

(Continued from previous page...)

Category	FIS/BANKS	MF's	IC's	NBFC's	AIF	FII/FPC	OTHERS	TOTAL
QIB	-	-	125,000	-	-	-	685,000	810,000

5) **Allocation to Anchor Investors (After Technical Rejections & Withdrawal):** The Company in consultation with the BRLM has allotted 1,130,000 Equity Shares to 8 Anchor Investors at Anchor Investor Issue Price of ₹ 146.00 per equity shares in accordance with the SEBI ICDR Regulations. The category wise details of the Basis of Allotment are as under:

Category	FIS/BANKS	MF's	IC's	NBFC's	AIF	FII/FPC	VC'S	TOTAL
ANCHOR	-	-	-	617,000	444,000	69,000	-	1,130,000

6) **Allocation to Market Maker (After Technical Rejections):** The Basis of Allotment to Market Maker, who have bid at Issue Price of ₹ 146/- per equity shares or above, was finalized in consultation with BSE. The category was subscribed by 1.00000 time i.e., for 230,000 shares the total number of shares allotted in this category is 230,000 Equity Shares. The category wise details of the Basis of Allotment are as under:

Sr. No.	No. of Shares applied for (Category wise)	No. of Applications received	% to Total	Total No. of Shares applied in this category	% of Total	No. of Equity Shares allocated/ allotted per Applicant	Ratio	Total Number of shares allotted	Surplus/ Deficit
1	230,000	1	100.00	230,000	100.00	230,000	1	230,000	0
Total	1	100.00	230,000	100.00	230,000	230,000	1	230,000	0

The Board of Directors of the Company at its meeting held on March 23, 2026 has approved the Basis of Allocation of Equity Shares as approved by the Designated Stock Exchange viz. BSE and has authorized the corporate action for issue of the Equity Shares to various successful applicants. The CAN-cum-allotment advices and/or notices will forward to the email id's and address of the Applicants as registered with the depositories / as filled in the application form on or before March 24, 2026. Further, the instructions to Self-Certified Syndicate Banks for unblocking the amount will process on or prior to March 23, 2026. In case the same is not received within ten days, investors may contact at the address given below. The Equity Shares allocated to successful applicants are being credited to their beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is taking steps to get the Equity Shares admitted for trading on the BSE SME within Three working days from the date of the closure of the issue.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated March 23, 2026 ("Prospectus") filed with Registrar of Companies, Haryana.

INVESTORS, PLEASE NOTE

The details of the allotment made would also be hosted on the website of the Registrar to the offer, **KFin Technologies Limited** at

http://www.kfintech.com/. All future correspondence in this regard may kindly be addressed to the Registrar to the offer quoting full name of the First/ Sole applicants, serial number of the Bid cum Application Form, number of shares applied for and Bank Branch where the application had been lodged and payment details at the address of the Registrar given below:

**KFIN TECHNOLOGIES LIMITED**

Address: Selenium Tower B, Plot No.31-32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad-500032, Telangana, India.
Tel. No.: +91-40-67162222 / 18003094001
E-mail: novus ipo@kfintech.com
Investors Grievance e-mail: einward.ris@kfintech.com
Website: www.kfintech.com
Contact Person: M. Murali Krishna
SEBI Registration No.: INR00000221

For Novus Loyalty Limited
On behalf of the Board of Directors
 Sd/-
Deepak Tomar
Chairman & Managing Director
DIN: 02484965

Date: March 23, 2026
Place: Haryana

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES ON LISTING OR THE BUSINESS PROSPECTS OF NOVUS LOYALTY LIMITED.

Novus Loyalty Limited is proposing, subject to market conditions, public offer of its equity shares and has filed the Prospectus with the Registrar of Companies, Haryana. The Prospectus is available on the website of SEBI at www.sebi.gov.in, the website of the Book Running Lead Manager at www.shcppl.com website of the BSE at www.bseindia.com and website of Issuer Company at www.novus-loyalty.com. Investors should note that investment in Equity Shares involves a high degree of risk. For details, investors shall refer to and rely on the Prospectus including the section titled "Risk Factors" beginning on page 31 of the Prospectus, which has been filed with ROC. The Equity Shares have not been and will not be registered under the US Securities Act (the "Securities Act") or any state securities law in United States and may not be issued or sold within the United States or, to or for the account or benefit of, "U.S. persons" (as defined in the Regulation S under the Securities Act), except pursuant to an exemption from, or in a transaction not subject to the registration requirements of the Securities Act of 1933.

