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# PLADA INFOTECH SERVICES LIMITED

Our Company was originally incorporated as "Plada Infotech Services Private Limited" as a private limited company under the provision of Companies Act, 1956 pursuant to a Certificate of Incorporation dated October 23, 2010 bearing registration number 209364 issued by Registrar of Companies, Mumbai. Thereafter, our Company was converted into a Public Limited Company and consequently the name of our Company was changed from "Plada Infotech Services Private Limited" to "Plada Infotech Services Limited" vide a fresh certificate of incorporation dated May 11, 2023 issued by the Registrar of Companies. For further details please refer to section titled "History and Corporate Structure" beginning on page 150 of the Prospectus dated September 22, 2023, filed with Registrar of Companies (ROC).

**Registered office:** Santosh A. Mishra Compound, Mograpada, Mogra Village, off. Old Nagardas Road, Andheri (East), Mumbai, Maharashtra - 400069 India. **Tel:** +91 8976996702; **E-mail:** abhishek.jain@pladainfotech.com

**Website:** <https://pladainfotech.com/>; **Contact Person:** Mr. Abhishek Jain, Company Secretary and Compliance Officer



(Please scan this QR Code to view the RHP and Abridged Prospectus)

OUR PROMOTERS: MR. SHAILESH KUMAR DAMANI AND MR. ANIL MAHENDRA KOTAK.

THE ISSUE

INITIAL PUBLIC OFFER OF 25,74,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF PLADA INFOTECH SERVICES LIMITED ("OUR COMPANY" OR "PLADA" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ 1,235.52 LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,29,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 61.92 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.e. NET ISSUE OF 24,45,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE INCLUDING PREMIUM OF ₹ 38/- PER EQUITY SHARE FOR CASH, AGGREGATING TO ₹ 1,173.60 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 30.02% AND ₹ 28.52% RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THIS ISSUE IS BEING MADE IN TERMS OF REGULATION 229 AND 253 OF CHAPTER IX OF THE SEBI/CDR REGULATIONS AS AMENDED READ WITH RULE 19(2)(b)(i) OF SCRR AS AMENDED. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET ISSUE TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATIONS 253 OF THE SEBI/CDR REGULATIONS. (For further details please see section titled "the Issue" beginning on page 49 of the Prospectus). A copy of Prospectus is delivered for filing to the Registrar of Companies as required under section 26(4) of the Companies Act, 2013.)

For further details, please refer the section "Issue Procedure" on page 287 of the Prospectus.

FIXED PRICE ISSUE AT ₹ 48/- PER EQUITY SHARE

THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10/- EACH AND THE ISSUE IS 4.8 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.  
THE APPLICATION MUST BE FOR A MINIMUM OF 3,000 EQUITY SHARES AND IN MULTIPLES OF 3,000 EQUITY SHARES THEREAFTER. FOR FURTHER DETAILS PLEASE REFER TO SECTION ISSUE STRUCTURE BEGINNING ON PAGE 284 OF THE PROSPECTUS.

Risk to Investors:

- Our failure to perform in accordance with the standards prescribed in our client contracts could result in loss of business or payment of liquidated damages.
- Uncertainty of Client Commitment and Potential Contract Termination.
- The merchant banker associated with this issue has handled only 2 public issues in the past out of which 1 issue has closed below issue price on listing date.
- Average cost of acquisition of the Promoters :

Sr. No.	Name	No. of Shares	Average Cost of Acquisition
1	Shailesh Kumar Damani	50,70,394	0.02
2	Anil Mahendra Kotak	3,00,000	0.02

And the issue price is INR 48.00 per equity share.

- The Price Earnings ratio based on diluted EPS for Fiscal 2023 for the Company is 12.31
- Weighted Average Return on Networth for Fiscal 2023, 2022 and 2021 is 25.28%
- The Weighted average cost of acquisition compared to issue price:

Types of Transaction	Weighted average cost of acquisition (₹ per Equity Shares)	Issue price* (i.e. ₹ 48)
WACA of Primary Issuance (excluding for shares issued pursuant to ESOP and bonus issue) (exceeding 5% of the pre issue fully diluted paid-up share capital during the 18 months preceding the date of Prospectus) in a single transaction or multiple transactions combined together over a span of rolling 30 days.	NA	NA

Types of Transaction	Weighted average cost of acquisition (₹ per Equity Shares)	Issue price* (i.e. ₹ 48)
WACA of Secondary Sale/ acquisition (excluding gifts) (exceeding 5% of the pre issue fully diluted paid-up share capital during the 18 months preceding the date of Prospectus) in a single transaction or multiple transactions combined together over a span of rolling 30 days.	11.50	48.00
Since there were no secondary transactions of equity shares of our Company during the 18 months preceding the date of filing of this Prospectus, which are equal to or more than 5% of the fully diluted paid-up share capital of our Company, the information has been disclosed for price per share of our Company based on the last five secondary transactions where Promoters / promoter group entities having the right to nominate director(s) on our Board, are a party to the transaction, not older than three years prior to the date of filing of this Prospectus irrespective of the size of the transaction.	NA	NA

\*\*Post adjustment of bonus shares

- This being the first Public Offer of our Company, there has been no formal market for the Equity Shares. The face value of the Equity Shares is ₹ 10/- each. The Issue Price of ₹ 48/- per equity share (determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page 101 of this Prospectus) should not be considered 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 or sustained trading in the Equity Shares or regarding the price at which the Equity Shares will be traded after listing.

ISSUE PROGRAMME

ISSUE OPENS ON: FRIDAY SEPTEMBER 29, 2023  
ISSUE CLOSES ON: THURSDAY, OCTOBER 05, 2023

THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON SME PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED ('NSE EMERGE')

CORRIGENDUM

ATTENTION:

September 29, 2023 has been declared a banking holiday on account of Public Holiday of Eid-e-Milad under Section 25 of the Negotiable Instruments Act, 1881 and it should be noted that if not a Stock Exchange Holiday.

An indicative timetable in respect of the Issue is set out below:

Event	Indicative Date
Issue Opening Date	Friday, September 29, 2023
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Finalisation of Basis of Allotment with the Designated Stock Exchange	On or before Tuesday, October 10, 2023
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Credit of Equity Shares to demat account of the Allottees	On or before Wednesday, October 11, 2023
Commencement of trading of the Equity Shares on the Stock Exchange	On or before Friday, October 13, 2023

The above is to be read in conjunction with the Prospectus, Abridged Prospectus and all Issue related material shall stand modified and accordingly their references in the Prospectus stand amended pursuant to this corrigendum. All capitalized terms used in this corrigendum shall, unless the context otherwise requires, have the meaning ascribed to them in the Prospectus dated September 22, 2023 filed with the Registrar of Companies.

PRECAUTIONARY NOTICE TO INVESTORS

Investors are advised to read Prospectus including the Risk Factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examinations of the Issuer and this Issue, including risk factors on page 25 of the Prospectus. Specific attention of the Investors is invited to THAT ANY News/ Advertisements/ SMS/ Messages/ Articles and Videos, if any, being circulated in the digital media and/or print media, speculating about the investment opportunity in our Company's issue and about equity shares of our Company being available at premium and/or discount to the Issue Price ("Message") during the issue period IS AND/OR WILL NOT AND/OR has not been issued by our Company or any of our Directors, Key Managerial Personnel, Promoters, Promoter Group or Group Companies. ANY SUCH MESSAGE IN circulation is misleading & fraudulent advertisement and issued by a third party to sabotage the IPO, our Company or any of our Directors, Key Managerial Personnel, Promoters, Promoter Group or Group Companies and the intermediaries are not involved in any manner whatsoever.

**CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS:** For information on the main objects and other objects of our Company, see section titled "History and Corporate Structure" on page 150 of the Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section titled "Material Contracts and Documents for Inspection" on page 362 of the Prospectus.

**AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE:** The Authorized share Capital of the Company is ₹ 100,00,000/- (Rupees Ten Crore only) divided into 10,00,000 (One Crore) equity shares of ₹ 10/- each. The issued, subscribed and paid-up share capital of the Company before the issue is ₹ 60,00,000/- (Rupees Six Crore only) divided into 6,00,000 (Sixty Lakhs) Equity Shares of ₹ 10/- each. Proposed Post Issue Paid-up Share Capital: ₹ 85,74,00,000 divided into 8,57,40,000 Equity Shares of ₹ 10/- each. For details of the Capital Structure, see section titled "Capital Structure" on the page 65 of the Prospectus.

**NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM:** Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company. Shailesh Kumar Damani with 5,000 Equity Shares and Venu Vutukuru with 5,000 Equity Shares aggregating to 10,000 Equity Shares of ₹ 10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see section titled "History and Corporate Structure" on page 150 of the Prospectus. For details of the share capital and capital structure of the Company see section titled "Capital Structure" on page 65 of the Prospectus.

**LISTING:** The Equity Shares issued through the Prospectus are proposed to be listed on the SME Platform of National Stock Exchange of India Limited ('NSE') ('NSE Emerge'). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter Ref.: NSE/LIST/2470 dated September 21, 2023. For the purposes of the Issue, the Designated Stock Exchange shall be National Stock Exchange of India Limited (NSE). A signed copy of the Prospectus dated September 22, 2023 has been delivered for filing to the ROC and Prospectus shall be delivered for filing to the ROC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Prospectus up to the Issue Closing Date, see section titled "Material Contracts and Documents for Inspection" on page 362 of the Prospectus.

**DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"):** Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 270 of the Prospectus

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

**RISKS IN RELATION TO FIRST ISSUE:** The face value of the Equity Shares is ₹ 10/- each. The Issue Price of ₹ 48/- per equity share (determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page 101 of this Prospectus) should not be considered 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 or sustained trading in the Equity Shares or 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 this Issue 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 Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue, including the risks involved. The Equity Shares issued in the 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 Prospectus. Specific attention of the investors is invited to the section "Risk Factors" beginning on page 25 of this Prospectus.

**ISSUER'S ABSOLUTE RESPONSIBILITY:** Our Company, having made all reasonable inquiries, accepts responsibility for and confirms that this Prospectus contains all information with regard to the Company and the Issue, which is material in the context of the Issue, that the information contained in this Prospectus is true and correct in all material aspects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes this Prospectus as a whole or any of such information or the expression of any such opinions or intentions, misleading in any material respect.

ASBA\*

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

\*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For further details check section on ASBA. Mandatory in Public Issues. No cheque will be accepted.



"ASBA has to be availed by all the Investors. UPI may be availed by Retail Individual Investors. For details on the ASBA and UPI process, please refer to the details given in ASBA form and General Information Documents and also please refer to the section "Issue Procedure" beginning on the page 287 of the Prospectus.

BOOK RUNNING LEAD MANAGER OF THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER OF THE ISSUER
 <p><b>INDORIENT FINANCIAL SERVICES LIMITED</b> Address: A/501, Rustomjee Central Park, Executive Spaces, Andheri Kurla Road, Chakala, Mumbai - 400093, Maharashtra, India.; Tel No.: +91-79772 12186; E-mail: <a href="mailto:ivor@indorient.in">ivor@indorient.in</a> Investor Grievance Email: <a href="mailto:wecare@indorient.in">wecare@indorient.in</a>; Website: <a href="http://www.indorient.in">www.indorient.in</a> Contact Person: Mr. Ivor Anil Misquith; SEBI Registration No.: INM000012661 CIN: U67190DL1993PLC052085</p>	 <p><b>BIGSHARE SERVICES PRIVATE LIMITED</b> Address: S6-2, 6th Floor, Pinnacle Business Park, Mahakali Caves Road, next to Ahura Centre, Andheri East, Mumbai- 400093, Maharashtra, India; Tel No.: +91 – 22 – 6263 8200; Fax No.: +91 – 22 – 6263 8299 E-mail: <a href="mailto:ipo@bigshareonline.com">ipo@bigshareonline.com</a>; Investor Grievance Email: <a href="mailto:investor@bigshareonline.com">investor@bigshareonline.com</a> Website: <a href="http://www.bigshareonline.com">www.bigshareonline.com</a>; Contact Person: Mr. Vinayak Morbale SEBI Registration No: INR0000011385; CIN: U99999MH1994PTC076534</p>	 <p><b>MR. ABHISHEK JAIN</b> PLADA INFOTECH SERVICES LIMITED Address: Santosh A. Mishra Compound, Mograpada, Mogra Village, off. Old Nagardas Road, Andheri (East), Mumbai, Maharashtra - 400069 India. Tel No.: +91 8976996702 E-mail: <a href="mailto:abhishek.jain@pladainfotech.com">abhishek.jain@pladainfotech.com</a></p>

**AVAILABILITY OF PROSPECTUS:** Investors should note that Investment in Equity Shares involves a degree of risk and are advised to refer to the Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Prospectus is available on the website of the company at [www.pladainfotech.com](http://www.pladainfotech.com) the website of the LM to the Issue at [www.indorient.in](http://www.indorient.in) and the website of NSE Emerge at [https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme\\_offer](https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme_offer) respectively.

