> , 2025
Offer Opens On	June 30 <sup>th</sup> , 2025
Offer Closes On (T)	July 02 <sup>nd</sup> , 2025
Finalisation of Basis of Allotment (T+1)	July 03 <sup>rd</sup> , 2025
Initiation of Refunds (T+2)	July 04 <sup>th</sup> , 2025
Credit of Equity Shares to Demat accounts of Allottees (T+2)	July 04 <sup>th</sup> , 2025
Commencement of trading of Equity Shares (T+3)	July 07 <sup>th</sup> , 2025

\*For details of Offer Price and Basis of Offer Price, please refer to advertisement and Page 144 of Red Herring Prospectus.

**Details of WACA of all shares transacted over the trailing eighteen months from the date of Red Herring Prospectus**

Period	Weighted Average Cost of Acquisition (in Rs.)	Upper End of the Price Band is 'X' times the WACA	Range of acquisition price Lowest Price- Highest Price (in Rs.)
Trailing Eighteen Month from the date of Red Herring Prospectus	2.06	69.41	71.35

WACA: Weighted Average Cost of Acquisition shall be calculated on fully diluted basis for the trailing eighteen months from the date of Red Herring Prospectus.

RISKS IN RELATION TO THE FIRST ISSUE

The face value of the Equity Shares of Rs. 10/-. The Offer Price determined by our Company in consultation with the 'BRLM' on the basis of the assessment of the market demand of the Equity Shares by way of the Book Built Process, as stated under "Basis of Offer Price" on page 144 of the Red Herring Prospectus should not be considered indicative of the market price of Equity Shares after listing. No assurance can be given regarding frequency of trading in the Equity Shares nor regarding the price at which the Equity Shares will be traded after listing.

GENERAL RISKS

Investment in equity & equity-related securities involve a degree of risk and investors should not invest any funds in this Issue 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 this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares in this Issue have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does, SEBI guarantee the accuracy or adequacy of the contents of the Prospectus. Specified attention of the investors is invited to the Section titled "Risk Factors" on page 41 of the Red Herring Prospectus and on pages 8 of this Abridged Prospectus.

PROCEDURE

You may obtain a physical copy of the Application Form and the Red Herring Prospectus from the Stock Exchange, Registrar to the Issue, Share Transfer Agents, Depository Participants, Stock Brokers, Underwriters, Bankers to the issue, Investors' Associations or Self Certified Syndicate Banks.

If you wish to know about processes and procedures applicable to this issue, you may request for a copy of the Red Herring Prospectus and / or the General Information Document (GID) from the BELM or download it from the website of the Stock Exchange i.e., [www.nseindia.com](http://www.nseindia.com); and the BRLM at [www.affinityglobalcap.in](http://www.affinityglobalcap.in)

PRICE INFORMATION OF BRLM\*

Issue Name	Name of Merchant Banker	+/- % change in closing price, (+/- % change in closing benchmark) - 30th calendar days from listing	+/- % change in closing price, (+/- % change in closing benchmark)- 90th calendar days from listing	+/- % change in closing price, (+/- % change in closing benchmark) - 180th calendar days from listing
SME BOARD				
Auro Impex & Chemicals Limited	Affinity Global Capital Market Private Limited	-6.34% [+2.77%]	-11.23% [+5.24%]	-10.24% [+7.54%]
Jiwanram Sheoduttra Industries Limited	Affinity Global Capital Market Private Limited	- 29.47% [-1.60%]	- 42.63% [+6.57%]	-45.26% [+9.39%]
Atmastco Limited	Affinity Global Capital Market Private Limited	+45.84% [-0.52%]	+159.34% [+1.73%]	+167.60% [+11.19%]
Vdeal System Limited	Affinity Global Capital Market Private Limited	(-22.65%) +2.05%	(-16.15%) (-3.97%)	(-24.12%) (-12.48%)
MAIN BOARD				
-	-	-	-	-

\*Disclosures subject to recent 7 issues (initial public offerings) in current financial year and two preceding financial years managed by each Merchant Banker with common issues disclosed once.