AdBaz

प्रपत्र ए सार्वजनिक उद्घोषणा (भारतीय ऋणशोधनाभारता एवं वित्तियामावली बोर्ड (स्वीडिस्क परिसमापन प्रक्रिया) वित्तियामावली 2017 का वित्तियाम 14) केटलोन इंडिया प्राइवेट लिमिटेड के द्वितीयारकों के घ्यानार्य	
1. निगमित संस्था का नाम	केटलोन इंडिया प्राइवेट लिमिटेड
2. निगमित संस्था के निगमन की तिथि	20/10/2022
3. वह प्राधिकर जिसेके अंतर्गत निगमित संस्था का निगमन/पंजीकरण हुआ है	आरओसी दिल्ली 1
4. निगमित संस्था की निगमित पहचान संख्या/सीमित देयता पहचान संख्या	U72900DL2022FTC406114
5. निगमित संस्था के पंजीकृत कार्यालय और प्रभान कार्यालय (यदि कोई हो) का पता	55, द्वितीय तल, लेन 2, वेल्डर मार्ग, सैदुल्लाजब, साकेत मेट्रो स्टेशन के पास, बर्द दिल्ली, दिल्ली-110030
6. निगमित संस्था का परिसमापन प्रारंभ होने की तिथि	23/03/2026
7. परिसमापक का नाम, पता, ईमेल पता, टेलीफोन नंबर और पंजीकरण संख्या	नाम : श्री अमित अग्रवाल पता : एच-63, विजय चोक, लक्ष्मी नगर, दिल्ली-110092 ईमेल पता : amitags2@gmail.com संपर्क नं. : 01143019279 पंजीकरण संख्या : IBB/I/PA-002/IP-N00185/2017&18/10456
8. दावों को प्रस्तुत करने की अंतिम तिथि	22/04/2026

एकद्वारा सूचित किया जाता है कि केटलोन इंडिया प्राइवेट लिमिटेड ने 23/03/2026 से स्वीडिस्क परिसमापन आरंभ कर दिया है।
 एकद्वारा केटलोन इंडिया प्राइवेट लिमिटेड के हितधारकों से अनुरोध है कि वे 22/04/2026 को अथवा उससे पहले य 7 के साप्ताहिक उल्लिखित पते पर परिसमापक के पास अपने दावों का प्रमाण प्रस्तुत करें।
 वित्तीय लेनदार केवल इलेक्ट्रॉनिक माध्यमों से ही अपने दावों का प्रमाण प्रस्तुत कर सकते हैं। अन्य सभी हितधारक व्यक्तिगत रूप से, डाक द्वारा या इलेक्ट्रॉनिक माध्यमों से दावों का प्रमाण प्रस्तुत कर सकते हैं।
 झूठे या भ्रमक दावों के प्रमाण प्रस्तुत करने पर दंड लगाया जाएगा।