**AVAILABILITY OF APPLICATION FORMS:** Application forms can be obtained from the Registered Office of the Company: **Plada Infotech Services Limited**, Telephone: +91 8976996702, Registered office of the LM: **Indorient Financial Services Limited**, Telephone: +91-7977212186 and at the selected locations of the Self Certified Syndicate Banks; Registered Brokers; Designated RTA Locations and Designated CDPs participating in the Issue. Bid-cum-application Forms will also be available on the websites of NSE Emerge and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

**BANKER TO THE ISSUE / SPONSOR BANK:** HDFC BANK LIMITED

Investors should read the Prospectus carefully, including the Risk Factors beginning on page 25 of the Prospectus before making any investment decision.

On behalf of Board of Directors  
Plada Infotech Services Limited  
Sd/-  
Shailesh Kumar Damani  
Managing Director

Place: Mumbai  
Date: September 28, 2023

**Disclaimer:** Plada Infotech Services Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares the Prospectus dated September 22, 2023 has been filed with the Registrar of Companies, Mumbai and thereafter with SEBI and the Stock Exchanges. The Prospectus is available on the website of NSE Emerge at [https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme\\_offer](https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme_offer) and is available on the websites of the LM at [www.indorient.in](http://www.indorient.in). Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Prospectus including the section titled "Risk Factors" beginning on page 25 of the Prospectus.

The Equity Shares have not been and will not be registered under the US Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, and may not be issued 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. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

CONCEPT



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**CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS:** For information on the main objects and other objects of our Company, see section titled "History and Corporate Structure" on page 150 of the Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section titled "Material Contracts and Documents for Inspection" on page 362 of the Prospectus.

**AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE:** The Authorized share Capital of the Company is ₹ 100,00,000/- (Rupees Ten Crore only) divided into 10,00,000 (One Crore) equity shares of ₹ 10/- each. The issued, subscribed and paid-up share capital of the Company before the issue is ₹ 60,00,000/- (Rupees Six Crore only) divided into 6,00,000 (Sixty Lakhs) Equity Shares of ₹ 10/- each. Proposed Post Issue Paid-up Share Capital: ₹ 85,74,00,000 divided into 8,57,40,000 Equity Shares of ₹ 10/- each. For details of the Capital Structure, see section titled "Capital Structure" on the page 65 of the Prospectus.

**NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM:** Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company. Shailesh Kumar Damani with 5,000 Equity Shares and Venu Vutukuru with 5,000 Equity Shares aggregating to 10,000 Equity Shares of ₹ 10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see section titled "History and Corporate Structure" on page 150 of the Prospectus. For details of the share capital and capital structure of the Company see section titled "Capital Structure" on page 65 of the Prospectus.

**LISTING:** The Equity Shares issued through the Prospectus are proposed to be listed on the SME Platform of National Stock Exchange of India Limited ('NSE') ('NSE Emerge'). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter Ref.: NSE/LIST/2470 dated September 21, 2023. For the purposes of the Issue, the Designated Stock Exchange shall be National Stock Exchange of India Limited (NSE). A signed copy of the Prospectus dated September 22, 2023 has been delivered for filing to the ROC and Prospectus shall be delivered for filing to the ROC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Prospectus up to the Issue Closing Date, see section titled "Material Contracts and Documents for Inspection" on page 362 of the Prospectus.

**DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"):** Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 270 of the Prospectus

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

**RISKS IN RELATION TO FIRST ISSUE:** The face value of the Equity Shares is ₹ 10/- each. The Issue Price of ₹ 48/- per equity share (determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page 101 of this Prospectus) should not be considered 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 or sustained trading in the Equity Shares or 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 this Issue 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 Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue, including the risks involved. The Equity Shares issued in the 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 Prospectus. Specific attention of the investors is invited to the section "Risk Factors" beginning on page 25 of this Prospectus.

**ISSUER'S ABSOLUTE RESPONSIBILITY:** Our Company, having made all reasonable inquiries, accepts responsibility for and confirms that this Prospectus contains all information with regard to the Company and the Issue, which is material in the context of the Issue, that the information contained in this Prospectus is true and correct in all material aspects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes this Prospectus as a whole or any of such information or the expression of any such opinions or intentions, misleading in any material respect.

ASBA\*

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

\*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For further details check section on ASBA. Mandatory in Public Issues. No cheque will be accepted.



"ASBA has to be availed by all the Investors. UPI may be availed by Retail Individual Investors. For details on the ASBA and UPI process, please refer to the details given in ASBA form and General Information Documents and also please refer to the section "Issue Procedure" beginning on the page 287 of the Prospectus.

BOOK RUNNING LEAD MANAGER OF THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER OF THE ISSUER
 <p><b>INDORIENT FINANCIAL SERVICES LIMITED</b> <b>Address:</b> A/501, Rustomjee Central Park, Executive Spaces, Andheri Kurla Road, Chakala, Mumbai - 400093, Maharashtra, India.; <b>Tel No.:</b> +91-79772 12186; <b>E-mail:</b> ivor@indorient.in <b>Investor Grievance Email:</b> <a href="mailto:wecare@indorient.in">wecare@indorient.in</a>; <b>Website:</b> <a href="http://www.indorient.in">www.indorient.in</a> <b>Contact Person:</b> Mr. Ivor Anil Misquith; <b>SEBI Registration No.:</b> INM000012661 <b>CIN:</b> U67190DL1993PLC052085</p>	 <p><b>BIGSHARE SERVICES PRIVATE LIMITED</b> <b>Address:</b> S6-2, 6th Floor, Pinnacle Business Park, Mahakali Caves Road, next to Ahura Centre, Andheri East, Mumbai- 400093, Maharashtra, India; <b>Tel No.:</b> +91 – 22 – 6263 8200; <b>Fax No.:</b> +91 – 22 – 6263 8299 <b>E-mail:</b> <a href="mailto:ipo@bigshareonline.com">ipo@bigshareonline.com</a>; <b>Investor Grievance Email:</b> <a href="mailto:investor@bigshareonline.com">investor@bigshareonline.com</a> <b>Website:</b> <a href="http://www.bigshareonline.com">www.bigshareonline.com</a>; <b>Contact Person:</b> Mr. Vinayak Morbale <b>SEBI Registration No:</b> INR000001385; <b>CIN:</b> U99999MH1994PTC076534</p>	 <p><b>MR. ABHISHEK JAIN</b> <b>PLADA INFOTECH SERVICES LIMITED</b> <b>Address:</b> Santosh A. Mishra Compound, Mograpada, Mogra Village, off. Old Nagardas Road, Andheri (East), Mumbai, Maharashtra - 400069 India. <b>Tel No.:</b> +91 8976996702 <b>E-mail:</b> <a href="mailto:abhishek.jain@pladainfotech.com">abhishek.jain@pladainfotech.com</a></p>

**AVAILABILITY OF PROSPECTUS:** Investors should note that Investment in Equity Shares involves a degree of risk and are advised to refer to the Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Prospectus is available on the website of the company at [www.pladainfotech.com](http://www.pladainfotech.com) the website of the LM to the Issue at [www.indorient.in](http://www.indorient.in) and the website of NSE Emerge at [https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme\\_offer](https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme_offer) respectively.

**AVAILABILITY OF APPLICATION FORMS:** Application forms can be obtained from the Registered Office of the Company: **Plada Infotech Services Limited**, Telephone: +91 8976996702, Registered office of the LM: **Indorient Financial Services Limited**, Telephone: +91-7977212186 and at the selected locations of the Self Certified Syndicate Banks; Registered Brokers; Designated RTA Locations and Designated CDPs participating in the Issue. Bid-cum-application Forms will also be available on the websites of NSE Emerge and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

**BANKER TO THE ISSUE / SPONSOR BANK:** HDFC BANK LIMITED

Investors should read the Prospectus carefully, including the Risk Factors beginning on page 25 of the Prospectus before making any investment decision.

On behalf of Board of Directors  
Plada Infotech Services Limited  
Sd/-  
Shailesh Kumar Damani  
Managing Director

Place: Mumbai  
Date: September 28, 2023

**Disclaimer:** Plada Infotech Services Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares the Prospectus dated September 22, 2023 has been filed with the Registrar of Companies, Mumbai and thereafter with SEBI and the Stock Exchanges. The Prospectus is available on the website of NSE Emerge at [https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme\\_offer](https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme_offer) and is available on the websites of the LM at [www.indorient.in](http://www.indorient.in). Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Prospectus including the section titled "Risk Factors" beginning on page 25 of the Prospectus.

The Equity Shares have not been and will not be registered under the US Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, and may not be issued 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. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

CONCEPT



[THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT. THIS DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. THIS PUBLIC ANNOUNCEMENT IS NOT INTENDED FOR PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA.]



# PLADA INFOTECH SERVICES LIMITED

Our Company was originally incorporated as "Plada Infotech Services Private Limited" as a private limited company under the provision of Companies Act, 1956 pursuant to a Certificate of Incorporation dated October 23, 2010 bearing registration number 209364 issued by Registrar of Companies, Mumbai. Thereafter, our Company was converted into a Public Limited Company and consequently the name of our Company was changed from "Plada Infotech Services Private Limited" to "Plada Infotech Services Limited" vide a fresh certificate of incorporation dated May 11, 2023 issued by the Registrar of Companies. For further details please refer to section titled "History and Corporate Structure" beginning on page 150 of the Prospectus dated September 22, 2023, filed with Registrar of Companies (ROC).

**Registered office:** Santosh A. Mishra Compound, Mograpada, Mogra Village, off. Old Nagardas Road, Andheri (East), Mumbai, Maharashtra - 400069 India. **Tel:** +91 8976996702. **E-mail:** abhishek.jain@pladainfotech.com

**Website:** <https://pladainfotech.com/>; **Contact Person:** Mr. Abhishek Jain, Company Secretary and Compliance Officer



(Please scan this QR Code to view the RHP and Abridged Prospectus)

OUR PROMOTERS: MR. SHAILESH KUMAR DAMANI AND MR. ANIL MAHENDRA KOTAK.

THE ISSUE

INITIAL PUBLIC OFFER OF 25,74,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF PLADA INFOTECH SERVICES LIMITED ("OUR COMPANY" OR "PLADA" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹1,235.52 LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,29,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 61.92 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION i.e. NET ISSUE OF 24,45,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE INCLUDING PREMIUM OF ₹ 38/- PER EQUITY SHARE FOR CASH, AGGREGATING TO ₹ 1,173.60 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 30.02% AND ₹ 28.52% RESPECTIVELY OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THIS ISSUE IS BEING MADE IN TERMS OF REGULATION 229 AND 253 OF CHAPTER IX OF THE SEBI ICDR REGULATIONS AS AMENDED READ WITH RULE 19(2)(b)(i) OF SCRR AS AMENDED. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET ISSUE TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATIONS 253 OF THE SEBI ICDR REGULATIONS. (For further details please see section titled "the Issue" beginning on page 49 of the Prospectus). A copy of Prospectus is delivered for filing to the Registrar of Companies as required under section 26(4) of the Companies Act, 2013.)

For further details, please refer the section "Issue Procedure" on page 287 of the Prospectus.

FIXED PRICE ISSUE AT ₹ 48/- PER EQUITY SHARE

THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10/- EACH AND THE ISSUE IS 4.8 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

THE APPLICATION MUST BE FOR A MINIMUM OF 3,000 EQUITY SHARES AND IN MULTIPLES OF 3,000 EQUITY SHARES THEREAFTER. FOR FURTHER DETAILS PLEASE REFER TO SECTION ISSUE STRUCTURE BEGINNING ON PAGE 284 OF THE PROSPECTUS.

**Risk to Investors:**

- Our failure to perform in accordance with the standards prescribed in our client contracts could result in loss of business or payment of liquidated damages.
- Uncertainty of Client Commitment and Potential Contract Termination.
- The merchant banker associated with this issue has handled only 2 public issues in the past out of which 1 issue has closed below issue price on listing date.
- Average cost of acquisition of the Promoters :

Sr. No.	Name	No. of Shares	Average Cost of Acquisition
1	Shailesh Kumar Damani	50,70,394	0.02
2	Anil Mahendra Kotak	3,00,000	0.02

And the issue price is INR 48.00 per equity share.

- The Price Earnings ratio based on diluted EPS for Fiscal 2023 for the Company is 12.31
- Weighted Average Return on Networth for Fiscal 2023, 2022 and 2021 is 25.28%
- The Weighted average cost of acquisition compared to issue price:

Types of Transaction	Weighted average cost of acquisition (₹ per Equity Shares)	Issue price* (i.e. ₹ 48)
WACA of Primary Issuance (excluding for shares issued pursuant to ESOP and bonus issue) (exceeding 5% of the pre issue fully diluted paid-up share capital during the 18 months preceding the date of Prospectus) in a single transaction or multiple transactions combined together over a span of rolling 30 days.	NA	NA

8. This being the first Public Offer of our Company, there has been no formal market for the Equity Shares. The face value of the Equity Shares is ₹ 10/- each. The Issue Price of ₹ 48/- per equity share (determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page 101 of this Prospectus) should not be considered 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 or sustained trading in the Equity Shares or regarding the price at which the Equity Shares will be traded after listing.