Name and contact details of BRLM	AFFINITY GLOBAL CAPITAL MARKET PRIVATE LIMITED 20B, Abdul Hamid Street, East India House, 1 <sup>st</sup> Floor, Room No. 1F, Kolkata – 700069, India Telephone: +91 033 4004 7183 E-mail: <a href="mailto:compliance@affinityglobalcap.in">compliance@affinityglobalcap.in</a> Investor Grievance Email: <a href="mailto:investor@affinityglobalcap.in">investor@affinityglobalcap.in</a> Website: <a href="http://www.affinityglobalcap.in">www.affinityglobalcap.in</a> Contact Person: Ms. Shruti Bhalotia / Mr. Anandarup Ghoshal CIN: U74110WB1995PTC073711
Name of Syndicate Members	N.A.
Name and contact details of Underwriters	AFFINITY GLOBAL CAPITAL MARKET PRIVATE LIMITED 20B, Abdul Hamid Street, East India House, 1 <sup>st</sup> Floor, Room No. 1F, Kolkata – 700069, India Telephone: +91 033 4004 7188 E-mail: <a href="mailto:compliance@affinityglobalcap.in">compliance@affinityglobalcap.in</a> Investor Grievance Email: <a href="mailto:investor@affinityglobalcap.in">investor@affinityglobalcap.in</a> Website: <a href="http://www.affinityglobalcap.in">www.affinityglobalcap.in</a> Contact Person: Ms. Shruti Bhalotia / Mr. Anandarup Ghoshal CIN: U74110WB1995PTC073711 BLACK FOX FINANCIAL PRIVATE LIMITED M-55, M Block Market, Greater Kailash – II, 3rd Floor, South Delhi, New Delhi – 110048 India Tel. No.: +91 011 4161 1745 E-mail: <a href="mailto:suresh@blackfoxindia.com">suresh@blackfoxindia.com</a> Contact Person: Mr. Suresh Bohra SEBI Registration No.: INZ000207033
Name and contact details of Market Maker	SUNFLOWER BROKING PVT. LTD. F 20, Sunflower House, 5th Floor 80 Feet Road, Rajkot 360001 Tel. No.: +91 8905359995; Email: <a href="mailto:info@sunflowerbroking.com">info@sunflowerbroking.com</a> Contact Person: Mr Bhavik P Vora SEBI Regn. No INZ000195131; Member Code NSE/MEM/2449/13586
Name of Registrar to the Issue and contact details	CAMEO CORPORATE SERVICES LIMITED Subramanian Building, No. 1, Club House Road, Chennai – 600002, India Tel. No.: (044) 4002 0700; Email: <a href="mailto:priva@cameoindia.com">priva@cameoindia.com</a> ; Website: <a href="https://cameoindia.com/">https://cameoindia.com/</a> Investor Grievance Email: <a href="mailto:investor@cameoindia.com">investor@cameoindia.com</a> Contact Person: K. Sreepriya; SEBI Regn. No.: INR000003753; CIN: U67120TN1998PLC041613

