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(Please scan the QR to view the Red Herring Prospectus)



PRIME CABLE INDUSTRIES LIMITED

CIN: U31905DL2008PLC177989

Our Company was incorporated as a private limited company in the name and style of "RC Cable Private Limited" under the provisions of the Companies Act, 1956 vide certificate of incorporation dated May 12, 2008 issued by Registrar of Companies, National Capital Territory of Delhi and Haryana. Later effective from April 1, 2009, our Company took over the business of proprietorship concern of one of our Promoter Purshotam Singla, namely M/s. Prime Cable Industries as per the business transfer agreement dated March 27, 2009 on a going concern basis. Further, the name of our Company was changed to "Prime Cable Industries Private Limited" and a fresh certificate of incorporation dated February 22, 2019 was issued by Registrar of Companies, Delhi. Subsequently, our Company was converted into a public limited company and the name of our Company was changed from "Prime Cable Industries Private Limited" to "Prime Cable Industries Limited" and a fresh certificate of incorporation was issued on December 18, 2024 by the Registrar of Companies, Central Processing Centre. The Corporate Identity Number of our Company is U31905DL2008PLC177989. For details of change in name and the registered office of our Company, see "History and Certain Other Corporate Matters" on page 236 of the Red Herring Prospectus ("RHP") filed with Registrar of Companies, Delhi & Haryana at Delhi ("RoC").

Registered Office: E- 894, DSIDC Industrial Area, Narela, Delhi-110040;
Corporate Office: Flat No 249 Ground Floor, KD Block Pitampura, Rani Bagh, Northwest Delhi, Delhi-110034, India
Contact Person: Vandana, Company Secretary and Compliance Officer **Tel. No.:** 011-45611750; **E-mail:** compliance@primecabindia.com; **Website:** www.primecabindia.com

PROMOTERS OF OUR COMPANY: PURSHOTAM SINGLA, NAMAN SINGLA, NIKUNJ SINGLA, VIJAY LAKSHMI SINGLA AND SHREYA JHALANI SINGLA.

INITIAL PUBLIC OFFER OF UP TO [•] EQUITY SHARES OF FACE VALUE OF ₹ 5 EACH ("EQUITY SHARES") OF OUR COMPANY AT AN OFFER PRICE OF ₹ [•] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [•] PER EQUITY SHARE) FOR CASH, AGGREGATING UPTO ₹ 4001.26 LAKHS ("OFFER") COMPRISING A FRESH ISSUE OF [•] EQUITY SHARES AGGREGATING UPTO ₹ 3,501.94 LAKHS (THE " FRESH ISSUE") AND AN OFFER FOR SALE OF [•] EQUITY SHARES BY PURSHOTAM SINGLA ("THE SELLING SHAREHOLDER" OR "PROMOTER SELLING SHAREHOLDER") ("OFFER FOR SALE") AGGREGATING UPTO ₹ 499.32 LAKHS, OUT OF WHICH [•] EQUITY SHARES OF FACE VALUE OF ₹ 5 EACH, AT AN OFFER PRICE OF ₹ [•] PER EQUITY SHARE FOR CASH, AGGREGATING ₹ 200.53 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE OFFER (THE "MARKET MAKER RESERVATION PORTION"). THE OFFER LESS MARKET MAKER RESERVATION PORTION I.E. OFFER OF [•] EQUITY SHARES OF FACE VALUE OF ₹ 5 EACH, AT AN OFFER PRICE OF ₹ [•] PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ 3,800.74 LAKHS IS HEREINAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND NET OFFER WILL CONSTITUTE [•] % AND [•] % RESPECTIVELY OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

DETAILS OF THE SELLING SHAREHOLDERS, OFFER FOR SALE AND WEIGHTED AVERAGE COST OF ACQUISITION:			
NAME OF THE SELLING SHAREHOLDER	TYPE	NUMBER OF EQUITY SHARES OFFERED/AMOUNT	WEIGHTED AVERAGE COST OF ACQUISITION# (IN ₹ PER EQUITY SHARE)
Purshotam Singla	Promoter Selling Shareholder	Upto [•] equity shares of face value of ₹5 each aggregating upto ₹ 499.32 Lakhs	0.45

PRICE BAND: ₹ 78/- TO ₹ 83/- PER EQUITY SHARE OF FACE VALUE ₹ 5 EACH
THE FLOOR PRICE IS 15.6 TIMES OF THE FACE VALUE OF THE EQUITY SHARES AND THE CAP PRICE IS 16.6 TIMES OF THE FACE VALUE OF THE EQUITY SHARES
BIDS CAN BE MADE FOR MINIMUM OF 1,600 EQUITY SHARES AND IN MULTIPLES OF 1,600 EQUITY SHARES THEREAFTER.
THE PRICE TO EARNINGS "P/E" RATIO BASED ON DILUTED EPS FOR FISCAL 2025 AT THE LOWER END OF
THE PRICE BAND (i.e. FLOOR PRICE) IS 14.28 TIMES AND AT THE UPPER END OF THE PRICE BAND (i.e. CAP PRICE) IS 15.20 TIMES
AS COMPARED TO THE AVERAGE INDUSTRY PEER GROUP P/E RATIO OF 23.60 TIMES FOR FISCAL 2025