**\*\*Post adjustment of bonus shares**

ISSUE PROGRAMME

ISSUE OPENS ON: FRIDAY SEPTEMBER 29, 2023  
ISSUE CLOS ON: THURSDAY, OCTOBER 05, 2023

THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON SME PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED ('NSE EMERGE')

CORRIGENDUM

**ATTENTION:**

September 29, 2023 has been declared a banking holiday on account of Public Holiday of Eid-e-Milad under Section 25 of the Negotiable Instruments Act, 1881 and it should be noted that if not a Stock Exchange Holiday.

An indicative timetable in respect of the Issue is set out below:

Event	Indicative Date
Issue Opening Date	Friday, September 29, 2023
Issue Closing Date	Thursday, October 05, 2023
Finalisation of Basis of Allotment with the Designated Stock Exchange	On or before Tuesday, October 10, 2023
Initiation of Refunds/ unblocking of funds from ASBA Account	On or before Wednesday, October 11, 2023
Credit of Equity Shares to demat account of the Allottees	On or before Wednesday, October 11, 2023
Commencement of trading of the Equity Shares on the Stock Exchange	On or before Friday, October 13, 2023

The above is to be read in conjunction with the Prospectus, Abridged Prospectus and all Issue related material shall stand modified and accordingly their references in the Prospectus stand amended pursuant to this corrigendum. All capitalized terms used in this corrigendum shall, unless the context otherwise requires, have the meaning ascribed to them in the Prospectus dated September 22, 2023 filed with the Registrar of Companies.

**PRECAUTIONARY NOTICE TO INVESTORS**

Investors are advised to read Prospectus including the Risk Factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examinations of the Issuer and this Issue, including risk factors on page 25 of the Prospectus. Specific attention of the Investors is invited to THAT ANY News/ Advertisements/ SMS/ Messages/ Articles and Videos, if any, being circulated in the digital media and/or print media, speculating about the investment opportunity in our Company's issue and about equity shares of our Company being available at premium and/or discount to the Issue Price ("Message") during the issue period IS AND/ OR WILL NOT AND/ OR has not been issued by our Company or any of our Directors, Key Managerial Personnel, Promoters, Promoter Group or Group Companies. ANY SUCH MESSAGE IN circulation is misleading & fraudulent advertisement and issued by a third party to sabotage the IPO, our Company or any of our Directors, Key Managerial Personnel, Promoters, Promoter Group or Group Companies and the intermediaries are not involved in any manner whatsoever.

**CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS:** For information on the main objects and other objects of our Company, see section titled "History and Corporate Structure" on page 150 of the Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section titled "Material Contracts and Documents for Inspection" on page 362 of the Prospectus.

**AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE:** The Authorized share Capital of the Company is ₹ 100,000,000/- (Rupees Ten Crore only) divided into 10,000,000 (One Crore) equity shares of ₹ 10/- each. The issued, subscribed and paid-up share capital of the Company before the issue is ₹ 60,000,000/- (Rupees Six Crore only) divided into 6,000,000 (Sixty Lakhs) Equity Shares of ₹ 10/- each. Proposed Post Issue Paid-up Share Capital: ₹ 85,740,000 divided into 8,574,000 Equity Shares of ₹ 10/- each. For details of the Capital Structure, see section titled "Capital Structure" on the page 65 of the Prospectus.

**NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM:** Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company, Shailesh Kumar Damani with 5,000 Equity Shares and Venu Vutukuru with 5,000 Equity Shares aggregating to 10,000 Equity Shares of ₹ 10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see section titled "History and Corporate Structure" on page 150 of the Prospectus. For details of the share capital and capital structure of the Company see section titled "Capital Structure" on page 65 of the Prospectus.

**LISTING:** The Equity Shares issued through the Prospectus are proposed to be listed on the SME Platform of National Stock Exchange of India Limited ("NSE") ("NSE Emerge"). Our Company has received an "in-principle" approval from the NSE for the listing of the Equity Shares pursuant to letter Ref.: NSE/LIST/2470 dated September 21, 2023. For the purposes of the Issue, the Designated Stock Exchange shall be National Stock Exchange of India Limited (NSE). A signed copy of the Prospectus dated September 22, 2023 has been delivered for filing to the ROC and Prospectus shall be delivered for filing to the ROC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Prospectus up to the Issue Closing Date, see section titled "Material Contracts and Documents for Inspection" on page 362 of the Prospectus.

**DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"):** Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 270 of the Prospectus

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

**RISKS IN RELATION TO FIRST ISSUE:** The face value of the Equity Shares is ₹ 10/- each. The Issue Price of ₹ 48/- per equity share (determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page 101 of this Prospectus) should not be considered 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 or sustained trading in the Equity Shares or regarding the price at which the Equity Shares will be traded after listing.


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**ISSUER'S ABSOLUTE RESPONSIBILITY:** Our Company, having made all reasonable inquiries, accepts responsibility for and confirms that this Prospectus contains all information with regard to the Company and the Issue, which is material in the context of the Issue, that the information contained in this Prospectus is true and correct in all material aspects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes this Prospectus as a whole or any of such information or the expression of any such opinions or intentions, misleading in any material respect.

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\*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For further details check section on ASBA. Mandatory in Public Issues. No cheque will be accepted.



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 <p><b>INDORIENT FINANCIAL SERVICES LIMITED</b> Address: A/501, Rustomjee Central Park, Executive Spaces, Andheri Kurla Road, Chakala, Mumbai - 400093, Maharashtra, India. Tel No.: +91-79772 12186; E-mail: <a href="mailto:ivor@indorient.in">ivor@indorient.in</a> Investor Grievance Email: <a href="mailto:wecare@indorient.in">wecare@indorient.in</a>; Website: <a href="http://www.indorient.in">www.indorient.in</a> Contact Person: Mr. Ivor Anil Misquith; SEBI Registration No.: INM000012661 CIN: U67190DL1993PLC052085</p>	 <p><b>BIGSHARE SERVICES PRIVATE LIMITED</b> Address: S6-2, 6th Floor, Pinnacle Business Park, Mahakali Caves Road, next to Ahura Centre, Andheri East, Mumbai- 400093, Maharashtra, India; Tel No.: +91 - 22 - 6263 8200; Fax No.: +91 - 22 - 6263 8299 E-mail: <a href="mailto:ipo@bigshareonline.com">ipo@bigshareonline.com</a>; Investor Grievance Email: <a href="mailto:investor@bigshareonline.com">investor@bigshareonline.com</a> Website: <a href="http://www.bigshareonline.com">www.bigshareonline.com</a>; Contact Person: Mr. Vinayak Morbale SEBI Registration No: INR000001385; CIN: U99999MH1994PTC076534</p>	 <p><b>MR. ABHISHEK JAIN</b> PLADA INFOTECH SERVICES LIMITED Address: Santosh A. Mishra Compound, Mograpada, Mogra Village, off. Old Nagardas Road, Andheri (East), Mumbai, Maharashtra - 400069 India. Tel No.: +91 8976996702 E-mail: <a href="mailto:abhishek.jain@pladainfotech.com">abhishek.jain@pladainfotech.com</a></p>

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Investors should read the Prospectus carefully, including the Risk Factors beginning on page 25 of the Prospectus before making any investment decision.

On behalf of Board of Directors  
Plada Infotech Services Limited  
Sd/-  
Shailesh Kumar Damani  
Managing Director

Place: Mumbai  
Date: September 28, 2023

**Disclaimer:** Plada Infotech Services Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares the Prospectus dated September 22, 2023 has been filed with the Registrar of Companies, Mumbai and thereafter with SEBI and the Stock Exchanges. The Prospectus is available on the website of NSE Emerge at [https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme\\_offer](https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme_offer) and is available on the websites of the LM at [www.indorient.in](http://www.indorient.in). Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Prospectus including the section titled "Risk Factors" beginning on page 25 of the Prospectus.

The Equity Shares have not been and will not be registered under the US Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, and may not be issued 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. The Equity Shares are being issued and sold outside the United States in 'offshore transactions' in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.



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# PLADA INFOTECH SERVICES LIMITED

Our Company was originally incorporated as "Plada Infotech Services Private Limited" as a private limited company under the provision of Companies Act, 1956 pursuant to a Certificate of Incorporation dated October 23, 2010 bearing registration number 209364 issued by Registrar of Companies, Mumbai. Thereafter, our Company was converted into a Public Limited Company and consequently the name of our Company was changed from "Plada Infotech Services Private Limited" to "Plada Infotech Services Limited" vide a fresh certificate of incorporation dated May 11, 2023 issued by the Registrar of Companies. For further details please refer to section titled "History and Corporate Structure" beginning on page 150 of the Prospectus dated September 22, 2023, filed with Registrar of Companies (ROC).

**Registered office:** Santosh A. Mishra Compound, Mograpada, Mogra Village, off. Old Nagardas Road, Andheri (East), Mumbai, Maharashtra - 400069 India. **Tel:** +91 8976996702; **E-mail:** abhishek.jain@pladainfotech.com  
**Website:** https://pladainfotech.com/; **Contact Person:** Mr. Abhishek Jain, Company Secretary and Compliance Officer



(Please scan this QR Code to view the RHP and Abridged Prospectus)

## OUR PROMOTERS: MR. SHAILESH KUMAR DAMANI AND MR. ANIL MAHENDRA KOTAK.

### THE ISSUE

INITIAL PUBLIC OFFER OF 25,74,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF PLADA INFOTECH SERVICES LIMITED ("OUR COMPANY" OR "PLADA" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ 1,235.52 LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,29,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 61.92 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION i.e. NET ISSUE OF 24,45,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE INCLUDING PREMIUM OF ₹ 38/- PER EQUITY SHARE FOR CASH, AGGREGATING TO ₹ 1,173.60 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 30.02% AND ₹ 28.52% RESPECTIVELY OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THIS ISSUE IS BEING MADE IN TERMS OF REGULATION 229 AND 253 OF CHAPTER IX OF THE SEBI ICDR REGULATIONS AS AMENDED READ WITH RULE 19(2)(b)(i) OF SCRR AS AMENDED. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET ISSUE TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATIONS 253 OF THE SEBI ICDR REGULATIONS. (For further details please see section titled "the Issue" beginning on page 49 of the Prospectus). A copy of Prospectus is delivered for filing to the Registrar of Companies as required under section 26(4) of the Companies Act, 2013.)

For further details, please refer the section "Issue Procedure" on page 287 of the Prospectus.

### FIXED PRICE ISSUE AT ₹ 48/- PER EQUITY SHARE

THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10/- EACH AND THE ISSUE IS 4.8 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

THE APPLICATION MUST BE FOR A MINIMUM OF 3,000 EQUITY SHARES AND IN MULTIPLES OF 3,000 EQUITY SHARES THEREAFTER. FOR FURTHER DETAILS PLEASE REFER TO SECTION ISSUE STRUCTURE BEGINNING ON PAGE 284 OF THE PROSPECTUS.

#### Risk to Investors:

- Our failure to perform in accordance with the standards prescribed in our client contracts could result in loss of business or payment of liquidated damages.
- Uncertainty of Client Commitment and Potential Contract Termination.
- The merchant banker associated with this issue has handled only 2 public issues in the past out of which 1 issue has closed below issue price on listing date.
- Average cost of acquisition of the Promoters:

Sr. No.	Name	No. of Shares	Average Cost of Acquisition
1	Shailesh Kumar Damani	50,70,394	0.02
2	Anil Mahendra Kotak	3,00,000	0.02

And the issue price is INR 48.00 per equity share.

- The Price Earnings ratio based on diluted EPS for Fiscal 2023 for the Company is 12.31
- Weighted Average Return on Networth for Fiscal 2023, 2022 and 2021 is 25.28%
- The Weighted average cost of acquisition compared to issue price:

Types of Transaction	Weighted average cost of acquisition (₹ per Equity Shares)	Issue price* (i.e. ₹ 48)
WACA of Primary Issuance (excluding for shares issued pursuant to ESOP and bonus issue) (exceeding 5% of the pre issue fully diluted paid-up share capital during the 18 months preceding the date of Prospectus) in a single transaction or multiple transactions combined together over a span of rolling 30 days.	NA	NA

Types of Transaction	Weighted average cost of acquisition (₹ per Equity Shares)	Issue price* (i.e. ₹ 48)
WACA of Secondary Sale/ acquisition (excluding gifts) (exceeding 5% of the pre issue fully diluted paid-up share capital during the 18 months preceding the date of Prospectus) in a single transaction or multiple transactions combined together over a span of rolling 30 days.	11.50	48.00
Since there were no secondary transactions of equity shares of our Company during the 18 months preceding the date of filing of this Prospectus, which are equal to or more than 5% of the fully diluted paid-up share capital of our Company, the information has been disclosed for price per share of our Company based on the last five secondary transactions where Promoters / promoter group entities having the right to nominate director(s) on our Board, are a party to the transaction, not older than three years prior to the date of filing of this Prospectus irrespective of the size of the transaction.	NA	NA

\*\*Post adjustment of bonus shares

- This being the first Public Offer of our Company, there has been no formal market for the Equity Shares. The face value of the Equity Shares is ₹ 10/- each. The Issue Price of ₹ 48/- per equity share (determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page 101 of this Prospectus) should not be considered 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 or sustained trading in the Equity Shares or regarding the price at which the Equity Shares will be traded after listing.