Name of Statutory Auditor	M/s Agrawal Uma Shankar & Co., Chartered Accountants 56, Metcalfe Street, 1 <sup>st</sup> Floor, Room No. 1C, Kolkata – 700013 Tel. No.: (033) 4061 2160; Email: <a href="mailto:ausc2008@yahoo.com">ausc2008@yahoo.com</a> Contact Person: CA Uma Shankar Agrawal ICAI Membership No: 066497; Peer Review Registration Certificate Number: 015391 Firm Registration Number: 326700E
Name of Monitoring Agency	M/s Brickwork Rating India Private Limited 3 <sup>rd</sup> Floor, Raj Alkaa Park, Kalena Agrahara, Bannerghatta Road, Bangalore-560076 Tel No.: 080-4040 9940/080-4040 9999 E-mail: <a href="mailto:Compliance@brickworkratings.com">Compliance@brickworkratings.com</a> Investor Grievance E-mail: <a href="mailto:Compliance@brickworkratings.com">Compliance@brickworkratings.com</a> Website: <a href="http://www.Brickworkratings.com">www.Brickworkratings.com</a> Contact Person: Santosh Shah SEBI Registration No.: IN/CRA/005/2008 CIN: U67190KA2007PTC043591
Name of Credit Rating Agency and the rating or grading obtained, if any	Not Applicable
Name of Debenture Trustee, if any	Not Applicable
Self – Certified Syndicate Banks	The list of SCSBs, App(s) and UPI handle(s) being used for making the application in public issues through ASBA process is listed hereunder and the same is updated from time to time by SEBI and web link to access the same are furnished hereinbelow: Self-Certified Syndicate Bank under the direct ASBA facility <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmld=34">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmld=34</a> Self-Certified Syndicate Bank under the Syndicate ASBA facility for other than Retail category <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmld=35">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmld=35</a> Self-Certified Syndicate Bank eligible as Issuer Bank for UPI <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmld=40">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmld=40</a> Self-Certified Syndicate Bank as Sponsor Bank for UPI <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmld=41">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmld=41</a> Mobile Applications for using UPI in public issues <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmld=43">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmld=43</a>
Non – Syndicate Registered Brokers	You can submit Application Forms in the Issue to the Registered Brokers at the Broker Centres. The list of the Registered Brokers, including details such as postal address, telephone number and e-mail address, is provided on the websites of the NSE at <a href="http://www.nseindia.com">www.nseindia.com</a> , as updated from time to time.
Details regarding website address(es)/ link(s) from which the investor can obtain list of registrars to Issue and share transfer agents, depository participants and stock brokers who can accept application from investor (as applicable)	The details of the Designated Registrar and Share Transfer Agents Locations and Designated Collecting Depository Participant and Stock Brokers Locations, along with their names and contact details are available on the website of the NSE at <a href="http://www.nseindia.com">www.nseindia.com</a> , as updated from time to time.

#### PROMOTERS OF THE ISSUER COMPANY

Sl. No.	Name	Individual/Corporate	Experience & Educational Qualification
1.	Mr. Anupam Tibrewal	Individual	Experience: Mr. Anupam Tibrewal, aged 43 years, is one of the founding Promoter and Chairman of the Board of Directors of our Company. He was appointed as the First Director on the Board of our Company at the time of incorporation on June 03, 2009. He has been designated as Managing Director on the Board of the Company on June 28, 2024 for a term of 5 (Five) years from June 28, 2024 to June 27, 2029. He holds a Bachelor's Degree in Electronics and Telecommunication Engineering from University of Pune and has over fifteen (15) years of experience in jewellery industry. His career in the world of jewellery began with a passion for crafting exquisite pieces that blend traditional artistry with modern sophistication. Since then, he has been instrumental in formulating and implementation of the business strategies and network building of our Company. He has built and led a high-performing team, fostering a culture of collaboration and innovation and has spearheaded the implementation of cutting-edge technology and automation in the manufacturing processes of our Company, ensuring that the products meet the highest standards of craftsmanship and precision. He is also actively involved in supporting local artisans and promoting ethical sourcing practices in the gold industry. He also looks into the administrative aspect of the company and also supervises and manages the jewellery designing department of the company. In his capacity as a Chairman and Managing Director, he mentors, guides and provides perspective, strategic planning, leadership and direction to the Board and management of the Company for enriching the brand for long run. His vision to do business with ethics and to keep up with latest developments, consistent innovation in technology and management practices has helped him to provide an overall growth for the Company.
2.	Mr. Madhur Tibrewal	Individual	Experience: Mr. Madhur Tibrewal, aged 48 years, is the Promoter of our Company He has been associated with our Company since its incorporation and has observed the Company take its shape and grow. He was appointed as the First Director on the Board of our Company at the time of incorporation on June 03, 2009. He has been further designated as Whole time Director on the Board of the Company on June 28, 2024 for a term of 5 (Five) years from June 28, 2024 to June 27, 2029. He also holds the position of Chief Financial Officer of the Company w.e.f. June 28, 2024. He is qualified associate member of the Institute of Chartered Accountants of India, New Delhi. He has experience of more than a decade in jewellery business. He is primarily responsible for the finance, accounts and commercial functions for our Company. He has over 14.5 years of experience in financial accounting, auditing and taxation and other areas of finance. His experience and exposure help the Board to take appropriate strategic decisions in the current competitive business era.
3.	Mr. Mridul Tibrewal	Individual	Experience- Mr. Mridul Tibrewal, aged 46 years, is the Promoter of our Company. He was appointed as Director on the Board of the Company on November 29, 2010. He has been re-designated as Whole Time Director for a term of 5 (Five) years w.e.f. June 28, 2024 to June 27, 2029. He also holds the position of Chief Executive Officer of the Company w.e.f. June 28, 2024. He holds a Bachelors' Degree in Commerce from University of Calcutta. He has entered into the business with innovation driven vision and brought with him strong business acumen and worked diligently towards building the brand "Pushpa". He has more than 10 years of experience in the business of manufacturing and selling of jewellery to retailers, wholesalers and corporates. He has played a key role in expanding the company's wholesale presence and introducing wider varieties of jewellery for attracting a broader range of customers. Being a part of top management, he is responsible for overall operations, expansion, formulating sales and marketing strategies, devising long term business plans, new business initiatives, achieving customer service excellence. His experience and knowledge in jewellery sector adding value to our company.