OFFER PROGRAMME

ANCHOR INVESTOR BIDDING DATE: FRIDAY, SEPTEMBER 19, 2025

BID/OFFER OPENS ON: MONDAY, SEPTEMBER 22, 2025

BID/ OFFER CLOSES ON: WEDNESDAY, SEPTEMBER 24, 2025 ^

**Our Company may, in consultation with the Book Running Lead Manager, consider participation by Anchor Investors in accordance with the SEBI ICDR Regulations. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid/Offer Opening Date.*
^ UPI mandate end time and date shall be at 5:00 p.m. on the Bid/Offer Closing Date.
Our Company has been engaged in the manufacturing and sale of cables and wires for the past 17 years. We manufacture low voltage (up to 1.1 KV) control cables, power cables, aerial bunch cables, instrumentation cables, housing/building wires and conductors catering to several institutions which includes EPC players, electricity boards, public sector undertakings responsible for generation, transmission and distribution of power (transmission, distribution and generation), oil & gas, mining, steel, real estate, electric panel builders, etc.
THE OFFER IS BEING MADE THROUGH THE BOOK BUILDING PROCESS, IN TERMS OF REGULATION 229(2) OF THE SEBI ICDR REGULATIONS
THIS ISSUE IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 ("SEBI ICDR REGULATIONS") (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED (NSE EMERGE)
THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON EMERGE PLATFORM OF NSE LIMITED ('NSE Emerge'). NSE LIMITED SHALL BE THE DESIGNATED STOCK EXCHANGE.

ALLOCATION OF THE OFFER	
• QIB PORTION: NOT MORE THAN 50% OF NET OFFER	• NON-INSTITUTIONAL PORTION: NOT LESS THAN 15% OF NET OFFER
• INDIVIDUAL BIDDER PORTION: NOT LESS THAN 35% OF NET OFFER	• MARKET MAKER PORTION: Up to 2,41,600 EQUITY SHARES

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE OFFER, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE OFFER AVAILABLE IN ANY MANNER.
IN RELATION TO THE PRICE BAND, POTENTIAL INVESTORS SHOULD ONLY REFER TO THIS PRICE BAND ADVERTISEMENT FOR THE OFFER AND SHOULD NOT RELY ON ANY MEDIA ARTICLES/ REPORTS IN RELATION TO THE VALUATION OF OUR COMPANY.
In accordance with the Recommendation Of the Independent Directors of the Company, pursuant to their resolution dated September 15, 2025 the above provided price is justified based on quantitative factors/KPIs disclosed in the chapter "**Basis for Offer Price**" beginning on page 116 of the Red Herring Prospectus vis-a vis the weighted average cost of acquisition(WACA) of primary and secondary transaction as applicable and disclosed in in the chapter "**Basis for Offer Price**" beginning on page 116 of the Red Herring Prospectus and provided below in this advertisement.

RISK TO INVESTORS:
Summary description of key risk factor based on materiality:
1. We depend on the success of our relationships with our customers, specially Government entities and the contracts with such entities are typically awarded to us on satisfaction of prescribed pre-qualification criteria and following a competitive bidding process. We derive a significant portion of our revenue from Government entities directly or through EPC contractors and we do not have long term contracts with these customers. If one or more of such customers choose not to source their requirements from us, our business, financial condition and results of operations may be adversely affected.
2. We rely substantially on our top 10 suppliers of raw materials used in our manufacturing processes. Any shortages, delay or disruption in the supply of the raw materials we use in our manufacturing process may have a material adverse effect on our business, financial condition, results of operations and cash flows.
3. Any increase or fluctuations in the raw material prices may adversely impact the pricing and supply of our products and have an adverse effect on our business, financial condition, results of operations and cash flows.
4. Our business is dependant and will continue to depend on our Manufacturing Units. Any disruption, breakdown or shutdown of our Manufacturing Units may have a material adverse effect on our business, financial condition, results of operations and cash flows.
5. Our Company does not own the premises in which our registered office, corporate office, manufacturing units and our warehouse are located and the same are on lease arrangement. Any termination of such lease/license and/or non-renewal thereof and attachment by property owner could adversely affect our operations.
6. We generate our major portion of sales from our operations in certain geographical regions especially Bihar, Uttar Pradesh, Madhya Pradesh and Karnataka. Any adverse developments affecting our operations in these regions could have an adverse impact on our revenue and results of operations.
7. As of March 31, 2025, our debt-to-equity ratio is significantly high at 2.63. We have availed a substantial debt amounting to ₹ 5,283.91 as of August 31, 2025. Any inability to service this debt or adhere to the covenants stipulated in our financing agreements could materially and adversely impact our business operations, financial condition, and overall performance.
8. Any changes in international trade policies and increased trade tariffs including possibility of economic or trade sanctions by the U.S. could adversely affect our business, financial condition and results of operations.
9. Some of the immediate relatives of our Promoters, who are deemed to be a part of the Promoter Group under SEBI ICDR Regulations have not provided consent, information or any confirmations or undertakings pertaining to themselves which are required to be disclosed in relation to a member of the Promoter Group in the Red Herring Prospectus.