हस्ता/-
 अमित अग्रवाल
 (स्वीडिस्क परिसमापक)
 दिनांक : 24-03-2026
 स्थान : दिल्ली

प्रपत्र संख्या आरएमसी. २६
 (कंपनी (निगमन) नियम, २०१४ के नियम ३० के अनुसार प्रपत्र में)
 कंपनी का रजिस्ट्रीकृत कार्यालय, एक राज्य से दूसरे राज्य में स्थानांतरित करने के लिए समाचार पत्र में प्रकाशित किया जाने वाला विज्ञापन
केन्द्रीय सरकार के समक्ष प्रादेशिक निदेशक, उत्तरी क्षेत्र
 कंपनी अधिनियम, २०१३ की धारा १३ की उपधारा (४) और कंपनी (निगमन) नियम, २०१४ के नियम ३० के उपनियम (५) के खंड (ए) के मामलों में
और
तुपथांसा टेक्नक सर्विसेज इंडिया प्राइवेट लिमिटेड
 जिसका रजिस्ट्रीकृत कार्यालय, एच.डी.जी. सेंटर, गुरुग्राम नगर, गुरुग्राम, हरियाणा, भारत में स्थित है, के मामलों में।
प्राधिकारकर्ता
 आम जनता को यह नोटिस दी जाती है कि वह कंपनी केन्द्रीय सरकार के समक्ष कंपनी अधिनियम, २०१३ की धारा १३ के अधीन अप्रतिफल का प्रस्ताव करती है जिसमें कंपनी का रजिस्ट्रीकृत कार्यालय "दिल्ली के राष्ट्रीय राजधानी क्षेत्र से केन्द्रीय राज्य में स्थानांतरित करने के लिए तारीख २२ सितम्बर २०२५ को अद्यतित वार्षिक साधारण (अधिवेशन) असाधारण-सामान्य अधिवेशन परिसंस्थान संस्था को मांगी जा रही है।
 कंपनी के रजिस्ट्रीकृत कार्यालय के प्रस्तावित स्थानांतरण से यदि किसी व्यक्ति का हित प्रभावित होता है तो वह व्यक्ति या तो निवेशक शिकायत प्रपत्र फाइल कर एमसीए - २१ पोर्टल (www.mca.gov.in) में शिकायत दर्ज कर सकते हैं या एक प्रमाण सह विज्ञापन उन्मुख हित का प्रकट और उसके विरोध का कारण उल्लिखित हो के साथ अपनी आपत्ति प्रादेशिक निदेशक को इस सूचना के प्रकाशन की तारीख से १५ दिनों के भीतर बी-२ विभा, दूसरे फ्लोर, एडिज दौनदयल अखरोट पवन सी.जी.ओ. कार्पोरेशन, नई दिल्ली - ११०००२ पते पर पंजीकृत डाक द्वारा भेज सकते हैं या सुपुर्द कर सकते हैं और इसकी प्रति आवेदक कंपनी को उनके निम्नलिखित रजिस्ट्रीकृत कार्यालय पते पर भी भेजना : एच.डी.जी. सेंटर, गुरुग्राम नगर, हरियाणा, नयी दिल्ली, इंडिया - ११००१९
आपत्तियों के लिए और आवेदक को और से तुपथांसा टेक्नक सर्विसेज इंडिया प्राइवेट लिमिटेड
 दिनांक : २५.०३.२०२६
 स्थान : नई दिल्ली

रिमलपुरी इंडिया प्राइवेट लिमिटेड
 कंपनी सचिव
 एच. नं. - ५५१३५

ECO HOTELS AND RESORTS LIMITED

Corporate Identification Number: L55101KL1987PLC089967;
 Registered Office: 67/6446, Basin Road, Cochin, Ernakulam High Court, Ernakulam 682031, Kerala, India.
 Corporate Office: Block No. 4, Second Floor Raj Mahal Building, Veer Nariman Road, Churchgate, Mumbai, Maharashtra, India, 400020;
 Tel: +91 22 44550546; Email id: investor.relations@ecohotels.in; Website: www.ehrindia.in
 Contact Person: Ms. Heena Supadia, Company Secretary & Compliance Officer

SECOND CALL NOTICE TO THE HOLDERS OF PARTLY PAID-UP EQUITY SHARES OF ECO HOTELS AND RESORTS LIMITED HELD AS ON THE RECORD DATE I.E., THURSDAY, MARCH 19, 2026

In terms of provisions of the Companies Act, 2013 (Act) read with the relevant rules made thereunder, and the Letter of Offer dated August 29, 2025 (Letter of Offer), and Corrigendum to the Letter of Offer dated September 04 and September 16, 2025 respectively the Second Call notice has been sent in electronic mode to the holders of partly paid-up equity shares ("Shareholders") whose e-mail addresses are registered with the Company or its Registrar and Share Transfer Agent (RTA) or Depository Participant(s) as on the record date i.e., March 19, 2026. Further, physical copy of the Second Call Notice along with the detailed instructions and ASBA Form have been sent vide permitted modes of dispatch, at the registered addresses of those Shareholders a) who have not registered their e-mail address with the Company or its RTA or Depository Participant(s); or b) who have specifically registered their request for the hard copy of the same. The Company has completed the dispatch on March 23, 2026.

The Rights Issue Committee of the Board of Directors of the Company ("Board"), at its meeting held on March 14, 2026, had fixed Thursday, March 19, 2026, as the record date for the purpose of ascertaining the holders of Rights Equity Shares to whom the Second Call notice, would be sent. The Board also at the same meeting had approved making the Second Call of ₹3.80/- (Rupees Three & Eighty Paise Only), (₹2.50 will be adjusted towards Face Value and ₹1.30/- towards the Securities Premium) and fixed the period of Second Call from which call money will be payable from Tuesday, April 07, 2026, and will close on Tuesday, April 21, 2026, both days inclusive ("Second Call"). The same was intimated to the stock exchange on March 14, 2026.