## ISSUE PROGRAMME

**ISSUE OPENS ON: FRIDAY SEPTEMBER 29, 2023**  
**ISSUE CLOSES ON: THURSDAY, OCTOBER 05, 2023**

**THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON SME PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED ('NSE EMERGE')**

## CORRIGENDUM

#### ATTENTION:

September 29, 2023 has been declared a banking holiday on account of Public Holiday of Eid-e-Milad under Section 25 of the Negotiable Instruments Act, 1881 and it should be noted that if not a Stock Exchange Holiday.

An indicative timetable in respect of the Issue is set out below:

Event	Indicative Date
Issue Opening Date	Friday, September 29, 2023
Issue Closing Date	Thursday, October 05, 2023
Finalisation of Basis of Allotment with the Designated Stock Exchange	On or before Tuesday, October 10, 2023
Initiation of Refunds/ unblocking of funds from ASBA Account	On or before Wednesday, October 11, 2023
Credit of Equity Shares to demat account of the Allottees	On or before Wednesday, October 11, 2023
Commencement of trading of the Equity Shares on the Stock Exchange	On or before Friday, October 13, 2023

The above is to be read in conjunction with the Prospectus, Abridged Prospectus and all Issue related material shall stand modified and accordingly their references in the Prospectus stand amended pursuant to this corrigendum. All capitalized terms used in this corrigendum shall, unless the context otherwise requires, have the meaning ascribed to them in the Prospectus dated September 22, 2023 filed with the Registrar of Companies.

#### PRECAUTIONARY NOTICE TO INVESTORS

Investors are advised to read Prospectus including the Risk Factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examinations of the Issuer and this Issue, including risk factors on page 25 of the Prospectus. Specific attention of the Investors is invited to THAT ANY News/ Advertisements/ SMS/ Messages/ Articles and Videos, if any, being circulated in the digital media and/or print media, speculating about the investment opportunity in our Company's issue and about equity shares of our Company being available at premium and/or discount to the Issue Price ("Message") during the issue period IS AND/ OR WILL NOT AND/ OR has not been issued by our Company or any of our Directors, Key Managerial Personnel, Promoters, Promoter Group or Group Companies. ANY SUCH MESSAGE IN circulation is misleading & fraudulent advertisement and issued by a third party to sabotage the IPO, our Company or any of our Directors, Key Managerial Personnel, Promoters, Promoter Group or Group Companies and the intermediaries are not involved in any manner whatsoever.

**CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS:** For information on the main objects and other objects of our Company, see section titled "History and Corporate Structure" on page 150 of the Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section titled "Material Contracts and Documents for Inspection" on page 362 of the Prospectus.

**AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE:** The Authorized share Capital of the Company is ₹ 100,000,000/- (Rupees Ten Crore only) divided into 10,000,000 (One Crore) equity shares of ₹ 10/- each. The issued, subscribed and paid-up share capital of the Company before the issue is ₹ 60,000,000/- (Rupees Six Crore only) divided into 6,000,000 (Sixty Lakhs) Equity Shares of ₹ 10/- each. Proposed Post Issue Paid-up Share Capital: ₹ 85,740,000 divided into 8,574,000 Equity Shares of ₹ 10/- each. For details of the Capital Structure, see section titled "Capital Structure" on the page 65 of the Prospectus.

**NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM:** Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company, Shailesh Kumar Damani with 5,000 Equity Shares and Venu Vutukuru with 5,000 Equity Shares aggregating to 10,000 Equity Shares of ₹ 10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see section titled "History and Corporate Structure" on page 150 of the Prospectus. For details of the share capital and capital structure of the Company see section titled "Capital Structure" on page 65 of the Prospectus.

**LISTING:** The Equity Shares issued through the Prospectus are proposed to be listed on the SME Platform of National Stock Exchange of India Limited ('NSE') ('NSE Emerge'). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter Ref.: NSE/LIST/2470 dated September 21, 2023. For the purposes of the Issue, the Designated Stock Exchange shall be National Stock Exchange of India Limited (NSE). A signed copy of the Prospectus dated September 22, 2023 has been delivered for filing to the ROC and Prospectus shall be delivered for filing to the ROC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Prospectus up to the Issue Closing Date, see section titled "Material Contracts and Documents for Inspection" on page 362 of the Prospectus.

**DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"):** Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 270 of the Prospectus

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

**RISKS IN RELATION TO FIRST ISSUE:** The face value of the Equity Shares is ₹ 10/- each. The Issue Price of ₹ 48/- per equity share (determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page 101 of this Prospectus) should not be considered 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 or sustained trading in the Equity Shares or 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 this Issue 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 Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue, including the risks involved. The Equity Shares issued in the 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 Prospectus. Specific attention of the investors is invited to the section "Risk Factors" beginning on page 25 of this Prospectus.

**ISSUER'S ABSOLUTE RESPONSIBILITY:** Our Company, having made all reasonable inquiries, accepts responsibility for and confirms that this Prospectus contains all information with regard to the Company and the Issue, which is material in the context of the Issue, that the information contained in this Prospectus is true and correct in all material aspects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes this Prospectus as a whole or any of such information or the expression of any such opinions or intentions, misleading in any material respect.

**ASBA\***

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

\*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For further details check section on ASBA. Mandatory in Public Issues. No cheque will be accepted.



"ASBA has to be availed by all the Investors. UPI may be availed by Retail Individual Investors. For details on the ASBA and UPI process, please refer to the details given in ASBA form and General Information Documents and also please refer to the section "Issue Procedure" beginning on the page 287 of the Prospectus.

BOOK RUNNING LEAD MANAGER OF THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER OF THE ISSUER
 <b>INDORIENT FINANCIAL SERVICES LIMITED</b> <b>Address:</b> A/501, Rustumjee Central Park, Executive Spaces, Andheri Kurla Road, Chakala, Mumbai - 400093, Maharashtra, India.; <b>Tel No.:</b> +91-79772 12186; <b>E-mail:</b> ivor@indorient.in <b>Investor Grievance Email:</b> wecare@indorient.in; <b>Website:</b> www.indorient.in <b>Contact Person:</b> Mr. Ivor Anil Misquith; <b>SEBI Registration No.:</b> INM000012661 <b>CIN:</b> U67190DL1993PLC052085	 <b>BIGSHARE SERVICES PRIVATE LIMITED</b> <b>Address:</b> S6-2, 6th Floor, Pinnacle Business Park, Mahakali Caves Road, next to Ahura Centre, Andheri East, Mumbai- 400093, Maharashtra, India; <b>Tel No.:</b> +91 - 22 - 6263 8200; <b>Fax No.:</b> +91 - 22 - 6263 8299 <b>E-mail:</b> ipo@bigshareonline.com; <b>Investor Grievance Email:</b> investor@bigshareonline.com <b>Website:</b> www.bigshareonline.com; <b>Contact Person:</b> Mr. Vinayak Morbale <b>SEBI Registration No:</b> INR000001385; <b>CIN:</b> U99999MH1994PTC076534	 <b>MR. ABHISHEK JAIN</b> <b>PLADA INFOTECH SERVICES LIMITED</b> <b>Address:</b> Santosh A. Mishra Compound, Mograpada, Mogra Village, off. Old Nagardas Road, Andheri (East), Mumbai, Maharashtra - 400069 India. <b>Tel No.:</b> +91 8976996702 <b>E-mail:</b> abhishek.jain@pladainfotech.com

**AVAILABILITY OF PROSPECTUS:** Investors should note that Investment in Equity Shares involves a degree of risk and are advised to refer to the Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Prospectus is available on the website of the company at www.pladainfotech.com the website of the LM to the Issue at www.indorient.in and the website of NSE Emerge at https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme\_offer respectively.

**AVAILABILITY OF APPLICATION FORMS:** Application forms can be obtained from the Registered Office of the Company: **Plada Infotech Services Limited**, Telephone +91 8976996702, Registered office of the LM: **Indorient Financial Services Limited**, Telephone: +91-7977212186 and at the selected locations of the Self Certified Syndicate Banks; Registered Brokers; Designated RTA Locations and Designated CDPs participating in the Issue. Bid-cum-application Forms will also be available on the websites of NSE Emerge and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

**BANKER TO THE ISSUE / SPONSOR BANK:** HDFC BANK LIMITED

Investors should read the Prospectus carefully, including the Risk Factors beginning on page 25 of the Prospectus before making any investment decision.

On behalf of Board of Directors

Plada Infotech Services Limited

Sd/-

Shailesh Kumar Damani

Managing Director

Place: Mumbai

Date: September 28, 2023

**Disclaimer:** Plada Infotech Services Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares the Prospectus dated September 22, 2023 has been filed with the Registrar of Companies, Mumbai and thereafter with SEBI and the Stock Exchanges. The Prospectus is available on the website of NSE Emerge at https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme\_offer and is available on the websites of the LM at www.indorient.in. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Prospectus including the section titled "Risk Factors" beginning on page 25 of the Prospectus.

The Equity Shares have not been and will not be registered under the US Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, and may not be issued 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. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

CONCEPT



# स्टेशनों पर लोग मेरा नहीं, वंदे भारत ट्रेन का स्वागत कर रहे थे : मुरलीधरन

# ‘मनमोहन सिंह के नेतृत्व में भारत ने आर्थिक सफलता की नई ऊंचाइयों को छुआ’

तिरुवनंतपुरम, 26 सितंबर (भाषा)।

केंद्रीय मंत्री वी मुरलीधरन ने मंगलवार को कांग्रेस के उन आरोपों को खारिज कर दिया कि केरल की दूसरे वंदे भारत एक्सप्रेस का उद्घाटन समारोह उनके अपने राजनीतिक प्रचार अभियान में बदल गया था।

उन्होंने कहा कि स्टेशनों पर लोग उनका नहीं बल्कि वंदे भारत ट्रेन का

स्वागत कर रहे थे।

केंद्रीय विदेश राज्य मंत्री ने कांग्रेस सांसद के मुरलीधरन के आरोपों के जवाब में ये बातें कहीं। कांग्रेस नेता ने सोमवार को आरोप लगाया था कि स्टेशन पर आए भारतीय जनता पार्टी (भाजपा) कार्यकर्ताओं एवं समर्थकों का अभिवादन स्वीकार करने में केंद्रीय मंत्री को कोई परेशानी नहीं आए, इसके लिए तय समय से अधिक वक्त तक स्टेशनों

पर ट्रेनों को रोक कर रखा गया था।

कांग्रेस सांसद ने यह भी कहा कि ट्रेन का विशेष कोच भाजपा पार्टी कार्यालय में बदल दिया गया था क्योंकि पार्टी के कई समर्थकों को ट्रेन के अंदर प्रवेश के लिए सांसदों की तरह ही पास दिए गए थे। इन टिप्पणियों पर प्रतिक्रिया देते हुए वी. मुरलीधरन ने कहा कि भाजपा कार्यकर्ता एवं समर्थक उनका नहीं बल्कि ट्रेन का स्वागत करने के लिए

स्टेशनों पर जमा हुए थे क्योंकि यह कुछ ऐसा था जो उन्होंने पहले कभी नहीं देखा था। उन्होंने कहा, ‘इसलिए ट्रेन ‘सेलिब्रिटी’ थी। लोग मेरे नहीं बल्कि ट्रेन के साथ सेल्फी ले रहे थे।’ केंद्रीय मंत्री ने कहा कि किसी ने भी कांग्रेस कार्यकर्ताओं या समर्थकों को ट्रेन का स्वागत करने को लेकर स्टेशन आने या ट्रेन में सवार होने के लिए पास लेने से नहीं रोका।

मुंबई, 26 सितंबर (भाषा)।

राष्ट्रवादी कांग्रेस पार्टी (राकांपा) के अध्यक्ष शरद पवार ने पूर्व प्रधानमंत्री मनमोहन सिंह के जन्मदिन के अवसर पर मंगलवार को उन्हें शुभकामनाएं दीं और कहा कि भारत ने उनके नेतृत्व में आर्थिक सफलता की नई ऊंचाइयों को छुआ और सर्वाधिक विकास दर हासिल की। मनमोहन सिंह मंगलवार को 91 साल

के हो गए।

1990 के दशक में आमूलचूल आर्थिक सुधार में महत्वपूर्ण भूमिका अदा करने वाले मशहूर अर्थशास्त्री सिंह 10 साल तक प्रधानमंत्री रहे। कांग्रेस नेता सिंह का जन्म 1932 में पंजाब के गाह गांव में हुआ था जो अब पाकिस्तान का हिस्सा है। पवार ने सोशल मीडिया मंच ‘एक्स’ पर लिखा, ‘पूर्व प्रधानमंत्री डा. मनमोहन सिंह को जन्मदिन की शुभकामनाएं। भारत

उनके नेतृत्व में आर्थिक सफलता की नई ऊंचाइयों पर पहुंचा और सर्वाधिक विकास दर हासिल की। ईश्वर उन्हें दीर्घायु और स्वस्थ जीवन दे।’ सिंह ने 2004 से 2014 तक कांग्रेस नीत संयुक्त प्रगतिशील गठबंधन (यूपीए) सरकार में प्रधानमंत्री के रूप में सेवाएं दीं। उन्होंने 1991 से 1996 तक तत्कालीन प्रधानमंत्री पीवी नरसिम्हा राव के नेतृत्व वाली सरकार में वित्त मंत्री के रूप में कार्य किया था।

(THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT. THIS DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. THIS PUBLIC ANNOUNCEMENT IS NOT INTENDED FOR PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA.)