10. We operate in a labor-intensive industry and are subject to stringent labor laws and any strike, work stoppage or increased wage demand by our employees or any other kind of disputes with our employees could adversely affect our business, financial condition, results of operations and cash flows.
For further details, see "Risk Factor" on page 28 of the RHP:

Other Risks:

11. WEIGHTED AVERAGE COST OF ACQUISITION OF ALL SHARES TRANSACTED IN THE THREE YEARS, 18 MONTHS AND ONE YEAR PRECEDING THE DATE OF THIS RED HERRING PROSPECTUS

Period	Weighted Average Cost of Acquisition (in ₹)*	Floor Price is 'X' times the Weighted Average Cost of Acquisition	Cap Price is 'X' times the Weighted Average Cost of Acquisition	Range of acquisition price: Lowest Price - Highest Price (in ₹)*
Last 1 year	60.93	1.28	1.36	1.59 – 74.60
Last 18 months	60.93	1.28	1.36	1.59 - 74.60
Last 3 years	60.93	1.28	1.36	1.59 - 74.60

**As certified by Mittal Goel & Associates, Statutory Auditor of our Company pursuant to their certificate dated September 14, 2025*

12. Weighted Average Return on Net Worth for past three Fiscals i.e. 2025, 2024 and 2023 is 44.59%.

13. The Price/Earnings Ratio based on diluted EPS for Financial Year 2025 for our Company at the upper end of the Price band is as high 15.20 times as compared to the Average Industry Peer Group P/E Ratio of 23.60 times for fiscal 2025.

14. Average cost of acquisition of Equity Shares of our Promoters:
The average cost of acquisition per Equity Share to our Promoters and the Selling Shareholder as on the date of the Red Herring Prospectus is:

Name of Promoter and Selling Shareholder	Number of Equity Shares	Average Cost of Acquisition (In ₹ per Equity Share)*
Purshotam Singla#	7,290,922	0.45
Naman Singla	1,944,030	1.33
Nikunj Singla	1,945,306	1.85
Vijay Lakshmi Singla	1,332,204	0.45
Shreya Jhalani Singla	22,000	1.59

#Also acting as a Selling Shareholder
**As certified by Juneja Associates, Independent Chartered Accountants by way of their certificate dated September 15, 2025.*

BASIS FOR ISSUE PRICE

Price Band/ Offer Price as be determined by our Company in consultation with the Book Running Lead Manager on the basis of the assessment of market demand for the Equity Shares through the Book Building Process and on the basis of the qualitative and quantitative factors as described in this section. The face value of the Equity Shares is ₹ 5 each and the Offer Price is 15.6 times of the face value at the lower end of the Price Band and 16.6 times of the face value at the upper end of the Price Band. For the purpose of making an informed investment decision, the Bidders should also refer the sections "Risk Factors", "Our Business", "Financial Information" and Management's Discussion and Analysis of Financial Condition and Results of Operations on pages 28, 191, 267 and 270 respectively.

Qualitative Factors:

Some of the qualitative factors and our strengths which form the basis for the Offer Price are:

- Long standing relationships with distinguished clientele leading to recurring business;
- Vendor Approvals & established Bid-Qualification Requirements (BQR) for Government Tenders;
- Stringent quality measures and adherence to quality standards;
- Experienced and Committed Management Team;
- Unique positioning in the Cables & Wires Market.

For further details, see "Risk Factors" and "Our Business" on pages 28 and 191, respectively of the Red Herring Prospectus.

Quantitative Factors:

1. Some of the quantitative factors which may form the basis for computing the Cap Price are as follows:

Period	Basic EPS (in ₹)	Diluted EPS (in ₹)	Weight
Year ended March 31, 2025	5.46	5.46	3
Year ended March 31, 2024	1.30	1.30	2
Year ended March 31, 2023	0.09	0.09	1
Weighted Average	2.98	2.98	

Note:

- Basic and diluted earnings/ (loss) per equity share: Basic and diluted earnings per equity share are computed in accordance with Accounting Standard 20 – "Earnings per Share" issued by the Institute of Chartered Accountants of India.
- The ratios have been computed as below:
 - Basic EPS is calculated as Profit/(loss) for the year/period attributable to owners of parent divided by the adjusted weighted average number basic equity shares outstanding during the year/period.
 - Diluted EPS is calculated as Profit/(loss) for the year/period attributable to owners of parent divided by the adjusted weighted average number of adjusted diluted equity shares outstanding during the year/period.
- Weighted average number of equity shares is the number of equity shares outstanding at the beginning of the year/period adjusted by the number of equity shares issued during the year/period multiplied by the time weighting factor. The time weighting factor is the number of days for which the specific shares are outstanding as a proportion of total number of days during the year/period.
- Weighted average is aggregate of year-wise weighted EPS divided by the aggregate of weights i.e. {(EPS x Weight) for each year} / {Total of weights}.