Accordingly, the Second Call notice has been served as per the details given below:

Payment Period	From	To	Duration
	Tuesday, April 07, 2026	Tuesday, April 21, 2026 (Latest by 5.00 p.m.)	15 Days
Mode of Payment	a. Online ASBA	Through the website of the SCSBs ⁽¹⁾	
	b. Physical ASBA	By submitting physical application to the Designated Branch of SCSBs ⁽¹⁾⁽²⁾	
	c. Online	Using the 3-in-1 online trading-demat-bank account wherever offered by brokers	

(1) Please visit <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?toRecognisedFpi=yes&intmid=35> to refer to the list of existing SCSBs [Self-Certified Syndicate Banks]

(2) Available only to resident shareholders

In accordance with the SEBI circular no. SEBI/HO/CFD/DIL1/CIR/238/2020 dated December 8, 2020, Shareholders can also make the Second Call Money payment by using the facility of linked online trading-demat-bank account (3-in-1-type accounts), provided by some of the brokers. Eligible Shareholders must log into their demat account and under the relevant section proceed with the payment for Second Call Money of Eco Hotels and Resorts Limited. Eligible Shareholders are requested to check with their respective brokers for exact process to be followed. Eligible Shareholders may please note that this payment method can be used only if the concerned broker has made this facility available to their customer. The Company, Advisor or Registrar to the Issue will not be responsible for non-availability of this payment method to the shareholders.

Shareholders are requested to make the Second Call money payment on or before Tuesday, April 21, 2026. Please also note the consequences of failure to pay Second Call Money, given below:

- Interest @ 10.00 % (Ten per cent only) p.a. will be payable for delay in payment of Second Call beyond Tuesday, April 21, 2026 till the actual date of payment;
- The Company shall be entitled to deduct from any dividend payable to you, all sums of money outstanding on account of calls and interest due thereon in relation to the partly paid-up equity shares of the Company; and
- The partly paid-up Equity Shares of the Company currently held by you, including the amount already paid thereon are liable to be forfeited in accordance with the Articles of Association of the Company and the application form.

Shareholders may also note that:

- The ISIN "IN9638N01028" representing partly paid-up equity shares of face value of ₹ 10/- each (₹ 5.00/- paid-up) has been suspended by the Stock Exchange with effect from Wednesday, March 18, 2026 on account of the Second Call. The process of corporate action for converting the partly paid-up Rights Equity Shares to the fully paid-up Equity Shares under the present ISIN - INE638N01012 for the existing fully paid-up Equity Shares, allotted by the depositories, is estimated to be completed within two to three weeks from the last date of payment of the Final Call Money stipulated under the respective Notice.
- In case of non-receipt of Second call money notice, shareholders can request the Registrar by e-mail or letter, for the duplicate call money notice, or may also download the same from the company's website www.ehrindia.in or the Registrar's website www.bigshareonline.com. In such a case, however the shareholder has to fill the DP & Client ID, number of partly paid-up shares held and amount payable towards the first call money.
- All Eligible Shareholders should mention in the Application, his/her PAN number allotted under the Income Tax Act, 1961. Applications without PAN will be considered incomplete and are liable to be rejected.

All correspondence in this regard may be addressed to Registrar to the Issue at below mentioned address:

Bigshare Services Private Limited
 Office No S6-2, 6th Floor, Pinnacle Business Park, Next to Ahura Centre, Mahakali Caves Road, Andheri (East) Mumbai-400093.
Tel No.: +91 22-62638200.
Fax No.: +91-22-62638299.
Website: www.bigshareonline.com
E-mail ID: rightsissue@bigshareonline.com / investor@bigshareonline.com
Contact Person: Mr. Prabhakar
SEBI Registration No.: INR00001385

For Eco Hotels and Resorts Limited
On Behalf of the Board of Directors
 Sd/-
Mr. Vinod Kumar Tripathi
Executive Chairman
DIN: 00798632

Date: March 24, 2026
Place: Mumbai, Maharashtra

THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT AND DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES.
NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY OUTSIDE INDIA.
 INITIAL PUBLIC OFFERING OF EQUITY SHARES ON THE MAIN BOARD OF THE STOCK EXCHANGES IN COMPLIANCE WITH CHAPTER IIIA OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018, AS AMENDED (SEBI ICDR REGULATIONS).