## PLADA INFOTECH SERVICES LIMITED

Our Company was originally incorporated as "Plada Infotech Services Private Limited" as a private limited company under the provision of Companies Act, 1956 pursuant to a Certificate of Incorporation dated October 23, 2010 bearing registration number 209364 issued by Registrar of Companies, Mumbai. Thereafter, our Company was converted into a Public Limited Company and consequently the name of our Company was changed from "Plada Infotech Services Private Limited" to "Plada Infotech Services Limited" vide a fresh certificate of incorporation dated May 11, 2023 issued by the Registrar of Companies. The Corporate Identification Number of our Company is: U72900MH2010PLC209364. For further details please refer to section titled "History and Corporate Structure" beginning on page 150 of the Prospectus dated September 22, 2023, filed with Registrar of Companies (ROC).

Registered office: Santosh A. Mishra Compound, Mograpada, Mogra Village, off. Old Nagardas Road, Andheri (East), Mumbai, Maharashtra - 400069, India. Tel: +91 8976996702; E-mail: Abhishek.jain@pladainfotech.com; Website: https://pladainfotech.com/; CIN: U72900MH2010PLC209364; Contact Person: Mr. Abhishek Jain, Company Secretary and Compliance Officer



(Please scan this QR Code to view the RHP and Abridged Prospectus)

OUR PROMOTERS: MR. SHAILESH KUMAR DAMANI AND MR. ANILMAHENDRA KOTAK

### THE ISSUE

INITIAL PUBLIC OFFER OF UPTO 25,74,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF PLADA INFOTECH SERVICES LIMITED ("OUR COMPANY" OR "PLADA" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ 1,235.52 LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,29,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 61.92 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 24,45,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ 1,173.60 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE ₹ 1,235.52 LAKHS AND ₹ 1,173.60 LAKHS RESPECTIVELY OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THIS ISSUE IS BEING MADE IN TERMS OF REGULATION 229 AND 253(2) OF CHAPTER IX OF THE SEBI ICDR REGULATIONS AS AMENDED READ WITH RULE 19(2)(b)(i) OF SCRR AS AMENDED. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET ISSUE TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATIONS 253(2) OF THE SEBI ICDR REGULATIONS. (For further details please see section titled "the Issue" beginning on page 49 of the Prospectus). A copy of Prospectus is delivered for filing to the Registrar of Companies as required under section 26(4) of the Companies Act, 2013.)

For further details, please refer the section "Issue Procedure" on page 287 of the Prospectus.

### FIXED PRICE ISSUE AT ₹ 48/- PER EQUITY SHARE

THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10/- EACH AND THE ISSUE IS 4.8 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

THE APPLICATION MUST BE FOR A MINIMUM OF 3,000 EQUITY SHARES AND IN MULTIPLES OF 3,000 EQUITY SHARES THEREAFTER. FOR FURTHER DETAILS PLEASE REFER TO SECTION ISSUE STRUCTURE BEGINNING ON PAGE 284 OF THE PROSPECTUS.

#### Risk to Investors:

- Our failure to perform in accordance with the standards prescribed in our client contracts could result in loss of business or payment of liquidated damages.
- Uncertainty of Client Commitment and Potential Contract Termination.
- The merchant banker associated with this issue has handled only 2 public issues in the past out of which 1 issue has closed below issue price on listing date.
- Average cost of acquisition of the Promoters :

Sr. No.	Name	No. of Shares	Average Cost of Acquisition
1	Shailesh Kumar Damani	50,70,394	0.02
2	Anil Mahendra Kotak	3,00,000	0.02

And the issue price is INR 48.00 per equity share.

- The Price Earnings ratio based on diluted EPS for Fiscal 2023 for the Company is 12.31
- Weighted Average Return on Networth for Fiscal 2023, 2022 and 2021 is 25.28%
- The Weighted average cost of acquisition compared to issue price:

Types of Transaction	Weighted average cost of acquisition (₹ per Equity Shares)	Issue price* (i.e. ₹ 48)
WACA of Primary Issuance (excluding for shares issued pursuant to ESOP and bonus issue) (exceeding 5% of the pre issue fully diluted paid-up share capital during the 18 months preceding the date of Prospectus) in a single transaction or multiple transactions combined together over a span of rolling 30 days.	NA	NA

Types of Transaction	Weighted average cost of acquisition (₹ per Equity Shares)	Issue price* (i.e. ₹ 48)
WACA of Secondary Sale/ acquisition (excluding gifts) (exceeding 5% of the pre issue fully diluted paid-up share capital during the 18 months preceding the date of Prospectus) in a single transaction or multiple transactions combined together over a span of rolling 30 days.	11.50	48.00
Since there were no secondary transactions of equity shares of our Company during the 18 months preceding the date of filing of this Prospectus, which are equal to or more than 5% of the fully diluted paid-up share capital of our Company, the information has been disclosed for price per share of our Company based on the last five secondary transactions where Promoters / promoter group entities having the right to nominate director(s) on our Board, are a party to the transaction, not older than three years prior to the date of filing of this Prospectus irrespective of the size of the transaction.	NA	NA

\*\*Post adjustment of bonus shares

- This being the first Public Offer of our Company, there has been no formal market for the Equity Shares. The face value of the Equity Shares is ₹ 10/- each. The Issue Price of ₹ 48/- per equity share (determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page 101 of this Prospectus) should not be considered 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 or sustained trading in the Equity Shares or regarding the price at which the Equity Shares will be traded after listing.

### ISSUE PROGRAMME

ISSUE OPENS ON: FRIDAY, SEPTEMBER 29, 2023

ISSUE CLOSES ON: WEDNESDAY, OCTOBER 04, 2023

THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON SME PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED ('NSE EMERGE')

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see section titled "History and Corporate Structure" on page 150 of the Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section titled "Material Contracts and Documents for Inspection" on page 362 of the Prospectus.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The Authorized share Capital of the Company is ₹ 100,000,000/- (Rupees Ten Crore only) divided into 10,000,000 (One Crore) equity shares of ₹ 10/- each. The issued, subscribed and paid-up share capital of the Company before the issue is ₹ 60,000,000/- (Rupees Six Crore only) divided into 6,000,000 (Sixty Lakhs) Equity Shares of ₹ 10/- each. Proposed Post Issue Paid-up Share Capital: ₹ 85,740,000 (Rupees Eighty Five Lakh Forty Thousand and only) divided into 8,574,000 (Rupees Eighty Five Lakh Seventy Four Thousand only) Equity Shares of ₹10/- each. For details of the Capital Structure, see section titled "Capital Structure" on the page 65 of the Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company, Shaileshkumar Damani with 5,000 Equity Shares and Venu Vutukuru with 5,000 Equity Shares aggregating to 10,000 Equity Shares of ₹ 10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see section titled "History and Corporate Structure" on page 150 of the Prospectus. For details of the share capital and capital structure of the Company see section titled "Capital Structure" on page 65 of the Prospectus.

LISTING: The Equity Shares issued through the Prospectus are proposed to be listed on the SME Platform of National Stock Exchange of India Limited ('NSE') ('NSE Emerge'). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter Ref.: NSE/LIST/2470 dated September 21, 2023. For the purposes of the Issue, the Designated Stock Exchange shall be National Stock Exchange of India Limited (NSE). A signed copy of the Prospectus dated September 22, 2023 has been delivered for filing to the ROC and Prospectus shall be delivered for filing to the ROC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Prospectus up to the Issue Closing Date, see section titled "Material Contracts and Documents for Inspection" on page 362 of the Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 270 of the Prospectus

DISCLAIMER CLAUSE OF NSE ('NSE EMERGE') (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the Disclaimer Clause of NSE.

RISKS IN RELATION TO FIRST ISSUE: The face value of the Equity Shares is ₹ 10/- each. The Issue Price of ₹ 48/- per equity share (determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page 101 of this Prospectus) should not be considered 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 or sustained trading in the Equity Shares or 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 this Issue 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 Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue, including the risks involved. The Equity Shares issued in the 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 Prospectus. Specific attention of the investors is invited to the section "Risk Factors" beginning on page 25 of this Prospectus.

ISSUER'S ABSOLUTE RESPONSIBILITY: Our Company, having made all reasonable inquiries, accepts responsibility for and confirms that this Prospectus contains all information with regard to the Company and the Issue, which is material in the context of the Issue, that the information contained in this Prospectus is true and correct in all material aspects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes this Prospectus as a whole or any of such information or the expression of any such opinions or intentions, misleading in any material respect.

**ASBA\*** Simple, Safe, Smart way of Application- Make use of it!!! \*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For further details check section on ASBA. Mandatory in Public Issues. No cheque will be accepted.



"ASBA has to be availed by all the Investors. UPI may be availed by Retail Individual Investors. For details on the ASBA and UPI process, please refer to the details given in ASBA form and General Information Documents and also please refer to the section "Issue Procedure" beginning on the page 287 of the Prospectus.

BOOK RUNNING LEAD MANAGER OF THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER OF THE ISSUER
 <b>INDORIENT FINANCIAL SERVICES LIMITED</b> Address: A/501, Rustomjee Central Park, Executive Spaces, Andheri Kurla Road, Chakala, Mumbai - 400093, Maharashtra, India.; Tel No.: +91-79772 12186; E-mail: ivor@indorient.in Investor Grievance Email: wecare@indorient.in; Website: www.indorient.in Contact Person: Mr. Ivor Anil Misquith; SEBI Registration No.: INM000012661 CIN: U67190DL1993PLC052085	 <b>BIGSHARE SERVICES PRIVATE LIMITED</b> Address: S6-2, 6th Floor, Pinnacle Business Park, Mahakali Caves Road, next to Ahura Centre, Andheri East, Mumbai-400093, Maharashtra, India; Tel No.: +91 - 22 - 6263 8200; Fax No.: +91 - 22 - 6263 8299 E-mail: ipo@bigshareonline.com; Investor Grievance Email: investor@bigshareonline.com Website: www.bigshareonline.com; Contact Person: Mr. Vinayak Morbale SEBI Registration No: INR000001385; CIN: U99999MH1994PTC076534	 <b>MR. ABHISHEK JAIN</b> PLADA INFOTECH SERVICES LIMITED Address: Santosh A. Mishra Compound, Mograpada, Mogra Village, off. Old Nagardas Road, Andheri (East), Mumbai, Maharashtra - 400069 India. Tel No.: +91 8976996702 E-mail: abhishek.jain@pladainfotech.com

AVAILABILITY OF PROSPECTUS: Investors should note that Investment in Equity Shares involves a degree of risk and are advised to refer to the Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Prospectus is available on the website of the company at www.pladainfotech.com the website of the LM to the Issue at www.indorient.in and the website of NSE Emerge at https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme\_offer respectively.

AVAILABILITY OF APPLICATION FORMS: Application forms can be obtained from the Registered Office of the Company: **Plada Infotech Services Limited**, Telephone +91 8976996702, Registered office of the LM: **Indorient Financial Services Limited**, Telephone: +91-7977212186 and at the selected locations of the Self Certified Syndicate Banks; Registered Brokers; Designated RTA Locations and Designated CDPs participating in the Issue. Bid-cum-application Forms will also be available on the websites of NSE Emerge and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

**BANKER TO THE ISSUE / SPONSOR BANK:** HDFC BANK LIMITED

Investors should read the Prospectus carefully, including the Risk Factors beginning on page 25 of the Prospectus before making any investment decision.

Place: Mumbai  
Date: September 26, 2023

On behalf of Board of Directors  
Plada Infotech Services Limited  
Sd/-  
Shailesh Kumar Damani  
Managing Director

Disclaimer: Plada Infotech Services Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares the Prospectus dated September 22, 2023 has been filed with the Registrar of Companies, Mumbai and thereafter with SEBI and the Stock Exchanges. The Prospectus is available on the website of NSE Emerge at https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme\_offer and is available on the websites of the LM at www.indorient.in. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Prospectus including the section titled "Risk Factors" beginning on page 25 of the Prospectus.