2. Price/ Earning (P/E) Ratio in relation to the Price Band of ₹ 78 to ₹ 83 per equity share:

Particulars	(P/E) Ratio at the lower end of the Floor Price (no. of times) *	(P/E) Ratio at the higher end of the Price Band (no. of times)
Based on Basic or Diluted EPS as per the Restated Financial Statements for the ended March 31, 2025	14.28	15.20
Based on Weighted Average Basic and Diluted EPS	26.17	27.85

3. Average Return on Net Worth (RoNW)

Period	RoNW	Weight
Year ended March 31, 2025	69.16%	3
Year ended March 31, 2024	28.87%	2
Year ended March 31, 2023	2.33%	1
Weighted Average	44.59%	

Notes:-

- Weighted average = Aggregate of year-wise weighted RoNW divided by the aggregate of weights i.e. (RoNW x Weight) for each year/Total of weights.
- Return on Net Worth (%) = Net Profit after tax attributable to owners of the Company, as restated / Average Restated net worth at the end of the year/period.
- Net worth means the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium account and debit or credit balance of statement of profit and loss, after deducting the aggregate value of the accumulated losses, deferred expenditure and miscellaneous expenditure not written off and noncontrolling interest, as per the Restated Financial Statements, but does not include reserves created out of revaluation of assets, write-back of depreciation and amalgamation.
- As certified by Mittal Goel & Associates, the Statutory Auditor of our Company pursuant to their certificate dated September 14, 2025

4. Net Asset Value (NAV) per Equity Share (Face Value of ₹ 5 each)

Particulars	NAV (₹)
Year ended March 31, 2025	10.63
Year Ended March 31, 2024	5.17
Year Ended March 31, 2023	3.86
NAV per Equity Share at Floor Price	27.19
NAV per Equity Share at Cap Price	28.34
Offer Price per share*	[•]

**To be updated at Prospectus stage*

- Net Asset Value per Equity Share = Net worth as per the Restated Financial Statements / Number of equities shares outstanding as at the end of period.
- As certified by Mittal Goel & Associates, the Statutory Auditor of our Company pursuant to their certificate dated September 14, 2025.

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5. Comparison of Accounting Ratio with Industry Peers:

Name of the Company	Current Market Price (₹)	Face Value (₹)	Basic EPS (₹)	P/E (x) times	RoNW(%)	Net Asset Value per share (₹)
Prime Cables Industries Limited	NA	5	5.46	[*]	69.16	10.63
Peer Group						
V- Marc India Limited	443.00	10	14.78	29.97	24.39	77.58
Dynamic Cables Limited	424.75	10	13.65	31.11	22.05	154.31
Ultracab (India) Limited	9.64	2	0.99	9.73	15.53	7.10

Notes:

- The figures for our company are based on Restated Financial Statements for the year ended March 31, 2025.
- The figures for the Peer Group are based on / computed based on the Financial Information present in the Annual report/Financial Results for the year ended March 31, 2025
- Current Market Price (CMP) is the closing price as on September 8, 2025 and is sourced from www.bseindia.com and www.nseindia.com. For our company, CMP = Offer Price.
- P/E Ratio has been computed based on the CMP as divided by the Basic EPS as on March 31, 2025 which is the last audited annual statements available.
- RoNW has been computed by dividing restated net profit after tax with the average restated Net worth of beginning and the end of the year / period.
- The Offer Price determined by our Company in consultation with the BRLM is justified by our Company in consultation with the BRLM on the basis of the above parameters.
- The face value of our equity shares is ₹5 per share and the Offer Price is of ₹[*] per share is [*] times of the face value.
- Listed peers are as identified by us on the basis of similar industry / sector as our Company, however the peers may not be comparable with size of our Company. Few of the products as well as the product split will vary peer to peer.
- The EPS for Dynamic cables has been calculated giving impact to the Bonus Issue of 1:1 done by the Company in May 2025
- Key Performance Indicators (KPIs)**
The KPIs disclosed below have been used historically by our Company to understand and analyse the business performance, which in result, help us in analysing the growth in comparison to our peers. The KPIs disclosed below have been approved, by a resolution of our Audit Committee dated September 8, 2025 and the members of the Audit Committee have verified the details of all KPIs pertaining to our Company. Further, the members of the Audit Committee have confirmed that there are no KPIs pertaining to our Company that have been disclosed to any investors at any point of time during the three years period prior to the date of filing of the Red Herring Prospectus. Therefore, the KPIs herein have been certified by Mittal Goel & Associates, the Statutory Auditor of our Company by way of their certificate dated September 14, 2025.

(₹ in Lakhs, otherwise mentioned)

Key Financial Performance*	Fiscal 2025	Fiscal 2024	Fiscal 2023
Revenue from Operations	14,094.42	8,249.98	7,325.76
EBITDA	1,470.93	458.67	275.02
EBITDA Margin (%)	10.43	5.56	3.75
Profit After Tax	750.45	179.10	12.22
PAT Margin (%)	5.32	2.16	0.17
Return on Net Worth (%)	69.16	28.87	2.33
Return on Capital Employed (%)	25.96	10.61	8.43
Debt-Equity Ratio (times)	2.63	4.61	4.28
Working Capital Cycle (days)	74.54	93.31	85.87
Annual Sale of Cables plus Wires (KMs)	14,447	8,491	7,193