PUBLIC ANNOUNCEMENT

(Please scan this QR code to view the UDRHP-I)

mom's belief®

RAYS OF BELIEF LIMITED

Our Company was originally incorporated as "Rays of Belief Private Limited" as a private limited company under the provisions of the Companies Act, 2013 pursuant to a certificate of incorporation dated August 23, 2017, issued by the Central Registration Centre. Subsequently, upon conversion of our Company into a public limited company, our name was changed to "Rays of Belief Limited" pursuant to a resolution passed by our Board dated October 30, 2024 and by our Shareholders on November 04, 2024, and a fresh certificate of incorporation was issued by the Central Processing Centre on November 25, 2024. For further details, see "History and Certain Corporate Matters - Brief History of our Company" on page 262 of this Updated Draft Red Herring Prospectus-I.

Corporate Identity Number: U85110DL2017PLC322623
Registered Office: J-1919, Basement, Chitranjan Park, New Delhi, India - 110 019 | **Corporate Office:** T-18/01-02, DLF Phase III, Gurugram, Haryana, India - 122 001
Contact Person: Mayank Bhargava, Company Secretary and Compliance Officer | **Tel.:** +91 124 4075498 | **E-mail:** cs@momsbelief.com | **Website:** www.momsbelief.com

OUR PROMOTERS: NITIN BINDLISH AND CARVING FUTURES PTE. LTD.**NOTICE TO INVESTORS ("NOTICE")**

In reference to the Updated Draft Red Herring Prospectus-I dated February 11, 2026 ("UDRHP-I"), filed by the Company with the Securities and Exchange Board of India ("SEBI"), BSE Limited and National Stock Exchange of India Limited ("Stock Exchanges") and in connection with the advertisements for filing the UDRHP-I published in all editions of Financial Express, an English national daily newspaper and in all editions of Jansatta, a Hindi national daily newspaper (Hindi being the regional language of Delhi, where our Registered Office is located), each with wide circulation on February 13, 2026.

Potential bidders may note the following:
 The Pre-IPO Placement of Equity Shares by way of a private placement was approved by our Board of Directors through resolution dated March 18, 2026, and by our Shareholders through resolution dated March 19, 2026.

Our Company has, in consultation with BRLM, undertaken a private placement of 79,732 Equity Shares at an issue price of ₹290 per Equity Share (including a premium of ₹280 per Equity Share) aggregating ₹23.12 million (Pre-IPO Placement), by the way of private placement in accordance with Section 42 and 62 of the Companies Act, 2013, read with the Companies (Prospectus and Allotment of Securities) Rules, 2014 and the Companies (Share Capital and Debentures) Rule, 2014, each as amended.

The allotment of the Equity Shares was pursuant to Board Resolution dated March 24, 2026.
 The details of the Pre-IPO Placement are set out below:

S. No.	Date of allotment	Name of the allottee	No. of Equity shares allotted	Nature of Consideration	Issue Price Per Equity Shares (in ₹)	Face Value per Equity Share (in ₹)	Premium per Equity Share (in ₹)	Total consideration (in ₹ million)	Percentage of Pre-Issue share capital of the Company on a fully diluted basis
1.	24-03-2026	Myong Zin Park	79,732	Cash	290	10	280	23.12	0.51%

Accordingly, the amount proposed to be raised through the Fresh Issue shall be reduced pursuant to the Pre-IPO Placement, which does not exceed 20% of the Fresh Issue size as disclosed in the UDRHP-I, subject to the Fresh Issue complying with rule 19(2)(b) of the Securities Contract (Regulation) Rules, 1957. Further, our Company has undertaken that the proceeds from such Pre-IPO Placement, shall be completely utilised towards the general corporate purposes portions of the Objects of the Issue.

Please note that Equity Shares transferred pursuant to the transactions, being the Pre-Issue Equity share capital held shall be subject to lock-in, in accordance with Regulations 16 and 17 of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 ("SEBI ICDR Regulations").