#### BUSINESS OVERVIEW AND STRATEGY

##### Company Overview:

Our Company was originally incorporated on June 3, 2009 as a Private Limited Company in the name and style of "Pushpa Jewellers Private Limited" under the provisions of the Companies Act, 1956 vide Certificate of Incorporation bearing CIN: U27310WB2009PTC135593 issued by the Registrar of Companies, Kolkata. Later, our Company was converted into a Public Limited Company pursuant to Special Resolution passed by the Shareholders of our Company at the Extra Ordinary General Meeting held on April 19, 2024 and consequently the name of our Company was changed from "Pushpa Jewellers Private Limited" to "Pushpa Jewellers Limited" and a fresh Certificate of Incorporation dated July 29, 2024 pursuant to conversion from Private Limited Company to Public Limited Company was issued by the Registrar of Companies, Central Processing Centre bearing Corporate Identification Number U27310WB2009PLC135593. For details of change in the name of our Company and address of registered office of our Company, see Chapter titled "*History and Certain Corporate Matters*" on page 238 of the Red Herring Prospectus.

##### Product/Service Offering: (Revenue segmentation by product/service offering)

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

We offer a wide range of Gold Jewellery products with unique design which suits to every taste and occasion, from traditional to contemporary styles, perfect for weddings, festivals, and everyday wear. Our collection caters to all ages, genders, and budgets, featuring everything from handmade Indian ethnic pieces to modern urban styles in gold. With a dedicated design team, we continuously innovate and create new products that meet our customers' needs. Furthermore, our partnership with smaller, localized jewellery manufacturers from different parts of India enables us to provide a diverse selection of jewellery options.

### Geographies Served: (Revenue segmentation by Geographies)

The geographically wise revenue breakup of the Company for the past 3 F.Y.(s):

State-wise Revenue Breakup (Amt. in Rs. Lakhs)			
Particulars	For the period ended on March 31, 2025	For the period ended on March 31, 2024	For the FY ended on March 31, 2023
ANDHRA PRADESH	4,491.95	3,585.44	3,074.76
BIHAR	13.12	31.12	0.64
CHANDIGARH	27.25	2.42	
CHATTISGARH	26.37	59.31	40.18
DELHI	250.20	108.62	58.66
Goa		11.02	15.53
GUJARAT	281.54	78.46	78.02
HARYANA	40.71	75.77	102.19
Himachal Pradesh			
Jammu Kashmir		1.26	29.43
JHARKHAND	17.13		
KARNATAKA	7,726.34	4,374.14	2,743.57
KERALA	498.72	329.76	254.91
MADHYA PRADESH	284.17	143.85	195.17
MAHARASHTRA	1,209.36	997.62	723.61
ODISHA	3.65	43.44	38.75
Puducherry		2.15	
PUNJAB	140.63	41.46	78.89
RAJASTHAN	109.08	121.29	171.16
TAMIL NADU	2,931.28	4,983.61	1,812.94
TELANGANA	8,930.49	9,043.92	6,534.94
UTTAR PRADESH	404.15	294.11	227.93
UTTARAKHAND	15.90		
WEST BENGAL	91.27	470.96	194.7
<b>TOTAL</b>	<b>27,493.32</b>	<b>24,799.73</b>	<b>16,375.98</b>