- Revenue from Operations** = Revenue from Manufacturing Operations as appearing in the Restated Financial Statements.
- EBITDA** = Profit for the period / year, plus tax expenses, interest expenses, depreciation and amortization expenses, extraordinary items and reduced by other income.
- EBITDA Margin** = EBITDA divided by Revenue from Operations for the respective year.
- Profit After Tax (PAT)** = This amount is Profit for the period/year as appearing in the Restated Financial Statements.
- PAT Margin** = Profit for the year/period divided by Revenue from Operations.
- Net Worth** = Share capital + Balance in Profit and Loss account + Securities Premium account.
- Return on Net Worth** = Restated Net Profit (Loss) after tax for the year/period divided by average of net worth at beginning and end of the year.
- Return on Capital Employed** = Earnings before interest and taxes divided by Capital employed. Capital Employed includes Tangible Net worth plus Total Debt plus deferred tax liability (asset) minus intangible asset.
- Debt Equity Ratio** = Total Debt (Short term plus long term) divided by Shareholder equity.
- Working Capital Cycle** = Trade receivable days plus inventory days less trade payable days.
- Annual Sale of Cables plus Wires (KMs)** = The total number wires and cables sold by the Company annually in Kilometers.

KPI	Explanation
Revenue from Operations	Revenue from Manufacturing operations is used by our management to track the revenue profile of the business and in turn helps assess the overall financial performance of the Company and size of our business.
EBITDA	EBITDA provides information regarding the operational efficiency of our business as it considers all sources of our core income.
EBITDA Margin	EBITDA Margin is an indicator of the operational profitability and financial performance of Company's business
PAT	Profit after tax provides information regarding the overall profitability of the business.
PAT Margin	PAT margin is an indicator of the overall profitability and financial performance of our business.
Net Worth	Net worth is used by the management to ascertain the total value created by the entity and provides a snapshot of current financial position of the Company
Return on Net Worth	Return on Net Worth is an indicator of our efficiency as it measures our profitability. It shows how efficiently we generate profits from our shareholders.
Return on Capital Employed	Return on capital employed provides how efficiently the Company generates earnings from the capital employed in the business.
Debt Equity Ratio	Debt/ Equity Ratio is used to measure the financial leverage of the Company and provides comparison benchmark against peers
Working Capital Cycle Days	It indicates the efficiency of a company's working capital management in managing cash flow and liquidity
Annual Sale of Cables plus Wires in KMs	Annual Sale is an indicator of the growth of the Company year on year

* As approved by resolution of the Audit Committee of our Board dated September 8, 2025 and as certified by Mittal Goel & Associates, the Statutory Auditor of our Company pursuant to their certificate dated September 14, 2025.

- Weighted average cost of acquisition**
 - The price per share of our Company based on the primary/ new issue of shares (equity / convertible securities) excluding shares issued under ESOP/ESOS and issuance of bonus shares - NIL**
There have been no primary issuance during the 18 months prior to the date of this certificate (excluding shares issued under ESOP/ESOS and bonus shares) where such issuance was equal to or more than 5% of fully diluted paid up share capital of the Company (calculated based on the pre-issue capital before such transaction/s and excluding employee stock options granted but not vested) in a single transaction or multiple transactions combined together over a span of rolling 30 days.
 - The price per share of our Company based on the secondary sale / acquisition of shares (equity / convertible securities)**
There have been no secondary issuance during the 18 months prior to the date of this certificate (excluding shares issued under ESOP/ESOS and bonus shares) where such issuance was equal to or more than 5% of fully diluted paid up share capital of the Company (calculated based on the pre-issue capital before such transaction/s and excluding employee stock options granted but not vested) in a single transaction or multiple transactions combined together over a span of rolling 30 days.
 - In case there are no such transactions to report under (A) and (B), then the information shall be disclosed for price per share of the Issuer Company based on last 5 primary or secondary transactions (secondary transactions where promoter / promoter group entities or shareholder(s) selling shares through offer for sale in IPO or shareholder(s) having the right to nominate director(s) in the Board of the Issuer Company, are a party to the transaction), not older than 3 years prior to the date of filing of the RHP, irrespective of the size of transactions.**
Below is the computation of weighted average cost of acquisition based on last 5 primary or secondary transactions (secondary transactions where promoter / promoter group entities or shareholder(s) selling shares through offer for sale in IPO or shareholder(s) having the right to nominate director(s) in the Board of our Company, are a party to the transaction), not older than 3 years prior to the date of filing of the RHP, irrespective of the size of transactions:-

Sr.no	Date of Allotment	Nature of Transaction	Nature of Consideration	Price per Equity Share (Rs)	Face value per Equity Shares(Rs)	No. of Equity Shares (Number)	Total Consideration (Rs)	Cumulative amount paid for the Equity Shares(Rs)	Cumulative no. of Equity Shares acquired in the last 18 months
1	23-04-2025	Secondar Transfer	Cash	63.20	5.00	91,269.00	57,68,200.80	57,68,200.80	91,269.00
2	23-04-2025	Secondary Transfer	Cash	63.20	5.00	91,269.00	57,68,200.80	1,15,36,401.60	1,82,538.00
3	23-04-2025	Secondary Transfer	Cash	63.20	5.00	1,82,540.00	1,15,36,528.00	2,30,72,929.60	3,65,078.00
4	31-07-2025	Secondary Transfer	Cash	74.60	5.00	88,198.00	63,55,770.80	2,94,28,700.40	4,50,276.00
5	05-08-2025	Secondary Transfer	Cash	74.60	5.00	1,82,540.00	1,36,17,484.00	4,30,46,184.40	6,32,816.00
Weighted Average Cost of Acquisition of the above transactions									68.02

*As certified by Mittal Goel & Associates, the Statutory Auditor of our Company by way of their certificate dated September 14, 2025.