The Equity Shares have not been and will not be registered under the US Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, and may not be issued 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. The Equity Shares are being issued and sold outside the United States in 'offshore transactions' in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

CONCEPT



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# PLADA INFOTECH SERVICES LIMITED

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Registered office: Santosh A. Mishra Compound, Mograpada, Mogra Village, off. Old Nagardas Road, Andheri (East), Mumbai, Maharashtra - 400069 India. Tel: +91 8976996702; E-mail: abhishek.jain@pladainfotech.com  
Website: https://pladainfotech.com/; Contact Person: Mr. Abhishek Jain, Company Secretary and Compliance Officer



(Please scan this QR Code to view the RHP and Abridged Prospectus)

## OUR PROMOTERS: MR. SHAILESH KUMAR DAMANI AND MR. ANIL MAHENDRA KOTAK.

### THE ISSUE

INITIAL PUBLIC OFFER OF 25,74,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF PLADA INFOTECH SERVICES LIMITED ("OUR COMPANY" OR "PLADA" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹1,235.52 LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,29,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 61.92 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION i.e. NET ISSUE OF 24,45,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE INCLUDING PREMIUM OF ₹ 38/- PER EQUITY SHARE FOR CASH, AGGREGATING TO ₹ 1,173.60 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 30.02% AND ₹ 28.52% RESPECTIVELY OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THIS ISSUE IS BEING MADE IN TERMS OF REGULATION 229 AND 253 OF CHAPTER IX OF THE SEBI/CDR REGULATIONS AS AMENDED READ WITH RULE 19(2)(b)(i) OF SCRR AS AMENDED. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET ISSUE TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATIONS 253 OF THE SEBI/CDR REGULATIONS. (For further details please see section titled "the Issue" beginning on page 49 of the Prospectus). A copy of Prospectus is delivered for filing to the Registrar of Companies as required under section 26(4) of the Companies Act, 2013.)

For further details, please refer the section "Issue Procedure" on page 287 of the Prospectus.

### FIXED PRICE ISSUE AT ₹ 48/- PER EQUITY SHARE

THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10/- EACH AND THE ISSUE IS 4.8 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

THE APPLICATION MUST BE FOR A MINIMUM OF 3,000 EQUITY SHARES AND IN MULTIPLES OF 3,000 EQUITY SHARES THEREAFTER. FOR FURTHER DETAILS PLEASE REFER TO SECTION ISSUE STRUCTURE BEGINNING ON PAGE 284 OF THE PROSPECTUS.

#### Risk to Investors:

- Our failure to perform in accordance with the standards prescribed in our client contracts could result in loss of business or payment of liquidated damages.
- Uncertainty of Client Commitment and Potential Contract Termination.
- The merchant banker associated with this issue has handled only 2 public issues in the past out of which 1 issue has closed below issue price on listing date.
- Average cost of acquisition of the Promoters :

Sr. No.	Name	No. of Shares	Average Cost of Acquisition
1	Shailesh Kumar Damani	50,70,394	0.02
2	Anil Mahendra Kotak	3,00,000	0.02

And the issue price is INR 48.00 per equity share.

- The Price Earnings ratio based on diluted EPS for Fiscal 2023 for the Company is 12.31
- Weighted Average Return on Networth for Fiscal 2023, 2022 and 2021 is 25.28%
- The Weighted average cost of acquisition compared to issue price:

Types of Transaction	Weighted average cost of acquisition (₹ per Equity Shares)	Issue price* (i.e. ₹ 48)
WACA of Primary Issuance (excluding for shares issued pursuant to ESOP and bonus issue) (exceeding 5% of the pre issue fully diluted paid-up share capital during the 18 months preceding the date of Prospectus) in a single transaction or multiple transactions combined together over a span of rolling 30 days.	NA	NA

Types of Transaction	Weighted average cost of acquisition (₹ per Equity Shares)	Issue price* (i.e. ₹ 48)
WACA of Secondary Sale/ acquisition (excluding gifts) (exceeding 5% of the pre issue fully diluted paid-up share capital during the 18 months preceding the date of Prospectus) in a single transaction or multiple transactions combined together over a span of rolling 30 days.	11.50	48.00
Since there were no secondary transactions of equity shares of our Company during the 18 months preceding the date of filing of this Prospectus, which are equal to or more than 5% of the fully diluted paid-up share capital of our Company, the information has been disclosed for price per share of our Company based on the last five secondary transactions where Promoters / promoter group entities having the right to nominate director(s) on our Board, are a party to the transaction, not older than three years prior to the date of filing of this Prospectus irrespective of the size of the transaction.	NA	NA

\*\*Post adjustment of bonus shares

- This being the first Public Offer of our Company, there has been no formal market for the Equity Shares. The face value of the Equity Shares is ₹ 10/- each. The Issue Price of ₹ 48/- per equity share (determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page 101 of this Prospectus) should not be considered 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 or sustained trading in the Equity Shares or regarding the price at which the Equity Shares will be traded after listing.

## ISSUE PROGRAMME

### ISSUE OPENS ON: FRIDAY SEPTEMBER 29, 2023

### ISSUE CLOSES ON: THURSDAY, OCTOBER 05, 2023

## THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON SME PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED ('NSE EMERGE')

### CORRIGENDUM

#### ATTENTION:

September 29, 2023 has been declared a banking holiday on account of Public Holiday of Eid-e-Milad under Section 25 of the Negotiable Instruments Act, 1881 and it should be noted that if not a Stock Exchange Holiday.

An indicative timetable in respect of the Issue is set out below:

Event	Indicative Date
Issue Opening Date	Friday, September 29, 2023
Issue Closing Date	Thursday, October 05, 2023
Finalisation of Basis of Allotment with the Designated Stock Exchange	On or before Tuesday, October 10, 2023
Initiation of Refunds/ unblocking of funds from ASBA Account	On or before Wednesday, October 11, 2023
Credit of Equity Shares to demat account of the Allottees	On or before Wednesday, October 11, 2023
Commencement of trading of the Equity Shares on the Stock Exchange	On or before Friday, October 13, 2023

The above is to be read in conjunction with the Prospectus, Abridged Prospectus and all Issue related material shall stand modified and accordingly their references in the Prospectus stand amended pursuant to this corrigendum. All capitalized terms used in this corrigendum shall, unless the context otherwise requires, have the meaning ascribed to them in the Prospectus dated September 22, 2023 filed with the Registrar of Companies.

#### PRECAUTIONARY NOTICE TO INVESTORS

Investors are advised to read Prospectus including the Risk Factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examinations of the Issuer and this Issue, including risk factors on page 25 of the Prospectus. Specific attention of the Investors is invited to THAT ANY News/ Advertisements/ SMS/ Messages/ Articles and Videos, if any, being circulated in the digital media and/or print media, speculating about the investment opportunity in our Company's issue and about equity shares of our Company being available at premium and/or discount to the Issue Price ("Message") during the issue period IS AND/ OR WILL NOT AND/ OR has not been issued by our Company or any of our Directors, Key Managerial Personnel, Promoters, Promoter Group or Group Companies. ANY SUCH MESSAGE IN circulation is misleading & fraudulent advertisement and issued by a third party to sabotage the IPO, our Company or any of our Directors, Key Managerial Personnel, Promoters, Promoter Group or Group Companies and the intermediaries are not involved in any manner whatsoever.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see section titled "History and Corporate Structure" on page 150 of the Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section titled "Material Contracts and Documents for Inspection" on page 362 of the Prospectus.

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LISTING: The Equity Shares issued through the Prospectus are proposed to be listed on the SME Platform of National Stock Exchange of India Limited ("NSE") ("NSE Emerge"). Our Company has received an 'in-principle' approval from the NSE for the listing of the Equity Shares pursuant to letter Ref.: NSE/IST/2470 dated September 21, 2023. For the purposes of the Issue, the Designated Stock Exchange shall be National Stock Exchange of India Limited (NSE). A signed copy of the Prospectus dated September 22, 2023 has been delivered for filing to the ROC and Prospectus shall be delivered for filing to the ROC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Prospectus up to the Issue Closing Date, see section titled "Material Contracts and Documents for Inspection" on page 362 of the Prospectus.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 270 of the Prospectus

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

RISKS IN RELATION TO FIRST ISSUE: The face value of the Equity Shares is ₹ 10/- each. The Issue Price of ₹ 48/- per equity share (determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page 101 of this Prospectus) should not be considered 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 or sustained trading in the Equity Shares or 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 this Issue 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 Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue, including the risks involved. The Equity Shares issued in the 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 Prospectus. Specific attention of the investors is invited to the section "Risk Factors" beginning on page 25 of this Prospectus.

ISSUER'S ABSOLUTE RESPONSIBILITY: Our Company, having made all reasonable inquiries, accepts responsibility for and confirms that this Prospectus contains all information with regard to the Company and the Issue, which is material in the context of the Issue, that the information contained in this Prospectus is true and correct in all material aspects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes this Prospectus as a whole or any of such information or the expression of any such opinions or intentions, misleading in any material respect.

ASBA\*

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

\*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For further details check section on ASBA. Mandatory in Public Issues. No cheque will be accepted.



"ASBA has to be availed by all the Investors. UPI may be availed by Retail Individual Investors. For details on the ASBA and UPI process, please refer to the details given in ASBA form and General Information Documents and also please refer to the section "Issue Procedure" beginning on the page 287 of the Prospectus.

#### BOOK RUNNING LEAD MANAGER OF THE ISSUE



##### INDORIENT FINANCIAL SERVICES LIMITED

Address: A/501, Rustomjee Central Park, Executive Spaces, Andheri Kurla Road, Chakala, Mumbai – 400093, Maharashtra, India.; Tel No.: +91-79772 12186; E-mail: ivor@indorient.in  
Investor Grievance Email: wecare@indorient.in; Website: www.indorient.in  
Contact Person: Mr. Ivor Anil Misquith; SEBI Registration No.: INM000012661  
CIN: U67190DL1993PLC052085

#### REGISTRAR TO THE ISSUE



##### BIGSHARE SERVICES PRIVATE LIMITED

Address: S6-2, 6th Floor, Pinnacle Business Park, Mahakali Caves Road, next to Ahura Centre, Andheri East, Mumbai- 400093, Maharashtra, India; Tel No.: +91 – 22 – 6263 8200; Fax No.: +91 – 22 – 6263 8299  
E-mail: ipo@bigshareonline.com; Investor Grievance Email: investor@bigshareonline.com  
Website: www.bigshareonline.com; Contact Person: Mr. Vinayak Morbale  
SEBI Registration No: INR000001385; CIN: U99999MH1994PTC076534

#### COMPANY SECRETARY AND COMPLIANCE OFFICER OF THE ISSUER



##### MR. ABHISHEK JAIN

PLADA INFOTECH SERVICES LIMITED  
Address: Santosh A. Mishra Compound, Mograpada, Mogra Village, off. Old Nagardas Road, Andheri (East), Mumbai, Maharashtra - 400069 India.  
Tel No.: +91 8976996702  
E-mail: abhishek.jain@pladainfotech.com

AVAILABILITY OF PROSPECTUS: Investors should note that Investment in Equity Shares involves a degree of risk and are advised to refer to the Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Prospectus is available on the website of the company at www.pladainfotech.com the website of the LM to the Issue at www.indorient.in and the website of NSE Emerge at https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme\_offer respectively.

AVAILABILITY OF APPLICATION FORMS: Application forms can be obtained from the Registered Office of the Company: **Plada Infotech Services Limited**, Telephone +91 8976996702, Registered office of the LM: **Indorient Financial Services Limited**, Telephone: +91-7977212186 and at the selected locations of the Self Certified Syndicate Banks; Registered Brokers; Designated RTA Locations and Designated CDPs participating in the Issue. Bid-cum-application Forms will also be available on the websites of NSE Emerge and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

BANKER TO THE ISSUE/SPONSOR BANK: HDFC BANK LIMITED

Investors should read the Prospectus carefully, including the Risk Factors beginning on page 25 of the Prospectus before making any investment decision.

On behalf of Board of Directors  
Plada Infotech Services Limited  
Sd/-  
Shailesh Kumar Damani  
Managing Director

Place: Mumbai  
Date: September 28, 2023

Disclaimer: Plada Infotech Services Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares the Prospectus dated September 22, 2023 has been filed with the Registrar of Companies, Mumbai and thereafter with SEBI and the Stock Exchanges. The Prospectus is available on the website of NSE Emerge at https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme\_offer and is available on the websites of the LM at www.indorient.in. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Prospectus including the section titled "Risk Factors" beginning on page 25 of the Prospectus.