Please also note that the Company has intimated the aforesaid Pre-IPO Placement to the Stock Exchanges in accordance with Regulation 54 of the SEBI ICDR Regulations.
 The said allottees are not connected with our Company, Subsidiaries, Promoters, Promoter Group, Directors, Key Managerial Personnel, Senior Management Personnel, Group Companies and the directors or key managerial personnel of the Subsidiaries or the Group Companies.

Further, in accordance with SEBI's directive dated May 29, 2024, our Company has appropriately intimated the allottees, prior to allotment pursuant to the Pre-IPO Placement, that there is no guarantee that our Company will proceed with the Issue, or that the Issue will be successful and subsequently, result into listing of the Equity Shares on the Stock Exchanges.

The above notice is to read in conjunction with the UDRHP-I. Please note that this notice does not purport to, nor does it, reflect all the changes that have occurred from the date of filing of the UDRHP-I and the date of this notice. Accordingly, this notice does not include all the changes and/or updates that will be included in the Red Herring Prospectus and the Prospectus. Please note that the information included in the UDRHP-I will be suitably updated, including to the extent updated by way of this notice, as may be applicable, in the Red Herring Prospectus. Investors should not rely on the UDRHP-I or this notice for any investment decision, and should read the Red Herring Prospectus, as and when it is filed with the ROC, SEBI and the Stock Exchanges before making an investment decision with respect to the Issue. The Company has completed one round of pre-form placement as disclosed in the advertisement dated March 05, 2026. This advertisement is required to be read together with the said advertisement dated March 05, 2026, and the information contained therein forms an integral part of the disclosures relating to the pre-IPO placement.

All capitalised terms used herein and not specifically defined shall have the same meaning as ascribed to them in the UDRHP-I.

BOOK RUNNING LEAD MANAGER	REGISTRAR TO THE ISSUE
 Mefcom Capital Markets Limited G-III, Ground Floor, Dalal House, Jammalal Bajaj Marg, Nariman Point, Mumbai - 400 021 Tel.: +91 22 35227026 E-mail Address: robi.ipo@mefcomcap.in Investor grievance e-mail address: investor.grievance@mefcom.in Contact Person: Akhil Mohod/Mukta Shirke Website: www.mefcomcap.in SEBI Registration No.: INM00000016	 Kfin Technologies Limited Selenium, Tower-B, Plot 31 and 32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad - 500 032, Telangana Tel.: +91 40 6716 2222 E-mail Address: robi.ipo@kfintech.com Investor grievance e-mail: einward.ris@kfintech.com Contact Person: M. Murali Krishna Website: www.kfintech.com SEBI Registration No.: INR00000221

For RAYS OF BELIEF LIMITED
On behalf of the Board of Directors
 Sd/-
Mayank Bhargava
Company Secretary and Compliance Officer

Place: Gurugram
Date: March 24, 2026

RAYS OF BELIEF LIMITED is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to undertake an initial public offering of its Equity Shares and has filed the UDRHP-I dated February 11, 2026 with the SEBI and the Stock Exchanges. The UDRHP-I is available on the website of SEBI at www.sebi.gov.in, the websites of the Stock Exchanges, i.e., the BSE Limited and the National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com, respectively, on the website of the Company at www.momsbelief.com, and on the website of the BRLM, i.e., Mefcom Capital Markets Limited at www.mefcomcap.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" of the UDRHP-I on page 36. Potential investors should not rely on the UDRHP-I for making any investment decision but should only rely on the information included in the RHP filed by the Company with the ROC, the SEBI and the Stock Exchanges.

This announcement does not constitute an invitation or offer of securities for sale in any jurisdiction. The Equity Shares offered in the Offer have not been and will not be registered under the United States Securities Act of 1933, as amended ("U.S. Securities Act") or any state securities laws in the United States, and unless so registered, may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold (a) in the United States solely to "qualified institutional buyers" (as defined in Rule 144A under the U.S. Securities Act) in transactions exempt from or not subject to the registration requirements of the U.S. Securities Act and in accordance with any applicable U.S. state securities laws and (b) outside of the United States in "offshore transactions" as defined in and in reliance on Regulation S under the U.S. Securities Act and the applicable laws of each jurisdiction where such offers and sales are made. There will be no public offering of the Equity Shares in the United States.

AdFactors

THE BUSINESS DAILY

FOR DAILY BUSINESS

Read to Lead