Types of transactions	Weighted average cost of acquisition (₹ per Equity Shares)*	Floor price (i.e. ₹ 78/-)	Cap price (i.e. ₹ 83/-)
Weighted average cost of acquisition of primary / new issue as per paragraph a above	NA	NA	NA
Weighted average cost of acquisition for secondary sale / acquisition as per paragraph b above.	NA	NA	NA
Weighted average cost of acquisition of primary issuances / secondary transactions as per paragraph c above	68.02	1.15	1.22
-Primary Transactions			
-Secondary Transactions			

*As certified by Mittal Goel & Associates, the Statutory Auditor of our Company by way of their certificate dated September 14, 2025.

- The Offer Price is [*] times of the face value of the equity shares**
The face value of our share is ₹ 5 per share and the Offer Price is of ₹[*] per share are [*] times of the face value. Our Company in consultation with the Book Running Lead Manager believes that the Offer Price of ₹ [*] per share for the Offer is justified in view of the above quantitative and qualitative parameters. Investor should read the abovementioned information along with the section titled "Risk Factors" on page of the Red Herring Prospectus and the financials of our Company as set out in the chapter titled "Restated Financial Statements" on page of the Red Herring Prospectus.

ADDITIONAL INFORMATION FOR INVESTORS

Our Company has not undertaken pre-IPO placement and Promoter or members of Promoter Group have not undertaken any transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the Company from the date of the Draft Red Herring Prospectus ("DRHP") till date. Pre-issue shareholding as at the date of advertisement and post-issue shareholding as at allotment for promoter(s), promoter group and additional top 10 shareholders, in the following format:

Sr. No.	Pre-Offer Shareholding as at the date of advertisement			Post-Offer Shareholding as at Allotment(3)			
	Shareholders	No. of Equity Shares (2)	Shareholding in (in %)(2)	At the lower end of the Price Band (₹ 78)		At the upper end of the Price Band (₹ 83)	
				No of Equity Shares(2)	Shareholding in %(2)	No of Equity Shares(2)	Shareholding in %(2)
Promoters							
1.	Purshotam Singla	72,90,922	51.70	66,89,322	36.51	66,89,322	36.51
2.	Naman Singla	19,44,030	13.79	19,44,030	10.61	19,44,030	10.61
3.	Nikunj Singla	19,45,306	13.79	19,45,306	10.62	19,45,306	10.62
4.	Vijay Lakshmi Singla	13,32,204	9.45	13,32,204	7.27	13,32,204	7.27
5.	Shreya Jhalani Singla	22,000	0.16	22,000	0.12	22,000	0.12
Promoter Group (1)							
6.	Purshotam Singla HUF	5,47,302	3.88	5,47,302	2.99	5,47,302	2.99
7.	Yashna Kathuria	22,000	0.16	22,000	0.12	22,000	0.12
Other top ten (10) shareholders							
8.	Manish Taparia	91,269	0.65	91,269	0.50	91,269	0.50
9.	Vandana Taparia	91,269	0.65	91,269	0.50	91,269	0.50
10.	Seema Gupta	182,540	1.29	1,82,540	1.00	1,82,540	1.00
11.	Ruchi Gupta	182,540	1.29	1,82,540	1.00	1,82,540	1.00
12.	Vineet Gupta	182,540	1.29	1,82,540	1.00	1,82,540	1.00
13.	Negen Undiscovered Value Fund	2,67,738	1.90	2,67,738	1.46	2,67,738	1.46



Indorient Financial Services Limited
Address: B/805, Rustomjee Central Park, Andheri Kurla Road, Chakala, Mumbai – 400093, Maharashtra, India
Telephone: + 91 98199 34811
E-mail: compliance-ifs@indorient.in
Investor Grievance Email: wecare@indorient.in
Website: www.indorient.in
Contact Person: Vinit Milan Shah
SEBI Registration No: INM000012661



Skyline Financial Services Private Limited
Address: D-153A, First Floor Okhla Industrial Area, Phase-I, New Delhi-110020
Tel. No.: 011-40450193-197
Email: ipo@skylinertta.com
Investor Grievance Email: grievances@skylinertta.com
Website: www.skylinertta.com
Contact Person: Anuj Rana
SEBI Registration No: INR000003241