The Equity Shares have not been and will not be registered under the US Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, and may not be issued 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. The Equity Shares are being issued and sold outside the United States in 'offshore transactions' in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

CONCEPT



जाहीर सूचना

सदर सूचना मोठ्या प्रमाणावर जनतेला देण्यात येते की, बोरिवली न्यू रोमा सदन सीएचएसएल म्हणून ओळखल्या जाणारी सोसायटी, सिंगोली रोड लगत, राजदा नगर, बोरिवली पश्चिम, मुंबई ४०००९२ येथे स्थित, यांनी ३१.०३.२०१७ चा विकास करार रद्द/समाप्त केला आहे आणि पुरवणी करार दिनांक ०८.०५.२०२१ आणि पुर्वणी करार II दिनांक ०२/१०/२०२२ रोजी एम/एस त्रिवेणी डेव्हलपर्सोबत अंमलात आणला गेला आहे ज्याचे कार्यालय ८०७, गोल्ड क्रॅन्ट बिझनेस सेंटर, एल.टी. रोड, बोरिवली पश्चिम मुंबई-४०००९२ येथे आहे, जे विकासासाठी कायान्वित आहे. बोरिवली येथील सोसायटी जमीन एफपी १४५ टीपीएस III धारक संबंधित सीटीएस क्र. ८३९ आणि ८४० गाव बोरिवली तालुका बोरिवली मुंबई उपनगर जिल्हा (जमीन सव्हे क्र. १४१ए धारक पैकी) सिंगोली रोड, राजदा नगर, बोरिवली (पश्चिम), मुंबई ४०००९२ येथे स्थित आहे. कोणत्याही व्यक्ती त्रिवेणी डेव्हलपर्सोबत परिशिष्टाध्ये नमूद केलेल्या मिळकतीबाबत कोणताही व्यवहार करत असतील तर तो रद्दबातल मानला जाईल आणि त्यासाठी सोसायटी जबाबदार राहणार नाही. कोणत्याही व्यक्तीने कोणताही करार अंमलात आणला आहे किंवा बोरिवली न्यू रोमा सदन सीएचएसएल, ररा क्र. पी५१८००४५२८४ अंतर्गत नोंदीकृत च्या, सदर प्रस्तावित इमारतीमध्ये कोणत्याही युनिटचे किंवा फ्लॅटचे वाटप केले आहे त्यांनी सदर जाहीर सूचना जारी केल्यापासून १५ दिवसांच्या कालावधीत सोसायटीचे सचिव श्री. जवान एम. शाह, त्यांचा पत्ता ५०२, मोहन पॅलेस, टीपीएस रोड, बोरिवली पश्चिम, मुंबई ४०००९२ येथे सूचित करावे. त्यानंतर त्रिवेणी डेव्हलपर्सकडे खाते अंतिम करण्यासाठी आणि त्रिवेणी डेव्हलपर्सवर कायदेशीर कारवाई करण्यासाठी सोसायटीकडून कोणताही दावा विचारात घेतला जाणार नाही.

वर नमूद केलेल्या मिळकतीचे परिशिष्ट:

प्लॉट क्र. ७४ आणि ७५ धारक, भोजमापित ६५९.२० चौरस मीटरस किंवा जवळपासचे, "बोरिवली न्यू रोमा सदन को-ऑपरेटिव्ह हाऊसिंग सोसायटी लिमिटेड" इमारत येथे स्थित जमीनीचे ते सर्व भाग आणि विभाग, अंतिम प्लॉट क्र. १३९ आणि १४० आता बोरिवलीच्या टाउन प्लॅनिंग स्कीम III चा अंतिम प्लॉट क्र. १४५ धारक असलेला सीटीएस क्र. ८३९ आणि ८४० (जमीन सव्हे क्र. १४१ ए धारक) शी संबंधित सिंगोली रोड, राजदा नगर, फॅन्टरी लेन, बोरिवली (पश्चिम), मुंबई- ४०००९२, बोरिवली मुंबईच्या नोंदीत उल्लिखित.

करिता आणि वतीने

बोरिवली न्यू रोमा सदन सीएचएस लि.

सही/- अध्यक्ष/सचिव

ठिकाण: मुंबई

दिनांक: २७/०९/२०२३

PUBLIC NOTICE

Notice is hereby given to the public at large that our clients are investigating the title of MRS. ARMAITY SORAB POCHKHANAWALA in respect of the premises more particularly described in the Schedule hereunder written ("the said Premises"). All person or persons having any share, right, title, interest or claim against or in respect of the said Premises or part thereof by way of inheritance, possession, assignment, gift, lease, license, tenancy, lien, charge, trust, maintenance, easement, sale, transfer, mortgage, exchange, loans, advances, injunction or under any decree, order or award by any Court of Law, Tribunal, Revenue or Statutory Authority or arbitration or under any Memorandum of Understanding/ Agreement/ Deed/ Power of Attorney, whether agitated in any litigation or otherwise or any other right or interest whatsoever, by virtue of any of the aforesaid or otherwise, are hereby required to make the same known in writing together with documentary proof in support thereof to the undersigned at the office address given below, within 7 (seven) days from the date of publication of this notice. Also take note that if no claim is made, our clients shall proceed to conclude the proposed transaction and any such purported claim or right or interest in the said Premises, shall be deemed to have been waived for all intents and purposes and not be binding on our clients.

THE SCHEDULE ABOVE REFERRED TO

Flat No. 3B, admeasuring approximately 2000 sq. ft., situated on the 3rd Floor of the building known as "Saker Apartments", situate at 71, Sir Pochkhanawala Road, Worli, Mumbai 400 030, and together with 1 (one) covered car parking space bearing No. 18, situate on the Ground Floor of the said Building, lying being and situate on all that piece and parcel of leasehold land, being a portion of Plot No. 71 of the Worli Estate, bearing C.S. No. 793 of Worli Division, in the Registration District and Sub District of Mumbai.

Dated this 27th day of September 2023

Mr. Chirag Sancheti

Partner

M/s. Bulwark Solicitors 305/ 307, Venkatesh Chambers, Ghanshyam Talwatkar Marg, Fort, Mumbai – 400 001

जाहीर सूचना

तमाम जनसे या जाहीर सूचने द्वारे कळविण्यात येते की जिल्हा व तुकडी धारक, पोट तुकडी व तालुका वसई, मोठा चंद्रपडा येथील स. न. १४७/२३, क्षेत्र ०-१०-४० (हे.आर), आकार र. १=६९पै (ज्यास यापुढे संशिलेसाठी "सदर मिळकत" म्हणून संबोधण्यात यावे) ही मिळकत माझे अशोल गिरजा विष्णू, म्हात्रे, यांच्या मालकी काबजेवाटीची आहे. सदरहू जमिनीची मालकी तपासून तसे मालकी हक्काबाबतचे प्रमाणपत्र जमीन मालकाना द्यावयाचे आहे. तरीही कुणा इसमांचा, कंपनी, संस्था यांचा सदर मिळकतीवर कोणत्याही प्रकारचा हक्क जसे की, बक्षीस, खेरीदी, गृहण, दान, हक्कसोड, कुळ, वहिवाट व अन्य कोणत्या ही प्रकारचा हक्क अधिकार असल्यास तो त्यांनी खालील निग्राव्यक्षरी करणार यांना त्यांचे आक्षेप लेखी स्वरुपात ही सूचना प्रसिद्ध झाल्या पासून १४ दिवसांच्या अंत कळवावे. सदरहू कालावधीत मुदतीत कोणताही आक्षेप अथवा हरकत प्राप्त न झाल्यास ती हरकतसोडून दिली आहे व आक्षेप दूर सारला आहे असे समजून जमीन मालकाना मालकी हक्काचे प्रमाणपत्र देण्यात येईल व पुढे कोणाचीही हरकत विचारात घेतली जाणार नाही याची सर्वांनी नोंद घ्यावी. कळावे,

सही/-

वकील टी. एन. कळवंडकर

कार्यालयीन पता : - सदरनिका क्र. ५/१, लठ मजला, सेहल पार्क सोस, वसई न्यायालयाच्या बाजुला, वसई (प), त.न.-सई, जि.-पालघर, पिन - ४०१२०१.ध्रमणध्वनी-९२२६८९६४५५

ठिकाण: वसई

दिनांक: २७/०९/२०२३

जाहीर सूचना

सूचना सर्व संबंधितांना याद्वारे देण्यात येते कि, माझे अशोल श्रीमती हर्षाबिन जगदीश पटेल हे प्लॉट क्र. ५५०, रोड क्र.आर एस सी. ५९, सेक्टर-५, चारकोप, कांदिवली (पश्चिम), मुंबई- ४०० ०६७ येथील चारकोप (१) भागपलकशी सहकारी गृहनिर्माण संस्था मर्यादित मधील खोली क्र. अ-१९ चे मालक आहेत आणि त्यांनी सदर खोली सभाव्य खरेदीदार यांना विकण्यास सहमती दर्शविली आहे. हे देखील लक्षात घ्या कि, म्हाडाद्वारे मूळ वाटपपत्र श्री मिलिंद केशव जोशी यांच्या नावावर जारी केलेले सदर खोलीशी संबंधित वाटपपत्र माझ्या अशिलाकडून हरवले/ गहाळ झाले आहे. कोणतीही व्यक्ती/बँक/आर्थिक संस्था इ. ज्यांना या खोलीशी संबंधित विक्री, गहाण, भाडेपट्टा, धारणाधिकार, भेटवस्तू, भाडेकरू, मालकी इत्यादीद्वारे कोणतेही अधिकार, नामाधिकार किंवा हितसंबंध असल्यास तर ते समर्थनीय दस्तऐवजांसह सदर सूचनेच्या प्रसिद्धीपासून १४ (चौदा) दिवसांचा घेता घराटोराधारत रा अथोव्याक्षरकाराना लेखी कळवावे, कसूर केल्यास असा कोणताही दावा अस्तित्वात नाही किंवा माफ केला गेला आहे असे मानले जाईल आणि अशा दाय्याचा संदर्भ न घेता विक्री/ खरेदीचा व्यवहार पूर्ण केला जाईल.

सही/-

राजेंद्र भी. गायकवाड

वकील, उच्च न्यायालय

रूम क्र. डी-४६, मिलाप सोसायटी,

प्लॉट क्र.८८३, सेक्टर-९, चारकोप,

कांदिवली (प), मुंबई - ४०० ०६७.

ठिकाण: मुंबई

दिनांक: २७/०९/२०२३

जाहिर नोटीस

तमाम लोकास कळविण्यात येते की, आमचे पक्षकार श्री शांताराम दामोदर पाटील यांनी गाव मौजे डोंगरी, ता. व जि. ठाणे येथील त्यांची मिळकत सर्व क्र. २०१ (जुना) म्हणजेच ११ (नवीन) हिस्सा क्र. २ क्षेत्रफल २६०० चौ. मी. व सर्व क्र. २०१ (जुना) म्हणजेच ११ (नवीन) हिस्सा क्र. ६ क्षेत्रफल १५०० चौ. मी. श्री राजेश करोडीया व इतर यांच्या गाव मौजे डोंगरी, ता. व जि. ठाणे येथील त्यांची मिळकत सर्व क्र. २०१ (जुना) म्हणजेच ११ (नवीन) हिस्सा क्र. ११ क्षेत्रफल २००० चौ. मी. व सर्व क्र. ८ (जुना) म्हणजेच १६ (नवीन) हिस्सा क्र. १/१ क्षेत्रफल २३०० चौ. मी. यांची अदला बदल (Deed of Exchange) करून घेण्याचे ठरवले आहे. तरी सदर व्यवहारास कोणाची हरकत असल्यास अथवा सदर मिळकती वरती कोणाही व्यक्तीचा अथवा संस्थेचा कोणत्याही प्रकारचा हक्क, अधिकार, हितसंबंध असल्यास त्यांनी आपली हरकत योग्य त्या पुराव्यानिशी आज पासून १५ दिवसाचे आत खाली दिलेल्या पत्त्यावर नोंदवावी. अन्यथा सदर मिळकतीवर इतर कोणाचाही अधिकार अथवा हितसंबंध नाही व असल्यास तो सोडून दिला आहे असे समजून सदर व्यवहार पूर्ण केला जाईल व मुदतीनंतर आलेल्या हरकतीचा विचार केला जाणार नाही याची सर्व संबंधितांनी नोंद घ्यावी.

आपला विश्वासू

अॅड. आदरश ही पटेल

पत्ता : २०२, रघुनाथ स्वयंसेवक शी मार्ट जवळ,

भाईरवा (प) वा. जि. ठाणे ४०१ १०१

जाहीर नोटीस


सर्व जनतेस हया नोटीसीने कळविण्यात येते की, गाव मौजे - बाणणे, तलाठी सजा चंद्रपाडा, ता. वसई, जि. पालघर येथील स.नं. ७० / क / प्लॉट नं. ६, क्षेत्र ८.१५.८० हे.आर./वो.मी., आकार ८२.०० रू. पै., हि मिळकत पिनार्किन चंदुलाल शाह, रा. १४०२, अग्रवाल रेसिडन्सी, शंकर लेन, कांदिवली प., मु. ४०००६७ व चंद्रेश चंदुलाल शाह, रा. १४०३, अग्रवाल रेसिडन्सी, शंकर लेन, कांदिवली प., मु. ४०००६७ यांचे सामाईक मालकी व कब्जेवहिवाटी आहे. सदर मिळकत विकसित करावयाची असून, त्या अनुषंगाने वसई-विरार शहर महानगरपालिका यांचेकडून बांधकाम परवानगी व इतर आवश्यक त्या रितीसर परवानग्या मिळविण्याची प्रक्रिया सुरू आहे. तरी कोणाही व्यक्ती अथवा संस्थेकडे सदर मिळकत विकसित करावयाची असून, त्या विक्री, साठेखत, कुळमुख्यापासून, अदलाबदल, गहाण, दान, बक्षीसपत्र, लिजवेंडसी, करारनामा, समझौता करार, वारसा, वहीवट, विश्वस्त, कुळाकर, वा विकसनाच्या दृष्टीने विधिग्राह्य ठरेल असा लेखी हरकत घेण्यासारखा पुरावा असेल किंवा अन्य हक्क, हितसंबंध असल्यास सदर नोटीस प्रसिद्ध झालेपासून १४ दिवसांच्या आत सर्व लेखी, कायदेशिर पुराव्यांसहित आपली हरकत आमचे कार्यालय ऑफिस नं. २, सुप्रिम बिल्डींग, डामे टॉवरच्या मागे, प्रतापओव्हर ब्रिज जवळ, नातासोपारा (प.), ४०१ २०३, येथे सादर करावी.