### Key Performance Indicators:

#### Financial KPI of our Company

(Amount ₹. In Lacs except Percentages)

Sr. No.	Metrix	As of and for the Fiscal		
		2025	2024	2023
1	Revenue From Operation (₹ in Lakhs)	28,106.07	25,534.28	16,580.17
2	Year-on-year growth in Revenue From Operation (%)	10.07%	54.00%	-
3	Total Income (₹ in Lakhs)	28,127.08	25,548.93	16,584.08
4	Operating EBITDA (₹ in Lakhs)	3,175.60	1987.50	1282.68
5	Operating EBITDA Margin (%)	11.30%	7.78%	7.74%
6	Year-on-year growth in Operating EBITDA (%)	59.65%	55.03%	-
7	Profit/(loss) after tax for the year (₹ in Lakhs)	2,228.63	1,357.70	814.40
8	Net profit Ratio / PAT Margin (%)	7.93%	5.32%	4.91%
9	Year-on-year growth in Profit/(loss) after tax for the year (%)	64.15%	66.71%	-
10	Return on Equity (ROE) (%)	38.34%	37.63%	36.20%
11	Debt To Equity Ratio	0.38	0.23	0.66

12	Debt Service Coverage Ratio	11.05	9.46	6.18
13	Return on Capital Employed (ROCE) (%)	38.97%	27.97%	24.00%
14	Current Ratio	3.29	3.98	2.03
15	Net Capital Turnover Ratio	7.05	10.96	13.09
16	EPS	11.82	7.20	4.32
17	Year-on-year growth in EPS (%)	6.41	6.67	-
18	Networth	5,813.53	3,607.55	2,249.84

**Notes:**

- a) As certified by Agrawal Uma Shankar & Co., Chartered Accountants pursuant to their certificate dated September 23, 2024 the Audit committee in its resolution dated May 30, 2025 has confirmed that the Company has not disclosed any KPIs to any investors at any point of time during the three years preceding the date of the Red Herring Prospectus other than as disclosed in this section.
- b) Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements.
- c) Total Income as appearing in the Restated Financial Statements of the companies
- d) Operating EBITDA refers to earnings before interest, taxes, depreciation, amortization, gain or loss from discontinued operations and exceptional items. Operating EBITDA excludes other income.
- e) Operating EBITDA Margin refers to operating EBITDA during a given period as a percentage of revenue from operations during that period.
- f) PAT is the profit for the year from continuing operations.
- g) Net Profit Ratio/Margin quantifies our efficiency in generating profits from our revenue and is calculated by dividing our net profit after taxes by our revenue from operations.
- h) Return on equity (ROE) is equal to profit for the year divided by the total average equity during that period and is expressed as a percentage.
- i) Debt to equity ratio is calculated by dividing the Total debt (i.e., Total borrowings) by total equity (Shareholders' Fund).
- j) Debt Service Coverage Ratio measures our ability to make interest payments from available earnings and is calculated by dividing EBITDA by Debt service (Principal + Interest).
- k) RoCE (Return on Capital Employed) (%) is calculated as Earnings Before Interest and Tax divided by total average equity plus non-current liabilities (i.e. Tangible Net worth + Total Debt + Deferred Tax Liabilities).
- l) Current Ratio is a liquidity ratio that measures our ability to pay short-term obligations (those which are due within one year) and is calculated by dividing the current assets by current liabilities.
- m) Net Capital Turnover Ratio quantifies our effectiveness in utilizing our working capital and is calculated by dividing our revenue from operations by our Average working capital (i.e., current assets less current liabilities)
- n) EPS is calculated as PAT of relevant year divided by Average number of Equity Share
- o) Net worth is a snapshot of financial stability at a given point in time and is useful for assessing financial progress and making informed financial decisions. The formula is Net worth = Total Assets – Total Liabilities
- \* Year-on-year growth is calculated as (Relevant Year Amount/ number minus Previous Year Amount/ number) divided by Previous Year Amount/number.