COMPANY SECRETARY AND COMPLIANCE OFFICER
Vandana
Company Secretary and Compliance Officer
Address: Flat No 249 Ground Floor, KD Block Pitampura, Rani Bagh, North, West Delhi, Delhi-110034, India. Tel. No.: 011-45611750
E-mail: compliance@primcabindia.com Website: www.primcabindia.com
Investors can contact our Company Secretary and Compliance Officer, the Book Running Lead Manager or the Registrar to the Offer, in case of any pre-offer or post-offer related problems, such as non-receipt of letters of allotment, non-receipt of allotted Equity Shares in the respective beneficiary account, non-receipt of refund orders and non-receipt of funds by electronic mode etc. For all issue related queries and for redressal of complaints, investors may also write to the BRLM.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors should note that Investment in Equity Shares involves a degree of risk and are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Offer. Full copy of the Red Herring Prospectus is available on the website of the Company www.primcabindia.com, the website of the BRLM to the Offer at www.indorient.in, and the website of NSE Emerge at www.nseindia.com.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: PRIME CABLE INDUSTRIES LIMITED, E- 694, DSICD Industrial Area, Narela, Delhi-110040, Registered office of the BRLM: Indorient Financial Services Limited, B/805, Rustomjee Central Park, Andheri Kurla Road, Chakala, Mumbai – 400093, and at the selected locations of the Self Certified Syndicate Banks; Registered Brokers; Designated RTA Locations and Designated CDPs participating in the Offer. Bid-cum-application Forms will also be available on the websites of NSE and the designated branches of SCSBs, the list of which is available at websites of the stock exchanges and SEBI.

Place: Delhi	For and On behalf Prime Cable Industries Limited
Date: September 17, 2025	Sd/- Ms. Purshotam Singla Chairman and Managing Director DIN 01753320

Disclaimer: Prime Cable Industries 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 Red Herring Prospectus dated September 15, 2025 has been filed with the Registrar of Companies, Delhi & Haryana at Delhi. The Red Herring Prospectus is available on the website of NSE Emerge at www.nseindia.com and is available on the website of the BRLM at www.indorient.in. Any potential investor should note that investment in equity shares involves a high degree of risk and for details relating to such risk, please see the section entitled "Risk Factors" on page 28 of the RHP. Potential investors should not rely on the DRHP for making any investment decision but should only rely on the information included in the RHP filed by the Company with the RoC. 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. Accordingly, 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.

Notes:
The Promoter Group shareholders are Purshotam Singla HUF and Yashna Kathuria.
Includes all options that have been exercised until date of prospectus and any transfers of equity shares by existing shareholders after the date of the pre-issue and price band advertisement until date of prospectus.

INDICATIVE TIMELINES FOR THE OFFER:

Submission of Bids (other than Bids from Anchor Investors):	
Bid/Offer Period (except the Bid/Offer Closing Date)	
Submission and Revision in Bids	Only between 10.00 a.m. and 5.00 p.m. Indian Standard Time ("IST")
Bid/Offer Closing Date*	
Submission and Revision in Bids	Only between 10.00 a.m. and 3.00 p.m. IST
Submission of Electronic Applications (Online ASBA through 3-in-1 accounts)–For Individual Bidders	Only between 10.00 a.m. and up to 5.00 p.m. IST
Submission of Electronic Applications (Bank ASBA through Online channels like Internet Banking, Mobile Banking and Syndicate UPI ASBA applications where Bid Amount is up to ₹ 5 lakhs)	Only between 10.00 a.m. and up to 4.00 p.m. IST
Submission of Electronic Applications (Syndicate Non-Retail, Non-Individual Applications)	Only between 10.00 a.m. and up to 3.00 p.m. IST
Submission of Physical Applications (Bank ASBA)	Only between 10.00 a.m. and up to 12.00 p.m. IST
Submission of Physical Applications (Syndicate Non-Retail, Non-Individual Applications of QIBs and NIs where Bid Amount is more than ₹ 5 lakhs)	
Modification/ Revision/cancellation of Bids	
Upward Revision of Bids by QIBs and Non-Institutional Investors categories#	Only between 10.00 a.m. and up to 5.00 p.m. IST on Bid/Offer Closing Date
Upward or downward Revision of Bids or cancellation of Bids by RIs	Only between 10.00 a.m. and up to 5.00 p.m. on Bid/Offer Closing Date

*UPI mandate end time and date shall be at 5:00 pm on the Bid / Offer Closing Date.
#QIBs, Non-Institutional Bidders and Individual Bidders can neither revise their Bids downwards nor cancel/ withdraw their Bids.
On the Bid / Offer Closing Date, the Bids shall be uploaded until 4.00 p.m. for all categories.
Bid/Offer Programme

EVENT	INDICATIVE DATES
Anchor Investor Bidding Date	Friday, 19 September, 2025
Bid/Offer Opens On	Monday, 22 September, 2025(1)
Bid/Offer Closes On	Wednesday, 24 September, 2025(2)
Finalization of Basis of Allotment with the Designated Stock Exchange (T + 1)	On or about Thursday, 25 September, 2025
Initiation of Allotment/Refunds/Unblocking of Funds from ASBA Account or UPI linked bank accounts (T+2)	On or about Friday, 26 September, 2025
Credit of Shares in Demat accounts of allottees (T+2)	On or about Friday, 26 September, 2025
Commencement of trading of the Equity Shares on the Designated Stock Exchange (T+3)	On or about Monday, 29 September, 2025

(1) Our Company in consultation with the BRLM, may consider participation by Anchor Investors. The Anchor Investor Bid / Offer Period shall be one Working Day prior to the Bid / Offer Opening Date in accordance with the SEBI ICDR Regulations.