रिना सुनिल रॉडीज्ज

(वकील उच्च न्यायालय)

दिनांक: २७/०९/२०२३

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# PLADA INFOTECH SERVICES LIMITED

Our Company was originally incorporated as "Plada Infotech Services Private Limited" as a private limited company under the provision of Companies Act, 1956 pursuant to a Certificate of Incorporation dated October 23, 2010 bearing registration number 209364 issued by Registrar of Companies, Mumbai. Thereafter, our Company was converted into a Public Limited Company and consequently the name of our Company was changed from "Plada Infotech Services Private Limited" to "Plada Infotech Services Limited" vide a fresh certificate of incorporation dated May 11, 2023 issued by the Registrar of Companies. The Corporate Identification Number of our Company is: U72900MH2010PLC209364. For further details please refer to section titled "History and Corporate Structure" beginning on page 150 of the Prospectus dated September 22, 2023, filed with Registrar of Companies (ROC).

Registered office: Santosh A. Mishra Compound, Mograpada, Mogra Village, off. Old Nagardas Road, Andheri (East), Mumbai, Maharashtra - 400069, India. Tel: +91 8976996702; E-mail: Abhishek.jain@pladainfotech.com;

Website: https://pladainfotech.com/; CIN: U72900MH2010PLC209364; Contact Person: Mr. Abhishek Jain, Company Secretary and Compliance Officer



(Please scan this QR Code to view the RHP and Abridged Prospectus)

## OUR PROMOTERS: MR. SHAILESH KUMAR DAMANI AND MR. ANILMAHENDRA KOTAK

### THE ISSUE

INITIAL PUBLIC OFFER OF UPTO 25,74,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF PLADA INFOTECH SERVICES LIMITED ("OUR COMPANY" OR "PLADA" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ 1,235.52 LAKHS ("PUBLIC ISSUE") OUT OF WHICH 1,29,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 61.92 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 24,45,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, AT AN ISSUE PRICE OF ₹ 48/- PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ 1,173.60 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE ₹ 1,235.52 LAKHS AND ₹ 1,173.60 LAKHS RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THIS ISSUE IS BEING MADE IN TERMS OF REGULATION 229 AND 253(2) OF CHAPTER IX OF THE SEBI (CDR REGULATIONS AS AMENDED READ WITH RULE 19(2)(b)(i) OF SCRR AS AMENDED. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET ISSUE TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATIONS 253(2) OF THE SEBI (CDR REGULATIONS. (For further details please see section titled "the Issue" beginning on page 49 of the Prospectus). A copy of Prospectus is delivered for filing to the Registrar of Companies as required under section 28(4) of the Companies Act, 2013.)

For further details, please refer the section "Issue Procedure" on page 287 of the Prospectus.

## FIXED PRICE ISSUE AT ₹ 48/- PER EQUITY SHARE

THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10/- EACH AND THE ISSUE IS 4.8 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

THE APPLICATION MUST BE FOR A MINIMUM OF 3,000 EQUITY SHARES AND IN MULTIPLES OF 3,000 EQUITY SHARES THEREAFTER. FOR FURTHER DETAILS PLEASE REFER TO SECTION ISSUE STRUCTURE BEGINNING ON PAGE 284 OF THE PROSPECTUS.

### Risk to Investors:

- Our failure to perform in accordance with the standards prescribed in our client contracts could result in loss of business or payment of liquidated damages.
- Uncertainty of Client Commitment and Potential Contract Termination.
- The merchant banker associated with this issue has handled only 2 public issues in the past out of which 1 issue has closed below issue price on listing date.
- Average cost of acquisition of the Promoters :

Sr. No.	Name	No. of Shares	Average Cost of Acquisition
1	Shailesh Kumar Damani	50,70,394	0.02
2	Anil Mahendra Kotak	3,00,000	0.02

And the issue price is INR 48.00 per equity share.

- The Price Earnings ratio based on diluted EPS for Fiscal 2023 for the Company is 12.31
- Weighted Average Return on Networth for Fiscal 2023, 2022 and 2021 is 25.28%
- The Weighted average cost of acquisition compared to issue price:

Types of Transaction	Weighted average cost of acquisition (₹ per Equity Shares)	Issue price* (i.e. ₹ 48)
WACA of Primary Issuance (excluding for shares issued pursuant to ESOP and bonus issue) (exceeding 5% of the pre issue fully diluted paid-up share capital during the 18 months preceding the date of Prospectus) in a single transaction or multiple transactions combined together over a span of rolling 30 days.	NA	NA

### Types of Transaction

WACA of Secondary Sale/ acquisition (excluding gifts) (exceeding 5% of the pre issue fully diluted paid-up share capital during the 18 months preceding the date of Prospectus) in a single transaction or multiple transactions combined together over a span of rolling 30 days.

Since there were no secondary transactions of equity shares of our Company during the 18 months preceding the date of filing of this Prospectus, which are equal to or more than 5% of the fully diluted paid-up share capital of our Company, the information has been disclosed for price per share of our Company based on the last five secondary transactions where Promoters / promoter group entities having the right to nominate director(s) on our Board, are a party to the transaction, not older than three years prior to the date of filing of this Prospectus irrespective of the size of the transaction.

**\*\*Post adjustment of bonus shares**

- This being the first Public Offer of our Company, there has been no formal market for the Equity Shares. The face value of the Equity Shares is ₹ 10/- each. The Issue Price of ₹ 48/- per equity share (determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page 101 of this Prospectus) should not be considered 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 or sustained trading in the Equity Shares or regarding the price at which the Equity Shares will be traded after listing.

## ISSUE PROGRAMME

## ISSUE OPENS ON: FRIDAY, SEPTEMBER 29, 2023

## ISSUE CLOSING ON: WEDNESDAY, OCTOBER 4, 2023

### THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON SME PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED ('NSE EMERGE')

**CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS:** For information on the main objects and other objects of our Company, see section titled "History and Corporate Structure" on page 150 of the Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section titled "Material Contracts and Documents for Inspection" on page 362 of the Prospectus.

**AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE:** The Authorized share Capital of the Company is ₹ 100,000,000/- (Rupees Ten Crore only) divided into 10,000,000 (One Crore) equity shares of ₹ 10/- each. The issued, subscribed and paid-up share capital of the Company before the issue is ₹ 60,000,000/- (Rupees Six Crore only) divided into 6,000,000 (Sixty Lakhs) Equity Shares of ₹ 10/- each. Proposed Post Issue Paid-up Share Capital: ₹ 85,740,000 (Rupees Eighty Five Lakh Seventy Four Thousand and only) divided into 8,574,000 (Rupees Eighty Five Lakh Seventy Four Thousand and only) Equity Shares of ₹ 10/- each. For details of the Capital Structure, see section titled "Capital Structure" on the page 65 of the Prospectus.

**NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM:** Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association of our Company, Shaileshkumar Damani with 5,000 Equity Shares and Venu Yutukuru with 5,000 Equity Shares aggregating to 10,000 Equity Shares of ₹ 10/- each. Details of the main objects of the Company as contained in the Memorandum of Association, see section titled "History and Corporate Structure" on page 150 of the Prospectus. For details of the share capital and capital structure of the Company see section titled "Capital Structure" on page 65 of the Prospectus.

**LISTING:** The Equity Shares issued through the Prospectus are proposed to be listed on the SME Platform of National Stock Exchange of India Limited ("NSE") ("NSE Emerge") Our Company has received an "in-principle" approval from the NSE for the listing of the Equity Shares pursuant to letter Ref.: NSE/LIST/2470 dated September 21, 2023. For the purposes of the Issue, the Designated Stock Exchange shall be National Stock Exchange of India Limited (NSE). A signed copy of the Prospectus dated September 22, 2023 has been delivered for filing to the ROC and Prospectus shall be delivered for filing to the ROC in accordance with Section 26(4) of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the Prospectus up to the Issue Closing Date, see section titled "Material Contracts and Documents for Inspection" on page 362 of the Prospectus.

**DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"):** Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. The Prospectus has been filed with SEBI. In terms of the SEBI Regulations, the SEBI shall not issue any observation on the Offer Document. Hence there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire Disclaimer Clause of SEBI beginning on page 270 of the Prospectus


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

**RISKS IN RELATION TO FIRST ISSUE:** The face value of the Equity Shares is ₹ 10/- each. The Issue Price of ₹ 48/- per equity share (determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page 101 of this Prospectus) should not be considered 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 or sustained trading in the Equity Shares or 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 this Issue 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 Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue, including the risks involved. The Equity Shares issued in the 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 Prospectus. Specific attention of the investors is invited to the section "Risk Factors" beginning on page 25 of this Prospectus.

**ISSUER'S ABSOLUTE RESPONSIBILITY:** Our Company, having made all reasonable inquiries, accepts responsibility for and confirms that this Prospectus contains all information with regard to the Company and the Issue, which is material in the context of the Issue, that the information contained in this Prospectus is true and correct in all material aspects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes this Prospectus as a whole or any of such information or the expression of any such opinions or intentions, misleading in any material respect.

## ASBA\*






UNIFIED PAYMENTS INTERFACE

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

\*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For further details check section on ASBA. Mandatory in Public Issues. No cheque will be accepted.

"ASBA has to be availed by all the Investors. UPI may be availed by Retail Individual Investors. For details on the ASBA and UPI process, please refer to the details given in ASBA form and General Information Documents and also please refer to the section "Issue Procedure" beginning on the page 287 of the Prospectus.

BOOK RUNNING LEAD MANAGER OF THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER OF THE ISSUER
 <p><b>INDORIENT FINANCIAL SERVICES LIMITED</b> Address: A/501, Rustumjee Central Park, Executive Spaces, Andheri Kurla Road, Chakala, Mumbai – 400093, Maharashtra, India; Tel No.: +91-79772 12186; E-mail: ivor@indorient.in Investor Grievance Email: wecare@indorient.in; Website: www.indorient.in Contact Person: Mr. Ivor Anil Misquith; SEBI Registration No.: INM000012661 CIN: U67190DL1993PLC052085</p>	 <p><b>BIGSHARE SERVICES PRIVATE LIMITED</b> Address: S6-2, 6th Floor, Pinnacle Business Park, Mahakali Caves Road, next to Ahura Centre, Andheri East, Mumbai- 400093, Maharashtra, India; Tel No.: +91 – 22 – 6263 8200; Fax No.: +91 – 22 – 6263 8299 E-mail: ipo@bigshareonline.com; Investor Grievance Email: investor@bigshareonline.com Website: www.bigshareonline.com; Contact Person: Mr. Vinayak Morbale SEBI Registration No.: INR000001385; CIN: U99999MH1994PTC076534</p>	 <p><b>MR. ABHISHEK JAIN</b> PLADA INFOTECH SERVICES LIMITED Address: Santosh A. Mishra Compound, Mograpada, Mogra Village, off. Old Nagardas Road, Andheri (East), Mumbai, Maharashtra - 400069 India. Tel No.: +91 8976996702 E-mail: abhishek.jain@pladainfotech.com</p>

**AVAILABILITY OF PROSPECTUS:** Investors should note that Investment in Equity Shares involves a degree of risk and are advised to refer to the Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Prospectus is available on the website of the company at [www.pladainfotech.com](http://www.pladainfotech.com) the website of the LM to the Issue at [www.indorient.in](http://www.indorient.in) and the website of NSE Emerge at [https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme\\_offer](https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme_offer) respectively.

**AVAILABILITY OF APPLICATION FORMS:** Application forms can be obtained from the Registered Office of the Company: **Plada Infotech Services Limited**, Telephone +91 8976996702, Registered office of the LM: **Indorient Financial Services Limited**, Telephone: +91-7977212186 and at the selected locations of the Self Certified Syndicate Banks; Registered Brokers; Designated RTA Locations and Designated CDPs participating in the Issue. Bid-cum-application Forms will also be available on the websites of NSE Emerge and the designated branches of SCBSs, the list of which is available at websites of the stock exchanges and SEBI.

**BANKER TO THE ISSUE/SPONSOR BANK:** HDFC BANK LIMITED

Investors should read the Prospectus carefully, including the Risk Factors beginning on page 25 of the Prospectus before making any investment decision.

Place: Mumbai  
Date: September 26, 2023

**Disclaimer:** Plada Infotech Services Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares the Prospectus dated September 22, 2023 has been filed with the Registrar of Companies, Mumbai and thereafter with SEBI and the Stock Exchanges. The Prospectus is available on the website of NSE Emerge at [https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme\\_offer](https://www.nseindia.com/companies-listing/corporate-filings-offer-documents#sme_offer) and is available on the websites of the LM at [www.indorient.in](http://www.indorient.in). Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the Prospectus including the section titled "Risk Factors" beginning on page 25 of the Prospectus.

The Equity Shares have not been and will not be registered under the US Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States, and unless so registered, and may not be issued 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. The Equity Shares are being issued and sold outside the United States in "offshore transactions" in reliance on Regulation "S" under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.

On behalf of Board of Directors  
Plada Infotech Services Limited  
Sd/-  
Shailesh Kumar Damani  
Managing Director

CONCEPT