**Client Profile or Industries Served: (Revenue segmentation in terms of top 5/10 clients or Industries)**

Particulars	For Financial Year ended on March 31, 2025		For Financial Year ended on March 31, 2024		For Financial Year ended on March 31, 2023	
	Amount	% of Sales	Amount	% of Sales	Amount	% of Sales
Top 5	5,798.43	20.63	7,163.23	28.05	6,281.36	37.88
Top 10	8,427.58	29.98	9,609.98	37.64	8,030.54	48.43

**INTELLECTUAL PROPERTIES:** For details of Intellectual Property, please refer to page 207 of the Red Herring Prospectus

**Market Share:** Not ascertainable

**Corporate Office:** Unit 4A, Tirumala 22, Premises No. 22, East Topsia Road, Kolkata-700046, India.

**Employee Strength:** Our Company has 90 employees as on March 31, 2025 on its pay rolls at various levels of organization.

Name, Designation, Date of Birth, Address, Occupation, Current Term, Period of Directorship and DIN	Age (years)	Other Directorship in companies
<b>Name:</b> Mr. Mridul Tibrewal  <b>Father's Name:</b> Mr. Raghunath Tibrewal  <b>Designation:</b> Whole Time Director cum Chief Executive Officer  <b>Date of Birth:</b> February 04, 1978  <b>Address:</b> 16D, Block B, 16 <sup>th</sup> Floor, 46B, Matheshwartola Road, Gobinda Khalick Road, Kolkata - 700046, West Bengal, India  <b>Occupation:</b> Business  <b>Current Term:</b> Re-designated as Whole Time Director in the Extra-Ordinary General Meeting held on June 28, 2024 for a term of 5 (Five) years w.e.f. June 28, 2024 to June 27, 2029 and is liable to retire by rotation and further designated as Chief Executive Officer w.e.f. June 28, 2024  <b>Period of Directorship:</b> Since November 29, 2010.	46	Nil

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

<b>Nationality:</b> Indian <b>DIN:</b> 03311402		
<b>Name:</b> Mr. Anupam Tibrewal <b>Father's Name:</b> Mr. Raghunath Tibrewal <b>Designation:</b> Chairman and Managing Director <b>Date of Birth:</b> November 29, 1981 <b>Address:</b> Bldg-A2, 7 <sup>th</sup> Floor, Brindavan Gardens, 98, Christopher Road, Topsia, Gobinda Khatick Road, Kolkata - 700046, West Bengal, India <b>Occupation:</b> Business <b>Current Term:</b> Re-designated as Managing Director in the Extra-Ordinary General Meeting held on June 28, 2024 for a term of 5 (Five) years w.e.f. June 28, 2024 to June 27, 2029 and is liable to retire by rotation and further designated as Chairman of the Company w.e.f. June 28, 2024. <b>Period of Directorship:</b> Since June 03, 2009 <b>Nationality:</b> Indian <b>DIN:</b> 02269542	43	Nil
<b>Name:</b> Mr. Madhur Tibrewal <b>Father's Name:</b> Mr. Raghunath Tibrewal <b>Designation:</b> Whole time Director and Chief Financial Officer <b>Date of Birth:</b> July 13, 1976 <b>Address:</b> Block B, Flat 17D, 46B, Matheshwartola Road, Tangra, Gobinda Khatick Road, Kolkata - 700046, West Bengal, India <b>Occupation:</b> Business <b>Current Term:</b> Re-designated as Whole time Director in the Extra-Ordinary General Meeting held on June 28, 2024 for a term of 5 (Five) years w.e.f. June 28, 2024 to June 27, 2029 and is liable to retire by rotation and further designated as Chief Financial Officer (CFO) w.e.f. June 28, 2024 <b>Period of Directorship:</b> Since June 03, 2009 <b>Nationality:</b> Indian <b>DIN:</b> 02269488	48	Nil
<b>Name:</b> Mr. Pranay Agarwal <b>Father's Name:</b> Mr. Jagdish Prasad Agarwal <b>Designation:</b> Non-Executive & Independent Director <b>Date of Birth:</b> September 27, 1971 <b>Address:</b> 17A, Jubilee Park, Tollygunge, Kolkata - 700033, West Bengal, India <b>Occupation:</b> Business <b>Current Term:</b> Designated as Non-Executive & Independent Director in the Extra Ordinary General Meeting held on August 14, 2024 for a term of 5 (Five) years with effect from July 30, 2024 to July 29, 2029 and is not liable to retire by rotation. <b>Period of Directorship:</b> Since July 30, 2024. <b>Nationality:</b> Indian <b>DIN:</b> 02758174	53	1. M/s Vdeal System Limited
<b>Name:</b> Mr. Chandan Ambaly <b>Father's Name:</b> Late Satya Ranjan Ambaly <b>Designation:</b> Non-Executive & Independent Director	69	1. M/s Manaksia Aluminium Company Limited 2. M/s Atmastco Ltd.