(2) UPI mandate end time and date shall be at 5.00 p.m. on Bid / Offer Closing Date.

THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON EMERGE PLATFORM OF NSE LIMITED

In case of any revision in the Price Band, the Bid/Offer Period shall be extended for at least three additional Working Days after such revision of the Price Band, subject to the total Bid/Offer Period not exceeding ten Working Days. In cases of force majeure, banking strike or similar unforeseen circumstances, our Company, for reasons to be recorded in writing extend the Bid/Offer Period for a minimum of one Working Day, subject to the Bid/Offer Period not exceeding ten Working Days. Any revision in the Price Band, and the revised Bid/Offer Period, if applicable, shall be widely disseminated by notification to the Stock Exchanges by issuing a press release and also by indicating the change on the website of the Book Running Lead Manager and at the terminals of the Members of the Syndicate and by intimation to Designated Intermediaries and Sponsor Bank. The Offer is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 253 of the SEBI ICDR Regulations, as amended, wherein not more than 50% of the Net Offer shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs", the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Manager, allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Offer Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Offer shall be available for allocation on a proportionate basis to Non-Institutional Investors, out of which (a) one third of such portion was reserved for applicants with application size of more than 2 lots and up to such lots equivalent to not more than ₹ 10,00,000 and (b) two-third of such portion was reserved for applicants with application size of more than ₹ 10,00,000 provided that the unsubscribed portion in either of such subcategories could have been allocated to applicants in the other sub-category of Non-Institutional Bidders and not less than 35% of the Net Offer shall be available for allocation to Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Offer Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilize the Application Supported by Blocked Amount ("ASBA") process providing details of their respective ASBA accounts, and UPI ID in case of IBs using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Bank under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Offer through the ASBA process.

Bidders/ Applicants should ensure that DP ID, PAN, Client ID and UPI ID (for UPI Bidders bidding through the UPI Mechanism) are correctly filled in the Bid cum Application Form. The DP ID, PAN and Client ID provided in the Bid cum Application Form should match with the DP ID, PAN, Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/ Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Bidders/ Applicants should note that on the basis of the PAN, DP ID, Client ID and UPI ID (for UPI Bidders bidding through the UPI Mechanism) as provided in the Bid cum Application Form, the Bidder/ Applicant may be deemed to have authorised the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidder/ Applicant as available on the records of the depositories. These Demographic Details may be used, among other things, for giving Allotment Advice or unblocking of ASBA Account or for other correspondence(s) related to the Issue. Bidders/ Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Bidders/ Applicants' sole risk. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with CDDT notification dated February 13, 2020 and press release dated June 25, 2021, read with press release dated September 17, 2021 and CDDT circular no.7 of 2022, dated March 30, 2022 read with press release dated March 28, 2023 and any subsequent press releases in this regard. [-]

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 Certain Corporate Matters- Main Objects of our Company" on page 236 of the Red Herring Prospectus. The Memorandum of Association of our Company is a material document for inspection in relation to the Offer. For further details, see the section titled "Material Contracts and Documents for Inspection" on page 395 of the Red Herring Prospectus.

LIABILITY OF MEMBERS OF THE COMPANY: Limited by shares.
AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: As on the date of the RHP, the Authorized share Capital of the Company is ₹ 11,00,00,000 (Rupees Eleven crores only) divided into 2,20,00,000 equity shares of face value ₹ 5 each. The issued, subscribed and paid-up share capital of the Company before the Issue is ₹ 7,05,08,000 (Rupees Seven crores Five lakhs Eight thousand and only) divided into 1,41,01,660 Equity Shares of face value ₹ 5 each.

For details, please see "Capital Structure" beginning on page 87 of the RHP.
NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: The initial signatories to the Memorandum of Association of our Company is Purshotam Singla – 5,000 Equity Shares and Vijay Lakshmi Singla – 5,000 Equity. For details of the share capital history of our Company, please see "Capital Structure" on page 87 of the RHP.

Listing: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the Emerge platform of NSE Limited ("NSE EMERGE") in terms of Chapter IX of the SEBI ICDR Regulations as amended from time to time. Our Company has received "in-principle" letter dated August 14, 2025 from NSE for using name in the Offer Document for listing of our shares on the NSE Emerge. For the purpose of this Offer, the designated stock exchange shall be NSE.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): Since the is being made in terms of Chapter IX of the SEBI ICDR Regulations, the Red Herring Prospectus will be filed with SEBI in terms of the Regulation of 246 (5) of the SEBI ICDR Regulations. In terms of the SEBI ICDR 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 in section titled "**Other Regulatory and Statutory Disclosures**" beginning on page 297 of the Red Herring Prospectus.

DISCLAIMER CLAUSE OF THE EMERGE PLATFORM OF NSE (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".

GENERAL RISK: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Offer unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Offer. For taking an investment decision, investors must rely on their own examination of our Company and the Offer including the risks involved. The Equity Shares issued in the Offer have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of this Red Herring Prospectus. Specific attention of the investors is invited to the section "Risk Factors" on page 28 of the Red Herring Prospectus.

CREDIT RATING: This being the Offer of Equity shares No credit rating is required.

DEBENTURE TRUSTEE: This being the Offer of Equity shares, Appointment of Debenture Trustee is not required.