<b>Date of Birth:</b> February 05, 1955  <b>Address:</b> 92/A/1 S C Chatterjee Street, Konnagar, Pin Code- 712235, District - Hooghly, West Bengal, India  <b>Occupation:</b> Service  <b>Current Term:</b> Designated as Non-Executive & Independent Director in the Extra Ordinary General Meeting held on August 14, 2024 for a term of 5 (Five) years with effect from July 30, 2024 to July 29, 2029 and is not liable to retire by rotation.  <b>Period of Directorship:</b> Since July 30, 2024 <b>Nationality:</b> Indian <b>DIN:</b> 08456058		
<b>Name:</b> Ms. Gargi Singh  <b>Father's Name:</b> Shambhu Kumar Singh  <b>Designation:</b> Non-Executive & Independent Director  <b>Date of Birth:</b> February 02, 1991  <b>Address:</b> Adarsh Nagar, Kanaipur, Barabahera, Hooghly 712246, West Bengal, India  <b>Occupation:</b> Service  <b>Current Term:</b> Designated as Non-Executive & Independent Director in the Extra Ordinary General Meeting held on August 14, 2024 for a term of 5 (Five) years with effect from July 30, 2024 to July 29, 2029 and is not liable to retire by rotation.  <b>Period of Directorship:</b> Since July 30, 2024  <b>Nationality:</b> Indian <b>DIN:</b> 08458152	33	1.M/s Manaksia Coated Metals & Industries Limited

For further details in relation to the Board of Directors, see Chapter titled “*Our Management*” beginning on page 238 of the Red Herring Prospectus.

#### OBJECTS OF THE ISSUE

The Net Proceeds of the Issue are proposed to be used in accordance with the details provided in the following table:	
Particulars	(Amount ₹. In Lacs) Amount
1. To meet working capital Expenses	4,539.39
2. To Finance Establishment of proposed new showroom	
(a) Cost of Capital expenditure for the proposed new showroom	190.00
(b) Cost of Inventory for the proposed new showroom	345.60
General Corporate Purposes	[•]
To meet the offer related expenses	[•]
<b>Net Offer Proceeds</b>	<b>[•]</b>

Amount to be deployed from the Net Proceeds in Fiscal 2026: Rs. 5074.99 Lacs

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

Name of monitoring agency, if any – M/s Brickwork Rating India Private Limited

Terms of Issuance of Convertible Security, if any - Not Applicable

Shareholding Pattern of the Promoter, Promoter group & Public:

Sl. No.	Particulars	Pre-Issue number of shares	% Holding of Pre- issue
1.	Promoter and Promoter Group	1,88,52,507	100.00 %
2.	Public	405	Negligible
	<b>Total</b>	<b>1,88,52,912</b>	<b>100.00 %</b>

Number/amount of equity shares proposed to be sold by Selling Shareholder: 13,41,000 Equity Shares of Face Value of ₹10/-

#### RESTATED STANDALONE AUDITED FINANCIALS

(Amount Rs. In Lakhs)

Particulars	For the financial year ended on		
	March 31, 2025	March 31, 2024	March 31, 2023
Total income from operations (Net)	28,106.07	25,534.28	16,580.17
Net Profit before tax and extraordinary items	2,980.25	1,815.75	1,191.20



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

Net Profit after tax and extraordinary items	2,228.63	1,357.71	814.39
Equity Share Capital	1,885.29	23.28	23.28
Reserve and Surplus	3,928.24	3,584.27	2,226.56
Net worth	5,813.53	3,607.55	2,249.84
Basic EPS (₹)	11.82	7.20	4.32
Diluted EPS (₹)	11.82	7.20	4.32
Return on Net worth (%)	38.34%	37.63%	36.20%
Net Asset Value Per Share (₹)	30.83	19.14	11.93

### INTERNAL RISK FACTORS

The below mentioned risks are top 10 risk factors as per the Red Herring Prospectus.

1. We are supplying to certain key customers, from whom we derive a significant portion of our revenues. The loss of any significant customer may have a material and adverse effect on our business and results of operations.
2. Orders placed by customers may be delayed, modified or cancelled, which may have an adverse effect on our business, financial condition and results of operations.
3. We are highly dependent on our suppliers for uninterrupted supply of Raw-Materials. Any shortfall in the supply of our raw materials, or an increase in our raw material costs and other input costs, may adversely affect the pricing and supply of our products with subsequently having an adverse effect on the business, results of operations and financial conditions of our company.
4. A significant portion of our manufacturing relies on artisans or Karigars who operate independently, which could introduce us to potential risks stemming from any challenges or changes affecting their operations.
5. Receiving orders verbally can raise the risk resulting in order discrepancies, customer dissatisfaction, and difficulties in scaling operations efficiently.
6. Significant portion of our revenue has been generated from Southern states of India, any loss of business from these states may adversely affect our revenues and profitability.
7. Fluctuations in the market price of gold could influence our income, profitability and operational scale.
8. Fraud, theft, employee negligence or similar incidents may adversely affect our results of operations and financial condition.
9. We are dependent on our promoters and senior management and other key personnel, and the loss of, or our inability to attract or retain, such persons could affect our business, results of operations, financial condition and cash flows.
10. We are dependent on third party transportation providers for the delivery of our raw material and products. Accordingly, continuing increase in transportation costs or unavailability of transportation services for them, as well as the extent and reliability of Indian infrastructure may have an adverse effect on our business, financial condition, results of operations and prospects.

For further details on 'Risk Factors', please refer Section titled "Risk Factors" beginning on page no. 41 of the Red Herring Prospectus.

### SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

#### A. Total number of outstanding litigations against the company and amount involved

Name of the Entity	Criminal Proceedings	Tax Proceedings	Statutory or Regulatory Proceeding	Disciplinary actions by the SEBI or Stock Exchanges against our Promoter	Material Civil Litigations*	Aggregate Amount Involved (in ₹ Lacs) **
<b>Company</b>						
By our Company	-	-	-	-	-	-
Against our Company	-	-	-	-	-	-
<b>Directors (other than Promoters)</b>						
By our Directors	-	-	-	-	-	-
Against the Directors	-	-	-	-	-	-
<b>Promoters</b>						
By our Promoters	-	-	-	-	-	-
Against our Promoters	-	-	-	-	-	-
<b>Subsidiaries***</b>						
By Subsidiaries	-	-	-	-	-	-
Against Subsidiaries	-	-	-	-	-	-
<b>Group Companies***</b>						
By Group Companies	-	-	-	-	-	-
Against Group Companies	-	-	-	-	-	-

\* In accordance with the Materiality Policy.

\*\* To the extent quantifiable.

\*\*\* As on the date of the Red Herring Prospectus, our Company does not have any Subsidiary and Group Companies

For further details, please refer chapter titled "Outstanding Litigation and Material Developments" beginning on page 344 of the Red Herring Prospectus.

#### B. Brief details of top 5 material outstanding litigations against the company and amount involved: Nil

#### C. Regulatory Action, if any – disciplinary action taken by SEBI or stock exchanges against the Promoters in last 5 financial years including outstanding action, if any: Nil

#### D. Brief details of outstanding criminal proceedings against Promoters: Nil

### ANY OTHER IMPORTANT INFORMATION AS PER BRLM / ISSUER COMPANY - NIL

#### DECLARATION BY THE COMPANY

We hereby declare that all relevant provisions of the Companies Act, 2013 and the guidelines/ regulations issued by the Government of India or the guidelines/regulations issued by the Securities and Exchange Board of India, established under Section 3 of the Securities and Exchange Board of India Act, 1992, 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, 2013, the Securities and Exchange Board of India Act, 1992 or rules made or guidelines or regulation issued there under, as the case may be. We further certify that all statements in the Red Herring Prospectus are true and correct.

On behalf of Pushpa Jewellers Limited  
Sd/-

Place: Kolkata, West Bengal